Secure Start



Hollister packaging is getting a bold new look, but it still contains the same high-quality products.

Riding the wave: Hollister packaging gets bolder and brighter

One of the first impressions anyone has of a product is the package it comes in. Over the coming months, Hollister packaging will have a new look and design, emphasizing the red Hollister wave with the light gray highlight.

The Hollister wave has been turning heads since it was launched on the company's Web sites in August 2004. According to Mike Kennedy, Vice President of Global Marketing, the wave represents "... the strength of Hollister ... flexibility, freedom and adapting to meet our customers' needs."

The new look is more than cosmetic, however. New one-piece boxes will replace the current two-piece ostomy boxes to facilitate handling, storage and stacking.

The change won't take place overnight — a project as big as this has to be phased in. Hollister ships a lot of boxes every year — about 6 million — so the company will phase in the

new packaging in the most efficient way, which is when the current boxes run out. Different products may be packaged with the new design at different times.

It's possible that if you use more than one Hollister product one of your products may change to the new packaging several weeks or months before the other one does. In addition, depending on how you receive your Hollister products, for a short while you might even receive a box with the new design one month and the current two-piece box the following month.

One change you won't see with the new Hollister packaging is in the quality of the products. You'll continue to receive the same high-quality products you have come to expect from Hollister.

Look for the new Hollister packaging beginning later this year.

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Personal Profile

Hollister products free Minnesotan's spirit for fun

Miriam Schreck developed colitis when she was 11, but until she was in eighth grade she didn't realize her symptoms weren't normal.

"I would be in remission all but a couple of weeks, so I didn't really worry about it," the 19-year-old sophomore at Bethel University, Arden Hills, Minn., says now. "My first hospitalization, when I was a sophomore in high school, was really difficult because I had to admit something was seriously wrong."

That hospitalization was followed by a blast of medicines and alternative treatments such as acupuncture, and ultimately by a total colectomy. Postsurgery complications had Miriam going to the bathroom 30 or 40 times a day. She couldn't sleep, medication didn't help, and she was in constant pain. An ileostomy in December 2004 finally solved the problem.

A native of the Minneapolis-St. Paul area, Schreck has maintained her sense of humor throughout her ordeal (she calls her stoma "Jean Luc" after the bald-headed character played by Patrick Stewart in "Star Trek"), in large part because of the art she's been creating since grade school.

"I paint whatever I'm feeling, acknowledge it's there and deal with it," she says. "Then I can paint over it and it's gone. Painting helps me let go."

Schreck uses Hollister New Image Convex with Lock 'n Roll Pouching Systems.

"I used to have a lot of trouble with leakage," she says.

"Hollister was really good about giving me samples — some other companies take a really long time to send them — and now I don't have any leakage."

She makes no effort to hide her ostomy from anyone.

"If you can make fun of something, it's not as scary," Schreck says. "I use clean pouches to deliver odd presents to people, and sometimes I leave my pouch outside my pants, covered with a granny kind of handkerchief. People ask about it, and there's always an awkward silence when I tell them I don't have a large intestine. Once I filled a pouch with hot tea and stuck it to a friend's belly to show him what an ostomy feels like."



Miriam Schreck lets her pixie spirit soar.

She credits her parents, Harley and Janice Schreck, and brother, Carl, with supporting and encouraging her, and plans to follow in her father's teaching footsteps when she graduates. Harley Schreck is a professor of anthropology and sociology and head of the Bethel gerontology department; Janice is a home health nurse who works with Minnesota's Native American population.

"I want to be an art teacher, because I figure it covers everything," Miriam Schreck says. "I also want to get a master's in special education, because that would be a really cool combination."

In the meantime, she's looking forward to two more surgeries, the second of which she and her doctors anticipate will reverse her ostomy. She'll miss having Hollister Medical Adhesive Spray if that happens, though.

"It's very good for making my ostomy products stick to my skin, but it's also fun to use it to stick things like hard candies or spoons to my friends' arms," she says. "It sticks really well, but it comes off easily.

"I was kind of hoping it would be a permanent bond, because I thought it would be fun for practical jokes — I could stick people to each other."

Ask Brenda



I need to hear from anyone who has experience with an ostomy and swimming. I've had a colostomy for a year and would like to get back in the water but am really afraid. Can you help?

I understand your concern, but you aren't

planning on going into water that is infested with snakes, are you? If not, no need to be scared of getting wet again. However, if you couldn't do the crawl or the backstroke before, having an ostomy doesn't mean you'll know how to swim. You might still have to take lessons. If you're already diving off the 12-foot board and feel confident in the pool, go ahead and jump in. Take your air mattress with the cup holder for your ice-cold lemonade; get out your beach balls, foam noodles, pails and shovels for the sand castles and have a blast.

There's nothing better than the total weightless feeling of being in water, especially if the temperature is just right. I recall seeing gals coquettishly dip their toes in the water to test it followed by the usual girlish screams. For myself, once I drop my towel, I'm in the water in a flash. My delusion that I look smaller under water helps me to this day.

There are many stylish suits that will hide your ostomy. Many of them are two pieces, too — just shop for the one you feel most comfortable wearing. If you didn't wear a bikini before your ostomy surgery, I doubt that you'll have an urge to wear one now. The idea of four little strings holding everything together never appealed to me. I would have preferred the time in history when women went swimming in full dresses. They probably never had a problem with sand up their tushes. Now that I think of it, that's not a problem for me, either, any more. There are advantages to living rectum free!

Some ideas to help you get back into the swim of things:

- Water is therapeutic and fun. If you haven't done much exercise since your surgery, getting in the water is one of the gentlest ways to begin.
- You won't lose your balance in the water as easily as you
 would on land. You can use the big rubber bands they
 provide in a water aerobics class to work on strengthening
 your body again. Join your local club and take a class.
- Working out in water helps you develop more flexibility and gives you an overall sense of well-being.
- Water helps support your weight. It's a good place to start moving muscles after surgery with minimal risk of injury.

If you decide to take a dip, closed pouches are recommended. Some people reinforce their ostomy pouches with waterproof tape to feel more secure. I have heard it called picture framing, although with Hollister pouches this step is not necessary. I do find, though, that the pouches are easier to peel off if you let them dry for a while before changing them. If you are having issues and your pouch is not staying on because your skin is irritated, common sense would dictate not going in the water until those problems are solved.

If you're not having any medical issues, then don't hold back. Get in there and enjoy yourself. Take a friend or go alone — just go. I personally like hotels that have the built-in bar in the middle of the pool. Now that is living. You, my fellow ostomate, swim right up, order a tall one and do the back float. (Make sure you ask for a straw for that mai tai.)

Brenda Elsagher is an ostomate, author and humorous keynote speaker living in Minnesota with her family. To order her book, "If the Battle is Over, Why am I Still in Uniform?" go to: www.livingandlaughing.com. You can "Ask Brenda" a question for the newsletter at Brenda@livingandlaughing.com

Our newest arrival: mini Adapt Paste is here!

The 2-ounce tube of Adapt Paste has a new little brother — a 0.5-ounce tube that is especially appropriate for travel.

The paste inside the new, smaller tube is identical to the Adapt Paste you've always used, and the smaller version is made of the

same easy-to-squeeze plastic laminate material that is used for its older brother. In addition, the mini tube also features the same red cap, making it easy to find in white linens.

 Skin Barrier Paste

 79300/79301

 Adapt
 Adapt Paste

 HCPCS: A4406

 Stock No
 Description
 Quantity

 79300
 2 oz. (60ml) tube
 Box of 1

 79301
 0.5 oz (15ml) tube
 Box of 20

The new, 0.5-ounce Adapt Paste is conveniently packaged in a box of 20 little tubes, although you may see some Hollister distribution partners "break-pack" the smaller tubes to sell them individually — somewhat similar to the way in which packs

of gum are often sold at drug stores.

Both sizes of Adapt Paste share the same HCPCS code, for which distribution partners are reimbursed by the ounce. Please try the new, mini size of Adapt Paste today!

Chapter Profile

Florida ostomy support group a resource and a haven

When Joan Chambers, president of the Clearwater, Fla., Area ostomy support group, returned from visiting her daughter in Massachusetts recently she had three messages from people with ostomies awaiting her.

"People can call any time they have a question or a problem," she says. "We want people to know that we're here to help them find the answers they need to make their lives easier and happier."

The support group was established more than 20 years ago, and now has more than 120 members. Thirty to 50 people attend each month's meeting, when speakers such as doctors, ET nurses and product suppliers offer ostomy information and advice.

Chambers understands that effective programming and outreach are essential to success. Her group is still holding the \$1,000 it received when the neighboring St. Petersburg chapter disbanded some years ago. If it revives, the money will go back to that chapter. For now, though, the Clearwater chapter is the only major support group within about 40 miles.

"My No. 1 goal as the newly elected president is to increase our membership," Chambers says. "We know there are a lot of people out there who would benefit from joining, because the doctors tell us that ostomy surgeries are increasing. And we recently learned that there are a couple of very small support groups in Tampa, but we aren't reaching as many people as we'd like to help."

Unfortunately, recent medical privacy laws mean that doctors and nurses can no longer provide patient information to the



Joan Chambers

support group. Still, there are ways to reach them. The chapter publishes a monthly newsletter — printed through the generosity of the American Cancer Society — and Chambers is determined that this will be the year that long-discussed chapter brochures are developed for distribution to doctors' offices, hospitals, clinics and other medical facilities.

"We're just trying to find people who need a support group," she says. "We need to let them know they're not the only ones who have this condition and that they can live full and happy lives."

Clinical Education Corner **Summer activities and water sports**

If you have an ostomy, you may wonder how summer sports and water play will work out with your pouching system. Good news!

With contemporary pouching systems, you can relax and enjoy the water, whether it's in the bathtub, a hot tub, swimming pool or the ocean.

Remember to take it slow if you are just getting back into exercise, though, and build your fitness level gradually.

Skin barriers absorb excess moisture and can generally accommodate water activities with minimal impact on wear time. In a recent international study of Hollister pouching systems, the users bathed, swam and showered without

noticeable differences in the wear times of their products.

To a certain extent, though, performance depends on the type of skin barrier you choose. Standard-wear (Hollister FlexWear and SoftFlex) and extended-wear (Hollister Flextend) skin barriers are most reliable for swimming and other water sports. If your skin barrier has a shorter wear time (such as the Karaya skin barrier), you should consider switching to an alternative skin barrier.

The Hollister team of experienced (ostomy) clinicians
— all of whom are registered nurses — includes,
from left, Heather Budorick, Lynn Sacramento,
Ginger Salvadalena, Joy Boarini and Karen Spencer.

The soft panels on the pouch and the skin barrier backing will feel damp when you come out of the water. You can let them air

dry or use a towel or hairdryer to speed the process. The non-woven ComfortWear panels won't be damaged by exposure to hot or cold water.

For a little extra confidence, some people apply waterproof tape around the outside edges of their skin barriers at first. For the same reason, some two-piece pouch users put on an ostomy belt when they first try water sports. Neither is required.

You'll want to empty your pouch before you go in the water, and you may

want to wear a smaller pouch (mini-drainable or even a closed pouch), or a drainable pouch with a Lock 'n Roll closure to make it easier to conceal. If you wear a pouch with a filter, apply a filter cover (waterproof tape strip) over the filter. Remove the tape strip or change back to your usual pouching system when you are getting dressed again.

continued on page 5

Someone You Should Know at Hollister Judy Gaughan

When Judy Gaughan learned that Hollister was putting its corporate headquarters in Libertyville, III., 25 years ago, she knew where she wanted to work.

A native of the area, she had had an ileostomy about nine years earlier, and used Hollister products.

"A friend from the Lake County chapter of the United Ostomy Association told me the company was coming, so I applied immediately," she says. "I started working

Judy Gaughan

for Hollister the day the department started in the new building."

Today, a Koch pouch has replaced her ileostomy and she has been the company's Research and Development Lab Supervisor for 2fi years. She takes satisfaction in helping to ensure that people with ostomies get the reliable, comfortable and secure supplies she had. And they're even better now.

"Just seeing the continual improvements in the products we make is the most fulfilling part of my job," she says. "It's wonderful to know I'm involved in making products that are not only comfortable but also secure."

Gaughan supervises six technicians and two mold makers. They conduct stability tests that help ensure Hollister products will maintain their structures and performance capabilities for years.

"We like to have back-up sources for all the components of our products, just in case," she says. "But we have to know that those

materials are equivalent to the ones we're already using. So we make trial products using the new suppliers' materials and test them against our existing products. If they don't measure up, we look again."

Gaughan, who has been in R&D about 12 years, earned a bachelor's degree in biology from Barat College, Lake Forest, Ill., while she was working.

"It took forever, doing it a class at a time, but I got it," she says. She and her husband, Mark, who works for Kmart, are putting an addition on their house, which leaves little time for other activities. They continue to enjoy Barney, their cockatoo, despite the bird's penchant for eating wood — a taste that has not done the woodwork in the house any good.

Gaughan continues to enjoy her work at Hollister, as well.
"I work with a lot of great people," she says. "And, although
Hollister makes wound care, continence and other healthcare
products, I work mostly with ostomy products. That's great for
me, because I've known them for so long."

She also is certified as a visitor in the Lake County UOA chapter's visitor program.

"I had my ostomy when I was 13 years old and visiting relatives in Tucson," she says. "A girl about my age who had an ileostomy came to visit me in the hospital there. To see a healthy girl, my own age, wearing 'normal' clothes made all the difference. When I got back to Illinois, I felt a little lost and alone until I met people from the Lake County chapter. Many are still my friends today."

Summer activities continued from page 4



We welcome Paris Purnell, our new Global Ostomy Clinical Manager, who comes to us from Australia.

One of the challenges of summer — with or without an ostomy — is finding a swimsuit that is comfortable and helps you look your best. Over the years, people with ostomies have found that print fabrics easily disguise the pouch beneath, and certain styles, such as shorts bottoms or skirted styles for women and boxer-style trunks for men, work best.

The "tankini" has become a favorite for women with

ostomies, who report that it is more comfortable than a one-piece suit. You may find a better fit on any swimsuit by purchasing the top and bottom separately.

The cut of the leg opening seems to be more important than other features: high-cut legs can make it difficult to conceal the lower part of the pouch. Sometimes men wear bicycle shorts under their trunks to hold the pouch against their skin.

A fair number of people select swimsuits without regard for how well the suits conceal their ostomy pouches. Users report they can wear opaque pouches, particularly small closed-end pouches, even if their swimsuits don't cover the stoma area.

In the end, what's most important is that you feel comfortable and confident enough to experience all the joys of summer — in the water and out!

Talking Points

The basics of Medicaid By Deanna Eaves, Hollister Reimbursement Manager



Deanna Eaves

Medicaid is a state-managed healthcare coverage program. Because it is partially funded by the federal government, there are federal mandates as to what the states must provide. Within the federal guidelines, each state establishes eligibility standards, determines the type, amount, duration and scope of services, sets payment rates and administers its own program.

Medicaid covers doctors' visits and hospitalizations as well as a host of other expenses, but, there may be limits on the amount of coverage available or the number of supplies. States may also impose nominal deductibles, co-insurance or co-payments on some Medicaid beneficiaries for certain services.

Since the type and amount of coverage is decided by the state. each state has a different way of covering ostomy supplies. Most states use the Healthcare Common Procedure Coding System (HCPCS codes) to identify the product/service and associate the payment amount and any limits in the amount of product received. The HCPCS coding system has undergone many changes in the last few years, including the addition of several codes to the ostomy benefit that differentiate products by features such as filters, extended wear barriers and closed pouches. Some states (Ohio, Georgia, North Dakota, New Jersey and others) have not updated their coverage, and recognize only the old HCPCS codes. In these states, an ostomate's choices may be limited.

Additionally, the number of supplies an ostomate may receive also varies by state. The limits have been established to provide for the needs of the majority of ostomates. Some people may require less. For those who need more, there is a special process that must be followed, usually consisting of more paperwork and resource time to obtain product and receive payment. For example, the state of Wisconsin allows up to 35 closed pouches per month, whereas Ohio allows up to 45, and Kentucky allows up to 60. (For drainables the limits are: Wisconsin, 20; Ohio, 20 to 30 - depending on the individual HCPCS code - and Kentucky, 20.) It should be noted that these are the current limits. State Medicaid programs are constantly changing to meet the fiscal needs of the state.

Medicaid programs require enrollment and have qualifying criteria. You should apply for Medicaid if you are 65 or older, disabled, have a low income and limited resources or if you have high medical bills that you cannot pay.

For people who are eligible for full Medicaid coverage, Medicare healthcare coverage may be supplemented by state Medicaid benefits. These additional services may include nursing facility care beyond the 100-day limit covered by Medicare, prescription drugs, eyeglasses and hearing aids. Certain other Medicare beneficiaries also may receive help with Medicare premium and cost-sharing payments through their state Medicaid programs.

For help with Medicaid in your state, contact a social worker at your local hospital or other healthcare agency or check the list of state Medicaid offices at www.cms.hhs.gov/medicaid/mcontact.asp.

What's New

Drainable mini-pouches pack big wallop

Before Hollister introduced its revolutionary new drainable minipouch with Lock 'n Roll closure, the product had to prove that it was capable of meeting the company's customary exacting standards.

"We put it through our consumer testing, which mimics a very bad day in the life of a person with an ostomy," says Mike Cherry, product development engineer. "We heat a very slippery liquid to body temperature, put it in a closed pouch and shake it at 120 rpm for two hours. Then we do it again – 10 times. There can't be any leaks over 20 hours of testing."

Now children and smaller adults have the convenience of Lock 'n Roll in both the Premier and New Image product lines at a quarter of the size of the large pouch. When closed, the minipouch is about 6 inches long and holds a maximum of 250ml. Equally important, it includes the important features of its larger



cousins, such as an integrated filter and Lock 'n Roll closure, without the bulk.

Originally developed with children in mind, the pouch has proven equally popular with adults, either as a more discreet option for special occasions or as a better all-around choice for people of smaller stature.

Report from Overseas Hollister in Mexico



Having an ostomy requires some adjustments. Being sent home from the hospital with the wrong pouch doesn't make those adjustments any easier, which is why the staff at the Hollister office in Mexico City devotes so much time to patient education.

There are no official statistics on the number of people with ostomies in Mexico, but unofficial estimates put it near 60,000. As is true elsewhere in the world, an increasing number of them are having temporary ostomies. Even so, the education Hollister provides through patient advisors, advisor centers and ostomy support groups is valuable.

"Some hospitals just give patients whatever they have on hand," says XamanEk Carrasco, the Hollister Marketing Manager for Mexico. "Someone with a urostomy could leave the hospital with a colostomy pouch. We try to be sure patients have the right products and the right information for the ostomies they have."

To do that, Hollister counts on Oscar Rodríguez and Federico Gonzalez, patient advisers who themselves have ostomies. In addition to their work in Mexico City, Rodriguez is also training an advisor for the recently established Hollister center in Puebla, a town about two hours southeast of Mexico City. The advisors visit ostomy support groups, meet new patients and establish contact with nurses at hospitals where WOC/ET nurses or ostomy clinics are not available.

Patients receive information packets that include an ostomy manual, a voucher for a free consultation with a WOC/ET nurse in the advisor center, and a free pouching system based on their needs. The education they receive is even more comprehensive.

"We start from the beginning to be sure people understand the surgery they've had and how to manage their ostomies," Carrasco says. "We discuss what's happening with their bodies, nutritional needs, how to select and change their pouching systems and the importance of ostomy support groups. In the packets, we include lists of ostomy groups and advisor centers in various cities and where to buy products."

Hollister also supports a WOC/ET nurse certification program, providing clinical and product presentations, materials and supplies, as well as scholarships and help for visiting nurses in locating inexpensive housing.



XamanEk Carrasco, second from right, and her colleagues in Mexico City emphasize patient education.

"The patient is most important," Carrasco says. "We're trying to build a network of centers and places where patients and nurses outside of Mexico City can find products. Even people who are vacationing here may find their products don't last as long as usual, because they didn't factor the humidity and temperature into their planning. We can help them get the right product, and the distributor will send it right to the hotel."

One of the duties that Carrasco takes most seriously is establishing ostomy support groups. Most are formed by retirees who have time during the day and meet an hour or so a week. There is no umbrella association linking the groups.

"To address that situation, in conjunction with our advisor center, we invited all the groups and all the WOC/ET nurses to Mexico City for a party," says Carrasco. "We had about 330 patients, the director and staff from the advisor center and the entire Hollister staff, from finance and logistics to advisors and systems analysts, who played games and spent five hours dancing with patients. It was extremely successful."

During the event, Hollister launched Adapt Lubricating Deodorant and had nurses demonstrating product use. If patients wanted to try a new pouch, they got a free sample.

"It was the first time all the ostomy groups had come together, and the WOC/ET nurses and patients could see all the people behind Hollister products," Carrasco says. "It was a huge success. People are already asking when the next dance will be."

Have a question? Need information?

Log on to www.hollister.com for fast, accurate answers to all your questions about ostomy and ostomy products. Use Hollister Ostomy Educational Theatre (www.hollister.com/us/ostomy/resource/theatre.html) to get the information you need on ostomy surgery, types of ostomies, how to choose a pouching system and how to manage or live with an ostomy. When you have questions, the answers are just a mouse click away with the Hollister Web site.

Resources

United Ostomy Association (UOA)*

19772 MacArthur Blvd. Suite 200 Irvine, CA 92612-2405 1-800-826-0826 www.uoa.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 1-800-343-3637 or 212-685-3440 for NY www.ccfa.org

Hollister Customer Care 1-800-323-4060

Call to subscribe to Secure Start newsletter 1-800-323-4060

Hollister Incorporated 2000 Hollister Drive

Libertyville, Illinois 60048-9812

www.hollister.com

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Frequently Asked Questions

Summer raises unique concerns for people with ostomies. One frequent topic of discussion is swimming, as indicated by these questions.

Q: Will swimming make my pouching system come off?

A: A properly fitting, well-sealed pouching system should be secure when you go into the water for any reason, whether it's a shower, bath or water sports. The skin barrier is designed to adhere to the skin even with exposure to water, whether it is hot or cold. If your pouching system has not been secure, however, you would be wise to correct the problem before going into the water.

Q: I wear a filter pouch. Won't water get in when I swim?

A: Filters do need protection from water, but Hollister New Image pouches with filter

come with waterproof tapes to use when you go into the shower or pool. The tape, which prevents water from saturating the filter, is easy to remove when you are out of the water.

Q: Is there anything I can do to conceal my drainable pouch clamp under my swimsuit?

A: Yes! You have several options. You may want to wear a closed pouch when you go swimming, since there's no clamp to hide. Or you may try a pouch with a soft, integrated closure (Lock 'n Roll) that is less bulky and conforms to the body better than a rigid clamp. Finally, you might just consider a swimsuit with a print fabric or style that camouflages the area of concern. Whichever option you choose, go out and have fun!

Mini-pouches continued from page 6

"This product shows how a development team can work together to create what's needed," says Cherry. "Our marketing group recognized the need for a small-volume pouch. and the manufacturing group developed the methods needed to produce it.

"Then the quality group took it through testing while the operations group put together all the labeling and packaging. Everyone was

dedicated to making sure it was first-class all

The drainable mini-pouches are available for colostomy and ileostomy uses now, but Cherry doesn't want to stop there.

"We're looking to see if we can develop the same low-profile, easy-to-use closure for urostomies, too," he says.





