

# Hollister Secure Start Services

## eNewsletter

Q4 2017

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### Feature Story

## The Art of Healing

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## FEATURE STORY



*Moonrise no.1, 40" x 40", acrylic on board*



Phil Epp

“My art helped me to not think about my situation.”

# The Art of Healing

## Phil Epp painted his way through uncertainty and fear

For Phil Epp, the future is as wide open as the western landscapes he paints. However, in February 2017, this award-winning artist was diagnosed with bladder cancer. He underwent four months of chemotherapy before doctors removed his bladder, prostate and lymph nodes. “I remember thinking, will I ever get my enthusiasm back?”, explained Phil. “Am I destined for old age?”

In the past nothing had held him back. His grit and talent led him from starting out teaching middle school art to relying solely on his artwork to make a living. He was awarded the Kansas Governor’s Artist Award in 1985, and his paintings have been displayed in many states and countries over the years. In 2009, Phil was selected as a U.S. cultural ambassador to Kazakhstan with the Department of State’s Art in Embassies program.

Even after Phil was diagnosed with cancer, he didn’t let his upward trajectory end with this diagnosis. A week before surgery he drove a couple of hours to meet with a man who had previously gone through the same ordeal. Coincidentally, their shared love of horses made it easier to connect, and afterwards Phil felt more emotionally equipped for what was ahead. “He told me straightforwardly what was going to happen, and I’ve called him several times for advice,” says Phil. “Since then I’ve had the same opportunity to mentor someone in Texas, and I want to help anyone else I can.”

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## FEATURE STORY

## The Art of Healing

*(continued)*

As Phil was going through treatment, doctors urged him to take care of himself and told him they'd take care of the cancer. Phil took that to heart, didn't search the internet for answers and tried to live his life as best as he could. With the help of his wife Karen and his Home Health nurse, Lynette, he learned the ropes of living with his ostomy. Throughout his journey, Phil says his products from Hollister Incorporated have been a big help as well and that taking care of his ostomy has become practically effortless.

During these difficult times, Phil never lost his enthusiasm for life and kept his passion for art alive while painting the vistas, billowing clouds, horses and cowboys of his Nebraska cattle farm childhood.

"I've come to understand that there is an end to this life's process, and I want to squeeze as much out of it as I can."

—Phil Epp

"My art helped me to not think about my situation," says Phil. Though he had been admitted in the prestigious organization Cowboy Artists of America in 2016, he hadn't exhibited his work with them. But thanks to his year of healing with creativity, Phil had his first exhibit this past October, and won a first-place medal.

Phil's advice to those new to the ostomy experience is to seek out someone who's had a similar experience and to not let yourself be defined by your ostomy. Phil has told people again and again that this has been the worst and best year of his life. The worst part was not knowing if life would go on, and the best part was that he never lost his enthusiasm for his art and life.

*Financial Disclosure: Phil Epp received compensation from Hollister Incorporated for his contribution to this eNewsletter.*



**Edge of Town, 30" x 40", acrylic on board (top)**

**Dispute, 40" x 40", acrylic on board (lower left)**

**Hilltop, 60" x 60", acrylic on canvas board (lower right)**

View Phil's vast collection of work at  
**[Philepp.com](http://Philepp.com)**.

## NEWS FROM HOLLISTER INCORPORATED

# Hollister Secure Start Corner

## Meet the smile behind the voice

Our team is passionate about helping Hollister Secure Start members over the phone or by email. If you have a question about your ostomy, they're here to help. Get to know our team!

### Melissa



**Title:** Customer Care Representative  
**Length of Service:** 1 year

**Favorite holiday movie?** The Polar Express.

**What is the coolest gift you ever gave someone?** CityTins coaster gift cards. They are a great way to explore a wide variety of cuisines, shows and bars throughout various locations and each coaster is good for \$10 off your bill.

**What is your favorite holiday tradition?** Every Christmas Eve, all seven of my brothers and I gather and exchange gifts.

### Kara



**Title:** Consumer Service Advisor  
**Length of Service:** 3 months

**Favorite holiday movie?** Home Alone.

**What is your favorite holiday tradition?** Baking (and eating) Christmas cookies and decorating them with my family!

**If you could be a character in a holiday movie, who would you be and why?**

I would be Buddy The Elf from the movie Elf because he is always so happy and cheerful and Christmas is by far my favorite holiday!

### Emily



**Title:** Acute Care Coordinator  
**Length of Service:** 8 years

**Favorite holiday movie?** The Polar Express.

**What is the coolest gift you ever gave someone?** My husband and I announced to the family Christmas morning that we were expecting a baby.

**What is your favorite holiday tradition?** I love going out every year as a family and cutting down a fresh Christmas tree and somehow managing to tie it down to the top of the car.

## ASK THE EXPERT

# Tender Loving Skin Care

## Soothe peristomal skin with these helpful tips

by Wil Walker, MBA, BSN, RN, WOC Nurse Manager,  
Clinical Education, Hollister Incorporated

Even the most experienced people with ostomies will attest to the fact that the skin around the stoma and under skin barriers (also known as peristomal skin) can become irritated. This can happen for a variety of reasons. The good news is that there are simple ways to remedy and help prevent the situation. Use these tips to give your skin the care it needs.

### Sometimes my stoma bleeds a little when I wash it. Is this normal?

Your stoma may bleed easily when rubbed or bumped — this is normal. The bleeding should resolve quickly. If bleeding does not stop, contact your Wound Ostomy Continence (WOC) Nurse or healthcare professional.

### The skin around my stoma is red and irritated. What can I do to remedy it?

The peristomal skin should not show signs of irritation, rash or redness. It should look similar to the skin anywhere else on the body. A properly fitting skin barrier and the right barrier formulation help protect the skin from being irritated by the stoma drainage. If red, broken or moist skin around the stoma is discovered, seek the assistance of your WOC Nurse or contact Secure Start services at **1.888.808.7456**.

### What does stoma powder do and how often should I use it?

Stoma powder (not talcum powder) is used to absorb moisture from broken skin around the stoma. By absorbing the moisture the ostomy skin barrier will be able to adhere well and allow the skin to heal. When using stoma powder, make sure to brush off the excess before applying your pouching system. Too much powder can interfere with your pouch seal and cause leakage.

### How do I remove my skin barrier to avoid tearing the skin and causing skin damage?

To remove the pouching system, gently peel the barrier away from skin, starting at the top and working downwards, while pressing against the surrounding skin. This may avoid any skin tearing associated with an adhesive barrier.



### What type of product should I use when washing the skin around my stoma?

All you really need to clean around your stoma is warm water. If you prefer to use a soap, be sure it is a mild soap and does not contain any oils, perfumes or moisturizers as they may interfere with the skin barrier from adhering. Be sure to rinse any soap from the skin and dry well before applying your new pouching system.

### Do you have any tips to help prevent skin irritation?

- Change your pouch on a regular schedule before it leaks.
- If drainage is leaking under the skin barrier of your pouching system change your pouch promptly.
- Consider using accessories (such as barrier rings, stoma powder) to help prevent leakage under the skin barrier.
- Measure your stoma frequently to be sure your skin barrier fits correctly with no skin showing between the barrier opening and your stoma.

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**ASK THE EXPERT**

## Tender Loving Skin Care

*(continued)*

**How often should I change my skin barrier?**

Wear time of a pouching system is based on personal preference and stoma characteristics and output, but three to four days is considered “normal”. The best time to change your pouching system is in the morning before having anything to eat or drink.

**I have itchy adhesive residue on my skin and it won't come off with water. What's the best way to remove it?**

Consider using a universal remover wipe in this scenario. A universal remover wipe is a pre-moistened wipe with a built-in remover that helps dissolve residues from adhesives and tapes. These wipes are made specifically for use on your skin.

**I think my stoma has shrunk, and my skin barrier doesn't seem to fit now. I noticed the skin around my stoma is getting red. What can I do?**

It is important to measure your stoma using a stoma measuring guide before every barrier application, as the size of your stoma can change over time. The skin barrier should fit around the stoma so there is no skin visible between the barrier and the stoma. If you discover red, broken or moist skin around your stoma, seek the assistance of your WOC Nurse or healthcare professional.

**I have a small leak under my skin barrier. Should I patch the leak with tape or paste?**

It is important to change your pouching system if you suspect a leak, as leakage can affect the health of your peristomal skin.

Check out these additional downloadable resources provided by Hollister Secure Start services:

Have a question that wasn't answered here? Hollister Secure Start services is here to help. We can help answer any further questions about peristomal skin care. Call us today at **1.888.808.7456**.

EVENT UPDATES

# Stoma Sticker Love

## The Hollister Secure Start team celebrates Ostomy Awareness Day 2017

We were honored to once again stand with the United Ostomy Associations of America (UOAA), in support of Ostomy Awareness Day 2017. Our creation and sharing of the Stoma Sticker was our love letter to the ostomy community. We encouraged members of the ostomy community and their loved ones to wear the stickers to help raise awareness and share their support on social media, using the hashtag **#OstomyDay2017**. We were overwhelmed by the community's love and support all month long.

Along with their pictures, community members shared personal sentiments about having a stoma. Some of our favorite responses included the words "love our ostomies", "sharing stoma love" and "Stoma Warriors". We joined with the ostomy community to help raise awareness and offer emotional support, and we had a lot of fun along the way. We're already looking forward to the 2018 celebration!

Until then, feel free to give us a call at **1.888.808.7456** and let us know how we can help support you.



The Hollister Secure Start team provided information and support at several Ostomy Awareness Day celebrations across the U.S.



Cookeville, TN



Durham, NC



Portland, OR



Check out the love on the Hollister Secure Start Facebook page!

**@SecureStartServices | #OstomyDay2017**

EVENT UPDATES

# Five Days of Inspiration

## The United Ostomy Associations of America (UOAA) National Conference offered something for everyone

The sixth biennial UOAA Conference in Irvine, California, spanned August 22-26, but for many its effect will last a lifetime. A total of 485 attendees arrived with high hopes for connection, education and fun, and the conference delivered this—and more!

Hollister Incorporated was the proud Platinum Sponsor of the event and held four enlightening workshops: *Peristomal Skin Issues*; *Barrier Cooking Show*; *Ask the WOCN about Ileostomy Management*; and *Ask the WOCN about Colostomy Management*.



The always popular *Barrier Cooking Show* workshop was led by Dr. Michael Taylor, from Hollister Incorporated

Inspiring presentations were sprinkled throughout the conference. Yachtswoman Pam Wall opened the festivities and described raising a family aboard a 39-foot sloop while managing her ostomy. Comedian Brenda Elsagher entertained with her signature humor. And, motivational speaker Joanna Burgess-Stocks, BSN, RN, CWOCN, who has lived with an ostomy since the age of three, gave a thought-provoking presentation

“Everybody who has an ostomy is a superhero because they’ve overcome something in their lives.”

—Millie Parker  
UOAA Board Member, Conference Speaker Coordinator

entitled, *Stepping Stones: Understanding the Power and Importance of Your Story*. Over 50 speakers, ranging from doctors and nurses to triathletes, shared their wisdom and advice.

The conference coordinators went out of their way this year to make the events even more fun than before. The UOAA Board of Directors and staff greeted attendees at the ever-popular ice cream social dressed as superheroes to honor those who valiantly overcome life’s challenges. This year’s fashion show took on tongue-in-cheek humor as models first appeared on the runway in muumuus (loose dresses), since that’s how the public assumes people with ostomies have to dress. Then the crowd roared as models whipped off the muumuus to reveal fashionable outfits underneath.

Best of all, no matter where people were in their ostomy journey, they found other attendees like themselves. Whether it was their first conference or one of many, this was an event they will not soon forget!

Participants at the 2017 UOAA Conference



EVENT UPDATES

# The Run For Resilience Takes Off

## Celebrations across the country for Ostomy Awareness Day 2017

The fourth annual Run for Resilience Ostomy 5K continued to pick up momentum this year as it spanned from coast to coast. On Ostomy Awareness Day, October 7, events were held in Durham, North Carolina; Cookeville, Tennessee; Mesa, Arizona; and a new, unofficial walk was held in Stroudsburg, Pennsylvania. On October 14, events were held in Boise, Idaho; Birmingham, Alabama; and Portland, Oregon. Those who didn't have a race event nearby were encouraged to run or walk the free Nationwide Virtual Ostomy 5K.

Sponsored by United Ostomy Associations of America (UOAA), the ultimate goal of the Run for Resilience is to raise ostomy awareness.

In Durham, North Carolina, the birthplace of the event, 165 participants crossed the finish line and 25 volunteers were there to support them. Collin Jarvis, a runner with an ostomy, who is also Vice President of Stealth Belt, took first place for the second year in a row. "As someone who is passionate about helping others live an active and fulfilling lifestyle with their ostomies, I can't say enough about the Run for Resilience 5K. The event brought together the ostomy community with a shared goal of inspiration and awareness; I felt honored to be a part of it!", said Collin.



Boise, ID | Photo credit: nataliekoziukphotography.com



**Collin Jarvis, Stealth Belt Vice President and North Carolina Run for Resilience 5K winner**

The Hollister Secure Start services team was on hand to cheer on runners at the 5K events and join in the celebration. "Hollister is proud of our long-standing relationship with UOAA and of being a Platinum Sponsor for the Run for Resilience 5K races. These events recognize people living with an ostomy and those who support them and are very impactful to the ostomy community—we're honored to be a part of it all," said Amy Criffield, Director of Hollister Secure Start services.

The Run for Resilience Ostomy 5K organizers are excited to keep the momentum going and have already started making plans to commemorate World Ostomy Day 2018.

Interested in participating next year or hosting an event in your city? Go to [ostomy5K.org](http://ostomy5K.org) for more information. See you there!

## MAKING A DIFFERENCE WITH MANNY

# Dressing for the Season

## Fashion designer Manny Cuevas shares his best-dressed list



**Above: Manny and his daughter participate in the first annual Run for Resilience in Tennessee**

**Below: Formal wear doesn't always have to be black!**



Family, friends and I celebrated Ostomy Awareness Day in Cookeville, Tennessee, where the United Ostomy Associations of America (UOAA) hosted the inaugural Run for Resilience Ostomy 5K. When I first heard this was happening so close to home, it encouraged me to write to the State of Tennessee to share my ostomy journey and respectfully request to have Ostomy Awareness Day recognized throughout our state. Less than a week later they granted my request and I received the official proclamation. No way could I miss out on the 5K! I was blessed and proud to attend the event chaperoned by my lovely daughter.

As I reflect on a fabulous fall season full of celebrations and excitement, my mind starts to drift towards the cooler months ahead. As I look to the holidays coming up, it always leads me to ask, "What can I wear to stand out this holiday season?"

Well, during wintertime I prefer to wear several layers of clothing. Scarves are some of my favorites especially with a tux for a formal holiday party. A royal blue tuxedo is a step in the right direction, but why not try one in cobalt blue? A midnight blue tuxedo is a fine choice for the man who wants to echo the inky blue tones of the night sky in his evening attire. This shade of blue is more classic for the newcomer to the world of black-tie.

Also, keep in mind that dinner jackets and pants don't need to match. If you're looking to tame the stuffiness of a black-tie look, but don't want to go as far as a full royal blue tuxedo, try just the jacket with a pair of black formal pants. Consider this the un-tux. Does this outfit play by the black-tie rules? Yes. Does it make you look like a guy who always plays it by the book? Heck no, but personally I have never played by the book! As a person with an ostomy I've had to adjust some of my dress-up techniques due to my "Lil' Friend" (my stoma)—nothing way over the top, but some things to assure me that I'm still the same special person in the fashion industry.

Women have many opportunities for dressing up for the holidays. From the well-tailored look to adding a simple shawl to a beautifully pleated evening dress to help disguise your ostomy. Whatever you wear to feel beautiful and comfortable, always remember to be true to yourself as you "wear it out" this holiday season.

Cheers!

A handwritten signature in black ink that reads "Manny".

Experience Manny's legendary couture on [Facebook@WearItOutbyManny](#) or his website [WearItOutbyManny.com](#).

*Financial Disclosure: Manny Cuevas received compensation from Hollister Incorporated for his contribution to this eNewsletter.*

## WHAT'S SO FUNNY?

# Winter in Minnesota

## Brenda warms even the chilliest season with humor

I personally love the change of seasons in Minnesota. Technically we have four very distinct seasons and each brings its own lovely beauty. The greenery of spring as it peeks through the melting snow never gets old. It's absolutely gorgeous when irises, tulips and crocuses start blooming. Minnesotans start going out in short-sleeved shirts as soon as the temperature reaches 45 degrees and say things like, "Wow, there's a heat wave out there!"

Summer follows about two weeks to a month later and then it's sweltering and you want to jump into one of our 10,000 lakes. Some people say our state bird at that time of year is the mosquito. A month or so later, autumn follows and the changing of the leaves is spectacular. Kids jumping in leaf piles are a common occurrence. And we have 75 bags of leaves sitting on the edge of our yard to prove it!

Did you know that Minneapolis, Minnesota, was voted the healthiest city in the U.S.? I'm convinced it's because of our winters. You have to be hearty to live here. We are people of great faith as well. Many mornings you may overhear prayers from people



as they walk to their cars. "Oh, dear God, let this baby start today!" It's a daily practice and we sure don't take anything for granted! Then there is the beauty of snow—unless you have to shovel 36 inches of it in three days. Now that has happened once or twice, but that's not the norm. We've actually dreamed of a white Christmas and not had one.

When winter comes, we organize activities from sledding and skating parties to snowmobiling and ice fishing—complete with hot chocolate and bonfires. Then we switch to movie or game nights when the temperature has dipped to 20 below zero without the wind-chill factor. You can throw a hot glass of water into the air and watch it crystallize before it hits the ground—Science 101 in Minnesota. Also, it is never advised to put your tongue on anything metal when it's colder than 32 degrees (don't trust your best friend's older brother when he dares you to do this.) The real truth is that Minnesota only has two seasons—winter and road construction. Try to get here the one good week in between—it's awesome!



Brenda Elsagher is a loud and proud member of the ostomy community and a good friend of Hollister Incorporated. She is an international keynote speaker, author and comedian.

Her books include: *If the Battle is Over, Why am I Still in Uniform?*; *I'd Like to Buy a Bowel Please!*; *Bedpan Banter*; *It's in the Bag and Under the Covers*; and *Your Glasses Are on Top of Your Head*. You can find out more about her at [livingandlaughing.com](http://livingandlaughing.com).

*Financial Disclosure: Brenda received compensation from Hollister Incorporated for her contribution to this eNewsletter.*

NEWS FROM HOLLISTER INCORPORATED

# Is Your Insurance Changing in the New Year?

Turn to Hollister Secure Start services to help navigate your insurance coverage for ostomy products. Whether you have questions about your ostomy, how to care for your stoma or how to keep living the life you want to live—we're here for you! We are proud to offer complimentary support for as long as you need it, regardless of the brand of products you use.

Here are just a few ways we can help:



Finding the right product fit



Identifying supplier options



Accessing an ostomy nurse over the phone for your clinical product questions



Finding local resources



Learning more about our pediatric services



Providing product information and condition-specific education

We're here to help! If you haven't already enrolled, call us today at **1.888.808.7456** or visit our website at **[securestartservices.com/ostomyenroll](http://securestartservices.com/ostomyenroll)** to get started.



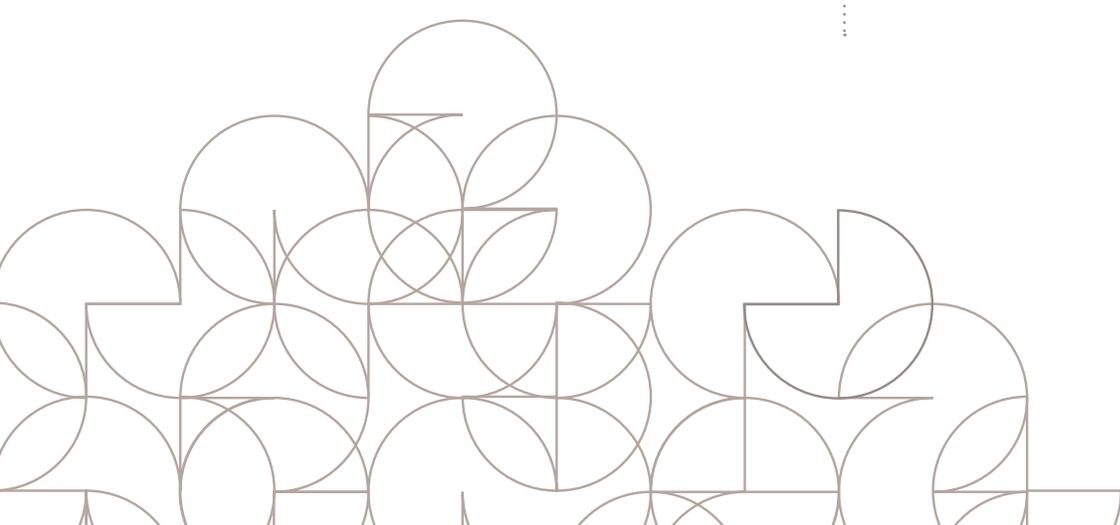
# Let's Stay Connected!

Keep us updated!

Sometimes a new year brings new questions about your ostomy, products or insurance coverage. We are committed to answering these questions and supporting you throughout your ostomy journey.

We want to be there for you weeks, months and even years from now. Click on the link below and share your contact information so we can be sure our records are up-to-date and continue to support you. It only takes a few moments—for a lifetime of personalized care. We look forward to hearing from you soon!

**Update Now**





FROM OUR FAMILY TO YOURS...

# Happy and Healthy Holiday Wishes



In the stillness of this beautiful season, all of us at Hollister Secure Start services reflect on how far the ostomy community has come this year to support those living with ostomies. Thank you for allowing us to be a part of the magic—from the United Ostomy Associations of America Conference and The Run for Resilience Ostomy 5K events to the Stoma Sticker love. Let's keep it going in the new year!

## The Secure Start Team

 at Hollister Incorporated 

WATCH OUR YEAR IN REVIEW VIDEO!



# 'Tis the Season to Share Your Story

**It may be a gift to someone else**

The holidays bring so much joy, and sometimes loneliness too. Your story could touch someone's heart this season and let them know that they are not alone.

Send us your personal story and you may be the miracle in someone's life. Phil Epp shared his story in this issue of the Hollister Secure Start Services eNewsletter—yours could be next!

## Have you...

- Done something you never thought you could?
- Found new inspiration?
- Made a difference in the ostomy community?

Share your story with us. We just might profile you in one of our upcoming eNewsletters!

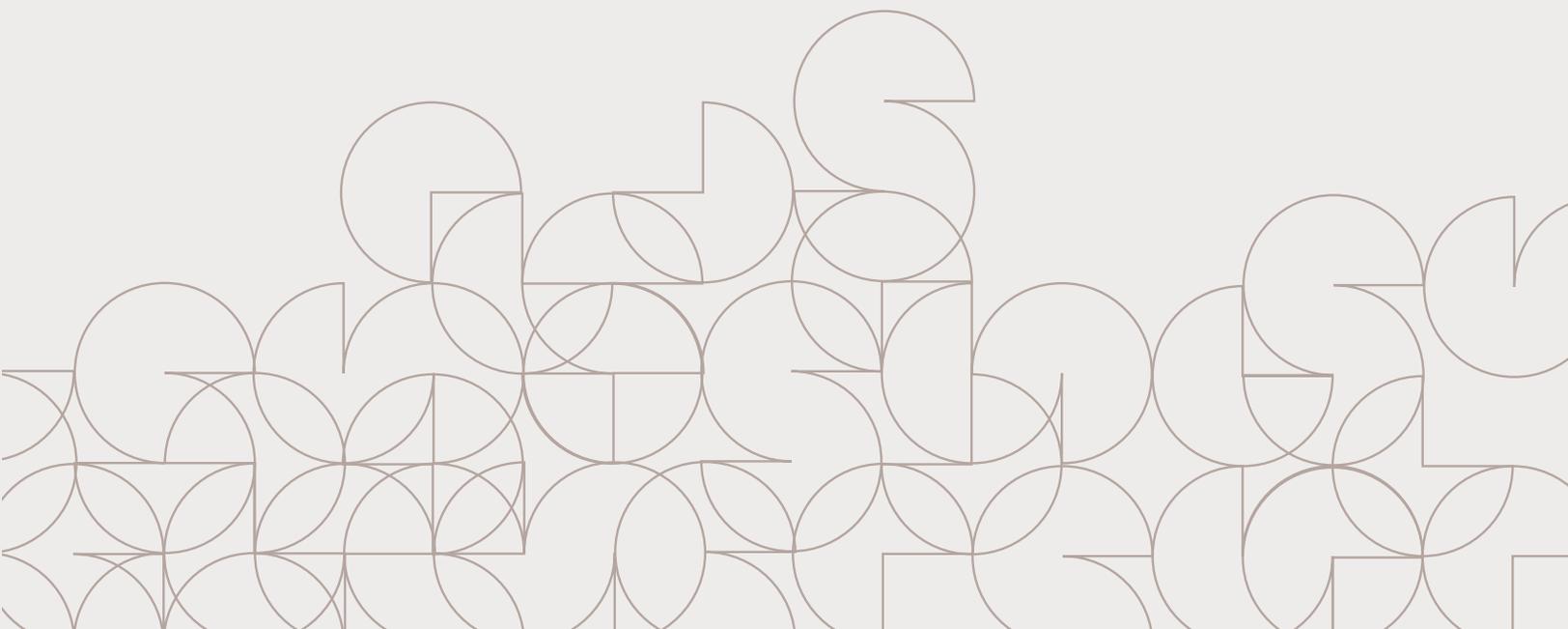
Submit your story today at  
[securestartnewsletter@hollister.com](mailto:securestartnewsletter@hollister.com).



Phil Epp,  
Feature Story

“Sharing our stories can also be a means of healing.”

—Susan Wittig Albert  
American Writer



# Hollister Secure Start Services

## eNewsletter

### Resources

#### **Hollister Secure Start Services**

1.888.808.7456

[www.securestartservices.com](http://www.securestartservices.com)

Hollister Secure Start Facebook Page 

#### **United Ostomy Associations of America, Inc. (UOAA)**

1.800.826.0826

[info@uoaa.org](mailto:info@uoaa.org)

[www.ostomy.org](http://www.ostomy.org)

#### **Crohn's & Colitis Foundation of America, Inc. (CCFA)**

1.800.932.2423

[www.ccfa.org](http://www.ccfa.org)

#### **Inspire.com Ostomy Support Group**

[www.inspire.com/groups/ostomy](http://www.inspire.com/groups/ostomy)

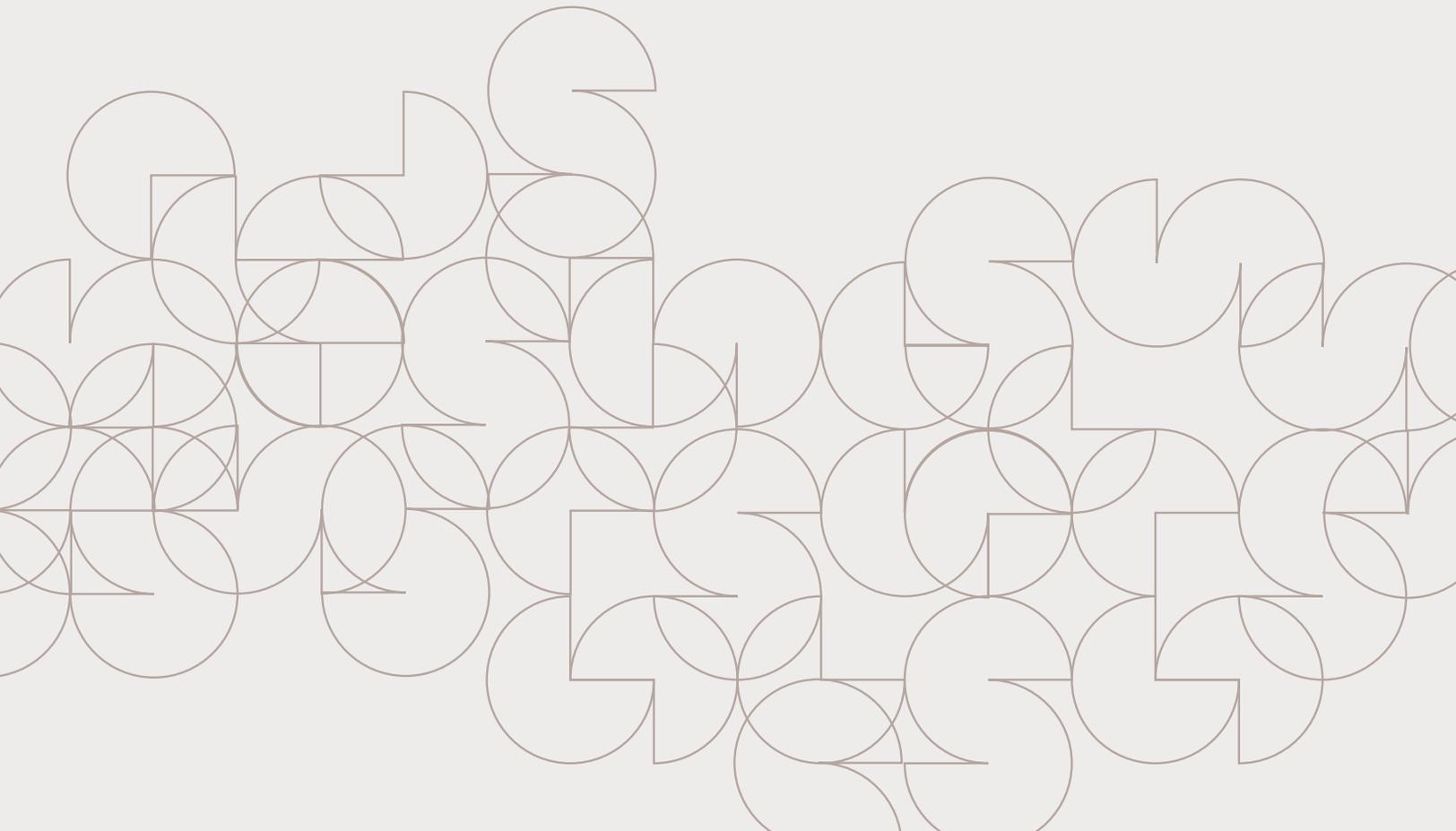
#### **Colon Cancer Coalition (CCC)**

952.378.1237

[info@coloncancercoalition.org](mailto:info@coloncancercoalition.org)

[www.coloncancercoalition.org](http://www.coloncancercoalition.org)

**Click here** to download past issues of the Hollister Secure Start services eNewsletter.





**Secure Start**<sup>TM</sup>

It's Personal

We are proud to offer dedicated support for each and every patient along the continuum of care. Hollister Secure Start services provide a lifetime of personalized support.



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