

Secure|Start

Compassion. Resources. Answers.

Someone You Can Depend On

Wound, Ostomy and Continence Nurses are the superheroes of care



Anyone who has gone through ostomy surgery knows how valuable a Wound, Ostomy and Continence Nurse (WOC Nurse) can be. More than a nurse, he or she is a teacher, problem solver, advocate, and friend. Though most people with ostomies encounter a WOC Nurse in the hospital, these nurses can and should be an ongoing resource for people with an ostomy.

"We are a continuous support system," explains Lynn Sacramento, Clinical Educator and WOC Nurse at Hollister Incorporated. "Needs change after release from the hospital, and a WOC Nurse can delve deeper into the situation and help come up with solutions."

Skin changes, weight loss or gain, activity level, and even changes in climate can affect the seal of a pouching system. A pouching system that worked for years may not work now because of these possible changes. A WOC Nurse is knowledgeable in ostomy care and can ask the right questions to find that needle in a haystack that will make a difference for you.

"Sometimes you get so overwhelmed with your situation, that you can't look at the problem objectively," adds Lynn. "That's where a WOC Nurse comes in: to suggest a different type of skin barrier, or maybe an accessory."

Although Lynn's primary role is to provide education and coaching to internal associates, she also spends a good portion of her time on the phone with consumers and clinicians as a product support specialist.

One call Lynn remembers very well. "A caller had his ostomy for years, but suddenly found he was changing his pouching system multiple times per day," she says. Lynn inquired and found out the caller had recently lost weight, which created uneven areas on his skin, causing leakage. "An **Adapt** Barrier Ring solved his problem. This consumer was so pleased, he called back and thanked me for helping him," says Lynn. The improved barrier seal allowed him to change his pouching system every four days without leakage.

Stay connected with your WOC Nurse! "Though your WOC Nurse may recommend more frequent visits, especially after surgery, it's important to check in with him or her at least once a year," says Lynn.

Have you seen a WOC Nurse lately? Find one in your area at www.wocn.org.

If you have questions about any of your Hollister products, call Hollister Consumer Programs at 1.888.740.8999.

Secure|Start

General
Information

Hollister Consumer Programs
1.888.740.8999

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2011
Secure Start
rings in the
New Year

informative articles

inspiring stories

exciting announcements

stay tuned ...



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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)
 1.800.932.2423 www.ccfa.org

Friends of Ostomates Worldwide – USA (FOW-USA)
 www.fowusa.org

Personal Profile

Fight the Good Fight

Andrée Allen marches forward after colostomy surgery



Andrée Allen reads a birthday card, happy to enjoy another year of good health and laughter

Their romance was one for the novels. The setting was 1958 France. She was a young French woman and he, an American soldier. They fell in love, married later that year, and moved to the states in 1961. Shortly after celebrating their 50-year anniversary, Andrée Allen's dashing soldier passed away. A month after that, she was told she had rectal cancer. Determined to beat the disease, 84-year-old Andrée prepared herself for the next chapter of her story, which included radiation and a colostomy.

"I was in France during the occupation by the SS troops," she explained. "If that doesn't toughen you up, nothing will."

Andrée's troops included Cheryl, a WOC Nurse who showed her the ropes and introduced her to Hollister products, and John, a Hollister Consumer Programs Representative, who kept in touch with her and sent her samples until she found the perfect fit.

"He was a doll, and even spoke a little French," Andrée chuckled. "I don't care who you talk to, everyone at Hollister is very nice."

Today, just one year after surgery, equipped with a **New Image** Closed Pouch with a Convex Skin Barrier, Andrée continues to drive and walk through her ten acres of land in Colorado. This winter she can be found on the Christmas gift from her son Patrick; a treadmill. In fact, Andrée considers him her biggest supporter.

"If you have a son like mine to help you, the battle is easier," Andrée concludes. "There are people who give up and people who fight, and I made up my mind I will live to be a 100."

Laugh with Brenda

We Love Our WOC Nurses

Brenda sends a big hug to those who help make ostomies easier to live with



My first visit to a WOC Nurse was two weeks before my surgery for a colostomy. Only a week prior, I was diagnosed with cancer of the rectum. The "R" word was not something I used in my daily conversations with clients as I cut their hair. "How's your rectum working these days?" Hmmm, not sure I would have kept them as clients for very long!

As I continued my visit with Susan, the WOC Nurse, I wondered why she would take this job. She was attractive and seemed to be on the ball. She used words that were foreign to me — stoma, ostomy, reconstruction, hysterectomy, and pouches. This new vocabulary would soon become a normal part of my life.

I sat up, laid down, and stood up, as Susan looked at where my waistband rested on my abdomen. Then she got out that purple permanent marker and marked the spot on my chubby belly that would change my life. It was all so unreal to me at that point. I was 39 years old and thought only old people had colostomies.

In the hospital at 2 am, I called for the nurse, "Ah, um, yes, Elvis has left the building."

"Pardon me; I don't think I understood you," she said over the loudspeaker.

"There's poop in my bag," I clarified.

She explained that the WOC Nurses had gone home, but she knew how to change a pouch and would show me. Further on in the conversation, she told me that WOC Nurses are so experienced that they can eat popcorn with one hand and change a pouch with the other. Laughing at the image, I finally relaxed about my ostomy.

When I went to my first UOAA (United Ostomy Associations of America) support group meeting, the WOC Nurse there was very welcoming. She explained the latest products, ways to use them, and answered various questions. Fortunately, we have WOC Nurse Julie Powell on our board for OAMA (Ostomy Association of the Minneapolis Area). A constant presence at our meetings,

she is informed of the latest pouches, medical supplies, and wound care products. She has ready answers to our many questions and conducts rap sessions.

If you are unable to attend a UOAA meeting in your area, you can find other resources through popular websites these days. I hope you haven't missed my blog on www.C3Life.com. There's also a great feature there called, *Ask the Clinician Panel*, where you can connect with a WOC Nurse. In addition, many people connect through the *Discussion Forum* to learn tips and techniques from one another and make friends.

When Teri, my WOC Nurse, first came to see me after my surgery, I had no desire to deal with my pouch. She went ahead and taught this unwilling participant anyway. On her second visit, I reluctantly made a half attempt to put my pouch on. I never saw her again at the hospital, but I never forgot her face.

Years later in Minneapolis, I told a group of WOC Nurses how much people with ostomies appreciated them. Maybe people with ostomies don't remember their names but we never forgot them and the kindness they showed us.

I looked around and didn't see that woman that helped me those 10 years before, and I told that to the group. Just then, a head poked out from behind someone else, and it was Teri! She came up and gave me a big hug.

"You probably don't recognize me because I'm standing up and I have clothes on!" I told her.

Of course she recognized me, and I'll never forget her.

Brenda Elsagher is a comic, national keynote speaker, and author of three books: *If the Battle is Over, Why am I Still in Uniform?; I'd Like to Buy a Bowel Please!* and, the recently released, *Bedpan Banter*. Her books can be ordered online at www.livingandlaughing.com or by phone at 1.952.882.9882. Brenda also writes a blog on www.C3Life.com. Check it out!



"Elvis has left the building."



Talking Points

Rest Insured

Hollister can help answer difficult insurance questions

by Deanna Eaves, Sr. Manager, US Reimbursement

I have had the pleasure over my past few years with Hollister Incorporated to attend various UOAA (United Ostomy Associations of America) meetings and present reimbursement basics to the crowd. There is always time for questions during those visits. But there is one question or comment that I am starting to hear more frequently.

I hear, "My supplier told me that Hollister products are not covered by Medicare (or the user's insurance company), and I am going to have to use a different manufacturer's products."

Let me begin by saying that your insurance carrier (Medicare or any other) cannot identify who the manufacturer of the product is based on the information contained on the claim form. When a claim is sent to the insurance company, the supplier identifies the product using the Healthcare Common Procedure Coding System (HCPCS) code. The description associated with the HCPCS code is very generic (i.e., Ostomy pouch, drainable, with extended wear barrier, with built-in convexity). The manufacturer of the product is not included.

Similarly, there is one fee schedule (or payment amount) associated with that HCPCS code—it does not vary by manufacturer. Therefore, the provider is getting paid the same amount whether they supply a Hollister product or another brand.

That said, the difference to the supplier is what they pay the distributor or manufacturer for the product. They may have to pay a bit more for the Hollister product than they do for another brand and that is why they want you to switch. Like any other business, they want to maximize their profits (and there is not much profit in the ostomy business overall).

Should this happen to you, and you want to continue using Hollister products, use Hollister as your resource. We can help you work through issues with your supplier. If you hear someone else mention this issue at a local UOAA meeting, feel free to let them know that Hollister is here to help.

Our Favorite Things

A Hand Up, Not a Hand Out

Osto Group provides ostomy supplies for those without insurance

Adjusting to an ostomy can be overwhelming at times, but the right ostomy supplies can ease the transition. For some people with ostomies, these supplies are not a financial burden thanks to insurance and Medicare. But what about those without insurance who do not qualify for Medicare?

Osto Group, a not-for-profit organization based in Florida, graciously fills this need. The organization receives donations of unused ostomy products from all over the country and provides them to those who are uninsured for the cost of shipping. A list of available supplies can be found on their website. If yours is not there, staff

members will work with you to find a suitable substitution. Osto Group has also established a buying program with a medical supply house that offers products at a substantial discount, a lifesaver when a substitution cannot be found.

Osto Group is the brainchild of nurse and Executive Director, Stephanie Sullivan. It is an affiliate of Wholeness House, a not-for-profit organization and women's residence that provides outreach to people who have encountered the storms of life. Both organizations are also ministries that celebrate the potential of each person. No one is ever turned away.



The organizations state loud and clear that although they provide a "hand up," it is never a "hand out." Comforting thoughts in these economic times.

If you have excess supplies that you would like to donate, please visit their website at www.ostogroup.org or call **1.877.678.6690**. Monetary donations are welcome as well and are used to assist those who cannot afford the cost of shipping and handling.

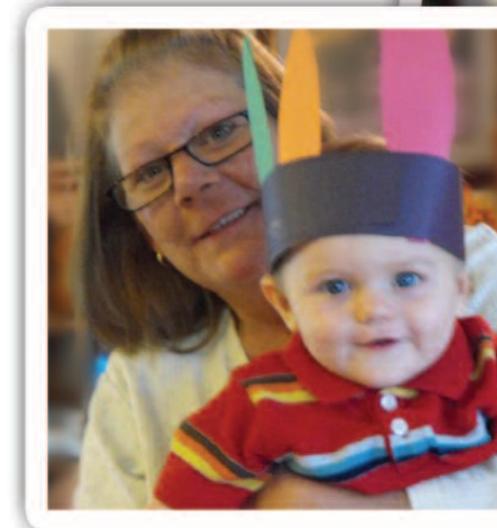
Personal Profile

A Grateful Heart

Karen Gill found a champion and friend after colostomy surgery

Karen Gill is no stranger to ostomies and wound care. Her mother and aunts had colostomies, and she was her mother's live-in caregiver for many years. But when she had an emergency colostomy due to a fistula, her own wound care threw her for a loop. Her skin raged against any pouching system she tried, she had no insurance, and to top it off she was the sole caretaker of her four-month-old grandson.

Vicky, a WOC Nurse and Wound Care Manager at her local hospital, put her in touch with Pam Achabal at Hollister who immediately signed her up for the **Secure Start** Program. Pam not only sent pouch samples, but also had Karen send photos of her skin so she could suggest the best accessories and skin care products. They found two workable solutions. Karen most often used the **Premier** Drainable Pouch with **Flextend** Skin Barrier, but for times when her skin acted up, the New Image Drainable Pouch came to the rescue. When she was able to take long trips on the back of a motorcycle again, she knew she had found the right pouch.



Karen and her grandson, David, had plenty to be thankful for this Thanksgiving

"If products aren't working for you, there is help out there," urges Karen. "Try to reach out to someone who is knowledgeable with the product."

Pam became Karen's go-to person when she had questions, concerns, or just needed to talk. She went so far as to check up on Karen on her days off.

"She saved my life and my sanity," explained Karen. "I always felt really important to her — she's amazing."

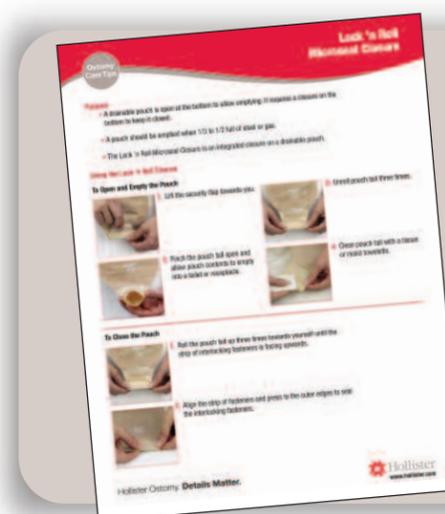
Karen was fortunate to have a colostomy reversal in June of 2010, and Pam was right there with advice and products to help her prepare for it. With such valuable experience and inspiration to draw from, Karen plans to go back to school to become a WOC Nurse. Of course for now, she is enjoying raising her grandson.

"I can have a pity party," Karen shares. "But once I take a look at his face, I say, 'Well I don't have time for that!'"

Announcements/What's New

Education Made Easy: Lock 'n Roll Microseal Closure Ostomy Care Tip Sheet

We continue to expand our Ostomy educational materials to help support both the clinician and patient with clear information on our products. Recently, we added a new Ostomy Care Tip sheet on the **Lock 'n Roll** Microseal Closure, which is available in both English and Spanish. This Ostomy Care Tip sheet is available to view or print on our website at www.hollister.com.



Ask the Expert

Time for a Tune-Up

Learn the nuts and bolts of what a WOC Nurse can do for you

Q: What is a WOC Nurse?

A: A WOC Nurse is a Registered Nurse who holds a baccalaureate degree or higher and who has completed a formal, accredited education program focused on the specialty areas of wound, ostomy, and continence care. They are trained to address the physical, emotional, and social issues of people with ostomies, stomas, acute and chronic wounds, and urinary and fecal incontinence. Some WOC Nurses will focus on specific areas of practice and not have as much experience in other areas.

Q: Are all nurses qualified to handle ostomy issues?

A: Certainly, a hospital or home care nurse can provide safe care, but not all nurses have the experience or specialty knowledge needed to manage complex ostomies. Also, the products and care of ostomies is always evolving. A WOC Nurse has an advanced level of experience and knowledge and is more likely to have current information.

Q: Shouldn't I call my doctor if I have a question about my ostomy?

A: Your surgeon should be a source for issues specific to your surgery and recovery. However, they do not typically have advanced knowledge regarding ostomy products and specific ostomy management information.

Q: I am not having any problems, so is it necessary to see a WOC Nurse?

A: Just like you would see your mechanic for regular automotive check ups, you want to see a WOC Nurse routinely for follow-up care and updates. Certainly, when you do encounter a problem with your ostomy or your products, your WOC Nurse is likely to be your best resource.

Q: I had my ostomy many years ago and I had an ET Nurse. Is that the same as a WOC Nurse?

A: Yes. The scope of this nursing specialty has expanded over the years to include wounds and continence care. Most WOC Nurses or ET Nurses do care for people with ostomies, although the percentage of their practice devoted to that can vary.

Q: I am no longer in contact with my WOC Nurse. How can I find one?

A: The Wound, Ostomy and Continence Nursing Society has a place on their website to help you locate a member of this professional organization. This person may or may not be a nurse and may or may not accept referrals. Go to their website at www.wocn.org or call Hollister, and one of our Secure Start Specialists will be happy to assist you.

Q: How else can I remain current regarding products and new advancements in ostomy care?

A: Besides regular visits with your WOC Nurse, reading publications like the *Secure Start Newsletter* and attending UOAA local or national meetings are other ways of remaining in the know!

If you have questions or need assistance, feel free to call Hollister and one of our knowledgeable associates will help you. 1.888.740.8999

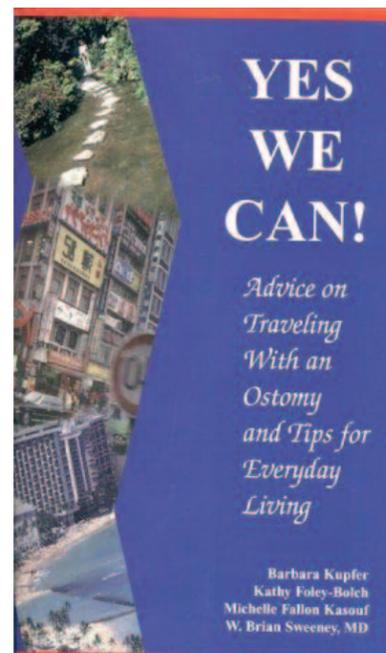


Secure Start Book Club

Yes We Can!

Advice on Traveling with an Ostomy and Tips for Everyday Living

by Barbara Kupfer, Kathy Foley-Bolch, Michelle Fallon Kasouf and W. Brian Sweeney, MD



Also included, a free pullout travel card with information in 10 languages

Your adventure begins with 25 frequently asked questions, from “How should I pack?” to “What happens if my appliance leaks or falls off while hiking or camping or on the plane or bus?” The next stop is a travelogue of personal stories collected by Barbara Kupfer. Some are funny, such as a German guard at the former Berlin Wall mistaking a gas-filled pouch for a weapon. Others are hair-raising, such as becoming dehydrated on a hiking trip. All are filled with lessons learned and words to the wise.

The book contains advice for those who use wheelchairs and then gets into the purely practical. Readers will find lists of what to bring, tips for easy travel, and dietary considerations, such as eating a light low-fat meal prior to air travel to avoid excess gas. Different modes of transportation are discussed, along with tips for toileting.

Your tour ends with six comprehensive appendices packed with resources, support organizations, suppliers, doctor resources, and key words and phrases translated into 11 languages. There's even a free pullout travel card with information in 10 languages to help when traveling through customs. What are you waiting for? Book your ticket, pack your bag, and pick up a copy of *Yes We Can!* — because now you have no excuse to stay at home.

Ostomy surgery means freedom from pain and disease. But for some, anxiety over leaving the safe confines of home to travel — even around the block — can be insurmountable. If you are one of those people, *Yes We Can!* is the best medicine any doctor can prescribe.

Three friends with ostomies, and a surgeon, made it their mission to create this pocket-size reference guide. The book opens with an introduction by Dan Tyrrell, former president of United Ostomy Surgery. He assures, “Everything is possible, from cruises, to safaris, to camping, to driving a tractor-trailer.” With each turn of the page, *Yes We Can!* delivers sound advice and step-by-step instructions to make these adventures not only possible but surprisingly easy.

Announcements/What's New



Hollister Introduces New Premier Drainable Pouches

At Hollister, we know that each individual with an ostomy faces unique challenges. That is why we are continuing to expand the choices within the Premier One-Piece Pouching System product line. We are happy to introduce the Premier Drainable Pouches with Convex Flextend Skin Barrier and **AF300** Filter, for people with colostomies and ileostomies. We recently introduced the flat options, but now the convex options provide more choices than ever to help ensure you have the product that best meet your needs.

The pouches are transparent and include the Lock 'n Roll integrated closure. The Flextend Skin Barrier is cut-to-fit in three sizes, and all barriers have a beige tape border for additional security.

For more information on these products, contact our Consumer Programs team.