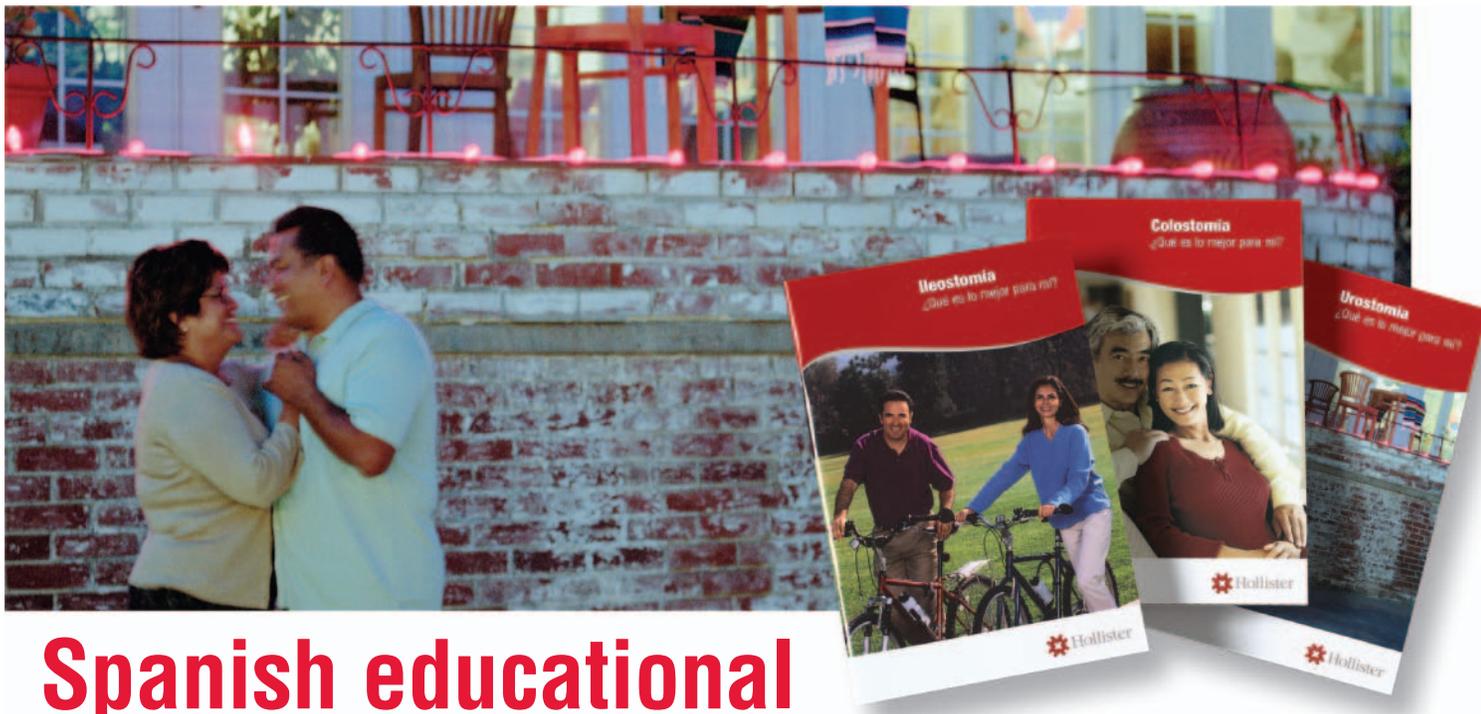


Secure | Start™

A Quarterly Newsletter for People with Ostomies



Spanish educational materials bridge the cultural gap

Kevin Roskopf, Associate Product Manager, helps translate confusion into compassion

When Kevin Roskopf joined the Marketing Department at Hollister Incorporated, he was given a project that would change the landscape of patient education forever—creating Hollister’s new Spanish educational booklets and DVDs.

“A lot can be lost in verbal translation,” says Kevin, “so if you have something that’s written down and concrete it can help a lot. After all, without proper patient education our products won’t perform as they should and patients won’t be able to live the comfortable life that they deserve.” Kevin’s mission was to take the Hollister educational booklets *What’s Right for Me?* and *Ostomy Educational Theater* and make sure they were translated accurately—both linguistically and culturally.

Hollister used a well-respected translation service to translate the materials, then collaborated with a Spanish-speaking WOC nurse in Florida who proofread and added a cultural viewpoint. And that’s not all! The host of a popular Spanish talk show in Milwaukee provided the voice for the Educational Theater, which is available for free both on-line and as a separate DVD.

All of the materials have been welcomed with open arms and Kevin could not be happier, “When we tell clinicians we have these materials, they’re absolutely thrilled and the demand has confirmed their reactions,” he says.



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Personal Profile

Tiare Yuen plunges into high school in Honolulu

Tiare Yuen is a typical 14-year-old. She can't wait until the bell rings after her last class so she can run home to play volleyball, basketball or touch football in the park. And since she lives in Honolulu, Hawaii, a cool dip in the ocean is just moments away. Tiare is the same as every other kid in her freshman class, except for the fact that she has an ostomy. This doesn't stop her from diving into life, thanks to the **New Image** two-piece pouching system from Hollister.

"I'm used to it now and can do everything, even PE," says Tiare. "Everybody in school knows about it. At first they were kind of 'weirded out', but now they're OK with it too." Tiare's mom, Loretta, went to the school and met with classmates and teachers to explain Tiare's surgery as well as ways she has to manage her ostomy. Her advice to other parents is simple: "Just treat them like they are an ordinary person. Show them that you will be there to catch them and that you love them very much, but always be yourself."

As with any teenager, Tiare also has her moods and disappointments. Doctors attempted to reverse her ostomy, but it was not successful. And sometimes she is embarrassed to go swimming because of her ostomy. On those days she relates to Grumpy Bear™, one of the Care Bears™, who reminds her that it's okay to be grumpy sometimes and that she's still loved. Tiare wants to be a nurse when she grows up, she said, and no doubt her example will inspire others to dive into life no matter how cold the water may be.

Ask Brenda

I care, You care, We all care about skin care

Making friends with your stoma is the first step

By Brenda Elsagher



It's all about skin care for me, especially the area that surrounds my stoma. It has been a sore issue in the past, stomas have, and I mean that literally. Stomas have such importance that some people affectionately name theirs. A common name I've heard is "Rosebud," for the way a stoma looks. I like the wit of John Woodfin of Alabama: "Winnie the Pooh-er." The first weeks with my colostomy, I could not get my pouch to adhere well due to diarrhea from medications and the deterioration of my skin around the stoma. After witnessing my colorful language, my friend Rita (a former nun) suggested I make "friends" with my stoma, so she named it "Perry," after the cancer saint, St. Peregrine.

When Perry's not happy, Brenda's not happy. With issues with my stoma, which is flush against my skin (no protrusion from the abdomen), I tried different products from every company, not knowing how to use half of them appropriately. My hat goes off to the true masters, the successful people living with ileostomies or urostomies,

many of whom have perfected the art of the perfect seal. Without healthy skin around your stoma, it can wreck your moment, your outfit, maybe a bathroom rug and certainly your timing. Recently, I had diarrhea problems that persisted for three weeks. My skin was on the edge, but never ulcerated. Using my closed pouch and changing it several times a day was not helping. I tried one of the newer Hollister products, the **Lock 'n Roll** Pouching System, and it

worked great. No clip—just roll it up and everything is held securely with nothing embarrassing to report. If you are having issues with your skin,

please consult your local professionals or call the brilliant nurses at Hollister for advice. Perry and I are much happier these days. I wish the same for you.

Brenda Elsagher is a 10-year ostomate, a national speaker and author of the book *If the Battle Is Over, Why Am I Still in Uniform?* To order your copy, go to www.livingandlaughing.com. If you have a question for **Ask Brenda**, please contact her at Brenda@livingandlaughing.com

*When Perry's not happy
Brenda's not happy.*

Spirits soared at the UOA conference

Hollister mixed business with pleasure in Anaheim

A good time was had by all at the UOA National Convention held August 4–5 in Anaheim, California. The Hollister booth buzzed with excitement as the Consumer Specialist Team helped attendees find new product to better manage their ostomies. **Adapt** Paste 0.5 oz. version and mini-pouches were all the rage. Brenda Elsagher, comedian and an ostomate from Minnesota, joined the team to promote the *Secure Start* newsletter. Last but certainly not least, well-known WOC Nurse Terry Haus from New York was available to help patients navigate through problematic situations.

At the conference, the UOA announced that they would disband September 1 and reorganize to become the UOAA (United Ostomy Associations of America). The new organization's main objective will be to become the voice of legislative advocacy. Local groups who are still operating as usual will be invited to become members. Hollister is taking a leading role in helping the UOAA get off the ground. In fact the *OQ* magazine is soon to be resurrected as *The Phoenix*, and Hollister will sponsor the postage for the first issue so that members can receive it for free! Look for it after the first of the year.



Talking Points

Accessory reimbursement made easy

Deanna Eaves, Hollister Reimbursement Manager, irons out the Medicare wrinkles

It's the little things that count. Even the smallest ostomy accessories can make a big difference. However, little costs add up and Medicare reimbursement is often confusing—but not any more!

Adapt Paste is billed on a per ounce basis using code A4406 (Ostomy skin barrier, pectin-based, paste). Medicare's usual maximum quantity (the maximum amount a person can receive without additional documentation) is 4 ounces per month.

Adapt Barrier Rings and **Adapt Barrier Strips** are billed using code A4385 (Ostomy skin barrier, solid 4x4 or equivalent, extended wear, without built-in convexity). Medicare has not



published a usual maximum quantity for this code, so you don't need additional documentation to obtain a "necessary and reasonable" amount.

Adapt Lubricating Deodorant and **m9 Drops** are billed per ounce using code A4394 (Ostomy deodorant for use in Ostomy pouch, liquid). Again, Medicare has not published a usual maximum quantity for this code. Both the 8 oz bottle and the 8 ml packets are billed using the same code. When billing the bottle, 8 units of A4394 will be billed, and when using the packets (50 per box), 13 units of A4394 will be billed.

Adapt Convex Barrier Rings do not currently have a Medicare code. Hollister has requested one and it's under review with the HCPCS Coding Panel. Until further notice, use code A4421 (Ostomy supply, miscellaneous) to bill for this product.

Listed below are a few other accessories, their corresponding billing codes, and any Medicare usual maximum quantities when applicable.

Accessory Description	HCPCS Code	Medicare Usual Max Qty
Skin Gel Protective Dressing Wipes	A5119	3 boxes of 50 per 6 months
Adhesive Remover Wipes	A4365	No published max qty
Adhesive Remover Spray	A4455	16 oz per 6 months
Medical Adhesive	A4364	4 oz per month
Skin Barrier Powder	A4371	10 oz per 6 months
Ostomy Belts	A4367	1 per month



Clinical Education Corner

Ostomy accessories... to use or not to use?

Here's your at-a-glance guide to Hollister's latest and greatest



The Hollister Clinical Education Team – (left to right) Heather Budorick, Lynn Sacramento, Joy Boarini & Ginger Salvadalena

- **Adapt Paste** improves the seal around the skin barrier opening of your pouching system. It serves as a caulk and helps to prevent drainage from leaking between your skin and the skin barrier.
- **Adapt Barrier Rings** are an easy alternative to paste if you want to fill in an uneven skin surface or if there is a gap between the stoma and the skin barrier opening on your pouch.
- **Adapt Convex Barrier Rings** add extra depth to your convex skin barrier or provide flexible convexity. They can create a customized fit that may improve your wear time.
- **Premium Powder** helps dry up slightly irritated and moist skin for better adherence of your skin barrier.
- **Adapt Lubricating Deodorant** neutralizes odor, prevents pouch static and sticking and makes pouch emptying easier.
- **Skin Gel Wipes** put a protective, clear coating on your skin, especially if you are extremely sensitive to adhesives or if you remove your pouch frequently.
- **Universal Remover Wipes** are helpful if you have significant adhesive residue or if you want to ease the removal of the adhesive.

Still not sure? Contact your WOC nurse or call Hollister Incorporated at 1.800.323.4060 and speak with one of our Customer Service Professionals to try a sample.

Disaster relief is just a click away

The recent hurricane along the Gulf Coast has impacted Hollister customers, Hollister associates and their family members. Federal, state and local relief efforts, along with numerous volunteer organizations and agencies are working together to help those in need. In support of these efforts, Hollister Incorporated has made a cash donation to the American Red Cross Disaster Relief Fund as well as Hollister product donations to the U.S. Department of Health and Human Services, as part of a coordinated effort with AdvaMed, the medical device industry's Advanced Medical Technology Association. In addition, the JDS Charitable Trust will be making a \$100,000 donation to the McCormick Tribune Foundation Hurricane Katrina Relief Campaign.

Wondering how you can help ostomates impacted by Hurricane Katrina? Please donate to one of the following funds listed below:

American Red Cross Disaster Relief Fund – Hurricane Katrina

2200 West Harrison
Chicago, IL 60612
www.redcross.org

McCormick Tribune Foundation Hurricane Katrina Relief Campaign

435 N. Michigan Avenue, Suite 790
Chicago, IL 60611
www.rmtf.org

**For a list of charitable organizations
in your area go to: www.usafreedomcorps.gov**



Chapter Profile

Support runs deep in the heart of Texas

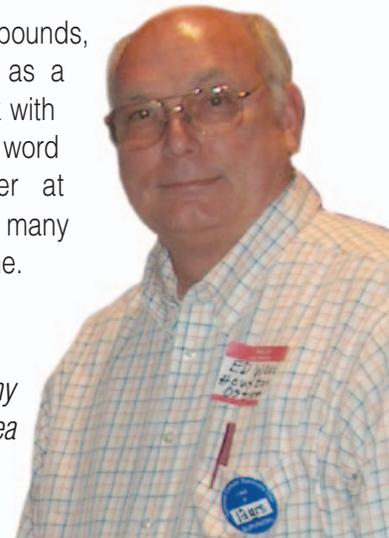
For chapter president Ed Wood, caring is a full-time business

Ed Wood, President of the Ostomy Support Group of the Houston Area, and 143 group members, put the heart in Texas for fellow ostomates. “The parents of a truck driver with ulcerative colitis showed up at a meeting. Their son lost his job and had no medical benefits. Clarice Kennedy, a former chapter president, talked to a surgeon who agreed to do his surgery for free. Four months later, he came to a meeting with a dozen red roses. That story has taken us a long way.”

The chapter will celebrate its 50th anniversary in March, and Ed and the chapter members keep things interesting. They invite doctors, pharmacists, dieticians, nutritionists, physical therapists and Hollister reps to speak at meetings. “We also have a visitors’ program of about 20 of our own members trained in using UOA materials. If a patient

isn’t adjusting well, a WOC nurse or doctor can tell them we’re available. If they want to talk, they can call us.”

The group is growing by leaps and bounds, with two satellite groups as well as a J-Pouch group. Soon they will work with home health care groups to get the word out. Check out their newsletter at www.uoahouston.org and see why so many people are calling this chapter home.



Ed Wood, President of Ostomy Support Group, Houston Area



Someone You Should Know at Hollister

Heather Budorick

No question is too big or too small for our resident problem solver

Heather Budorick may be someone you already know at Hollister if you’ve called with a complicated clinical question. She’s the resident problem solver for the Nurse on Call telephone line as well as the “Ask the Expert” section on the Hollister web site.

When responsible for the Nurse on Call line, Heather answers 20 to 30 calls a day. “I have to be extremely careful about offering clinical advice or diagnosing a problem,” she says “because I don’t meet with the patient. Nevertheless, with my nursing experience and educational background, I can usually assess the situation, determine the problem and provide an answer.”

Heather is no stranger to medicine. She has her RN and MSN, and is a certified CWOCN specialist. Her accreditation by the Wound Ostomy Continence Society, an association of ET Nurses, required passing a rigorous examination.

“The variety of questions and callers that come in to the Nurse on Call line are amazing,” Heather laughs. “We get calls from patients, caregivers, RNs, retailers and others who have a clinical question that needs explanation. Sometimes I even direct the caller to a national directory of WOC nurses in the caller’s locale so a clinician can actually meet with the patient.”

When asked to reflect on the most rewarding part of her job, Heather said, “I notice the biggest impact with the new ostomy patient, who has not received any teaching from a specialized ostomy nurse. Some of the patients get out of the hospital too soon and they are overwhelmed. We reassure people and help fill their knowledge gap by talking with them and providing educational materials and samples if needed.”

Heather always has a positive attitude and a smile on her face. When asked what she likes best about her job, she grinned and said, “I’m so glad I can make a positive difference in people’s lives—whether by solving a clinical question, educating a patient or suggesting a product or process that will add value.”

Hollister in Japan



The Waku-Waku Club gets its members into hot water – and they love it



There are an estimated 130,000 people with ostomies in Japan, and approximately 20,000 ostomy surgeries are performed each year. While there has been an increase in the number of clinicians who specialize in the care of people with ostomies, at present there are only approximately 300 WOC nurses across the country. Given this relatively small number of specialized clinicians, many Japanese ostomates still do not have adequate access to professional clinical care.

Since 1984, ostomy supplies have been covered by Japan's universal health insurance program. Unlike the systems in other countries, eligibility for coverage is determined by family income. Depending upon the type of stoma, set fees have been established to cover the total cost of all necessary products, as opposed to the common practice of having a product-specific fee schedule. In addition, to obtain reimbursement, people with ostomies are required to obtain official documentation that proves that they are physically disabled. While some balk at this practice, many other benefits are available with this designa-

tion, including substantial discounts on all forms of public transportation.

The Japanese Ostomy Association (JOA) serves approximately 12,000 members. In addition, the customer service department of Hollister Co., Ltd., the wholly owned subsidiary of Hollister Incorporated in Japan, is available to assist new ostomates as they transition from hospital to home. Each day more than 30 calls are received from people with ostomies. Beginning in 1999, Hollister established the Waku-Waku Club for people with ostomies. The Japanese term "waku-waku" roughly translates into a combination of "excitement" and "anticipation." Waku-Waku Club members enjoy a quarterly periodical similar to the *Secure Start* newsletter and are able to join a series of group outings sponsored by the company.

One of the most important traditions in Japan is communal bathing in a hot spring without wearing a bathing suit. As you can imagine, people with ostomies are often self-conscious about how to enjoy this national pastime either with or

without their pouch. To relieve some of this anxiety, the Waku-Waku Club routinely organizes group trips to several of the more than 25,000 hot spring resorts across the country. Typically, approximately 50 club members join each outing. For many ostomates, the Waku-Waku Club visits are their first hot spring experience after their ostomy surgery. While people with colostomies typically wear a stoma cap or no pouch at all while bathing, people with ileostomies or urostomies sometimes wrap their pouch in a small towel while enjoying the scalding hot, mineral-rich water. Hollister is pleased to provide this service, as many Japanese people believe that hot springs offer medicinal benefits, including protection against cancer and other diseases. By the way, while most baths are gender-specific, there are several hot spring resorts that still offer mixed bathing!

If you ever get an opportunity to visit Japan, leave your inhibitions at home and join the members of the Waku-Waku Club at a hot spring for communal bathing at its finest!

Frequently Asked Questions

Comfort goes skin deep at Hollister

Got questions about skin care around your ostomy? Here are some easy solutions, direct from the experts at Hollister.

Q: I have been using a skin wipe on my skin. Does that help my pouch stick better?

A: No. The wipes that are generally categorized as skin preps are not adhesives. They're designed to add a protective layer to the surface of your skin, which makes the removal of adhesives such as skin barriers and tapes easier.

Q: I recently read in the instructions that skin prepping agents should not be used with **Flexlend** skin barrier. Why is that?

A: It will not harm you if you use them together, but the film of the skin prepping agents may decrease the length of time the skin barrier stays on your skin. Just make sure to keep that in mind when using both.



Adapt Barrier Rings

Q: I have just started using **Adapt** Barrier Rings. Should I put the ring on my skin or on the back of my pouching system?

A: Either way is correct. Although it is a matter of preference, most people find it easier to apply the Adapt Barrier Ring to the pouching system first.

Q: I use **Adapt** Paste and sometimes my skin stings when I use it. Is this normal?

A: Yes. Adapt Paste and other ostomy pastes contain alcohol, which may cause a stinging sensation if you have a skin irritation. Adapt Paste actually contains less alcohol than the leading competitor. Adapt Rings are alcohol-free and an excellent alternative to paste for sensitive or irritated skin. If you have irritated skin, it should be evaluated by a healthcare professional (such as a WOC nurse), who will help determine the cause.

Q: Does ostomy paste make the pouch stick better?

A: No, it helps prevent drainage from getting between your skin and your skin barrier. Ostomy paste, such as Adapt Paste, is a caulk. It protects your skin and often extends the life of your skin barrier, but it does not make it stickier, so more is not better!

Q: I was given **Premium** Powder when I was in the hospital. Should I continue to use it?

A: Use it only if the skin is broken or weepy. Premium Powder is designed to absorb moisture but won't prevent skin irritations. Stop using it when the skin has healed and is no longer moist to the touch. If your skin has not improved or is getting worse, stop using the powder and contact your WOC nurse.

Adapt Paste protects your skin and often extends the life of your skin barrier.

Secure Start[™]

RESOURCES

United Ostomy Associations of America, Inc. (UOAA)

1.800.826.0826
info@uoaa.org
www.uoaa.org

Wound, Ostomy, and Continence Nurses Society (WOCN)

1.888.224.9626
www.wocn.org

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

National Headquarters
386 Park Avenue South
New York, NY 10016-8804
1.800.932.3637 or 212.685.3440
www.ccfa.org

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Hollister Incorporated
2000 Hollister Drive
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