

Secure Start



Building the Ostomy Community

Hollister is inspired by you!

Have you ever noticed how good it feels to be part of a community? To feel a connection with others with whom you have something in common? Often, this bond can be built in a very short time – by sharing a meal, attending a gathering, or working together toward a common goal.

Hollister Incorporated realizes how important it is for people with ostomies to connect with each other, gather information, and give and receive emotional support. By being involved in the ostomy community, we develop a personal relationship with our customers and help bring them together.

“Our mission is to make life more rewarding and dignified for those who use our products,” explains Diane Owen, who is part of the company’s Clinical Education team. “And participating in the ostomy community is a great way for us to support our customers in having an active, normal life.”

Hollister supports the community in a variety of ways including, sponsorships, education, and product sampling. In 2012, we were involved in:

- **The Midwest *Get Your Guts in Gear*** bicycle ride for Crohn’s and Colitis, which raises awareness of Crohn’s disease, ulcerative colitis, and related conditions
- **The *Take Steps for Crohn’s & Colitis* fundraising walk**, held by the Crohn’s and Colitis Foundation of America (CCFA). The money raised through this walk supports patient programs, enhances professional education, and helps fund research for a cure.

Take Steps for Crohn's & Colitis



Send us your email address to receive future issues. See page 5 for details.

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Resources

United Ostomy Associations
of America, Inc. (UOAA)

1.800.826.0826

info@uoaa.org www.ostomy.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

C3Life.com

www.C3Life.com

PERSONAL PROFILE

Positive Energy

Adam Lokos gets a charge out of reaching out to others

Adam Lokos refuses to let anything get him down. After surviving ulcerative colitis, ileostomy surgery, and six additional surgeries to manage complications, this Florida man is ready to take on the world.

"The only way to face any situation in life is with positive energy," explains Adam.

He attributes his upbeat attitude to two wonderful ostomy nurses at his hospital, who helped him get through the aftershock of a new ostomy in a loving, heartfelt way. Now he "pays it forward" by supporting others in his local ostomy support group in Broward County, Florida. Recently, he was asked to serve on the Board of Directors of the group, which he considers to be the highest honor.

"We have real camaraderie in our group," says Adam. "I love being a positive influence for others, especially the young people."

His favorite meetings involve members of his local ostomy group sharing unused ostomy products with other members. Whatever is left over the group sends to a non-profit group for people with ostomies. When skin irritation kept his own pouching system from adhering properly, Adam tried the Hollister FlexWear cut-to-fit skin barrier and it adhered as expected. "When I pair it with the New Image drainable pouch, I'm ready for anything," he says.

Adam advises other people with ostomies to keep a positive attitude and develop ongoing relationships with ostomy nurses. "It's also important to reach out to family and friends for support," says Adam. In Adam's case, his warmest supporter is his 15-year-old cat, Lucky.

"My goal is to live one day at a time and appreciate life," shares Adam. "And to be there for others who need moral support."

Want to find an ostomy support group meeting in your area? Visit the United Ostomy Associations of America website at www.ostomy.org. Or for online support, visit C3Life.com, an ostomy community website supported by Hollister.



"My goal is to live one day at a time and appreciate life."

Are you interested in having your story potentially featured in the Secure Start Newsletter?

Email us at securestartnewsletter@hollister.com

New Documentation Requirements from Medicare

New rules may change the way your supplier processes your re-orders

By Deanna Eaves, Senior Reimbursement Manager, US

The Centers for Medicare and Medicaid Services estimate that we are losing billions of dollars to fraud and abuse each year. Fraud is when someone bills for supplies or services that were not actually received. Abuse is when doctors or suppliers don't follow good medical practices and it results in unnecessary costs.

As part of the ongoing effort to fight Medicare fraud and abuse, and to ensure the products delivered to a beneficiary are still necessary, Medicare has outlined some new rules for suppliers. These rules may change the way your supplier processes your re-orders for supplies.

Medicare clarified these rules in a recent communication to suppliers. Below is a summary of the main points of the communication:

- When products are supplied as refills to an original order, suppliers must contact the beneficiary within 14 days prior to dispensing the refill and it cannot be delivered more than 10 days before the current supply runs out
 - Suppliers cannot ship on a pre-determined basis, even if authorized by the beneficiary to do so
 - This shall be done to ensure that the refilled item remains reasonable and necessary, and that the existing supplies are approaching exhaustion
- Suppliers must not dispense a quantity of supplies exceeding a beneficiary's expected utilization. They must stay attuned to unusual utilization patterns *and* must verify with the physician that any changed utilization is warranted.



The communication outlines specific reordering instructions for suppliers so there is no question about what Medicare expects from them.

If you have Medicare insurance coverage, please don't be surprised, alarmed, or angered if your supplier asks you for a count of the product you have left. They are only doing what Medicare requires of them. And Medicare is only requiring this information in an effort to keep those lost billions of dollars in the trust fund for future use by the program.

Getting involved with the UOAA

Reap the benefits of joining the ostomy community

By Joy Boarini, MSN, WOC Nurse, Clinical Education Manager



In our fast paced lives, we need to make choices regarding how we spend our time. You may have said, “I don’t have time for one more thing!” However, getting involved in the United Ostomy Associations of America (UOAA) can yield big rewards for you and others in your life.

Why would I join the UOAA?

The UOAA is a national organization that provides support, information, and advocacy to people with ostomies and their caregivers. The level of involvement you choose is up to you. Some of the benefits of belonging to the UOAA include: local chapter meetings, an official publication, newsletters, events, and national conferences.

What happens at local UOAA chapter meetings?

Every affiliate organization is somewhat different, but typically there is an opportunity to network and socialize with others who have an ostomy, learn about products and services, find out what’s new in ostomy care, and hear from experts in the field. You can determine if there is a local support group near you by visiting the UOAA website: www.ostomy.org.

Is the UOAA only about the meetings?

There are many things the UOAA is involved with, such as supporting youth camps for children with ostomies, raising money for research through *Get Your Guts in Gear* bicycle rides, becoming involved in legislation that impacts ostomy care, working with professional organizations like the Wound, Ostomy and Continence Nurses Society (WOCN), and raising awareness of ostomies through events like World Ostomy Day. You can be involved in any or all of these activities by participating from afar or as a volunteer.

Is joining an ostomy group only for people with new ostomies?

People involved in the local or national ostomy associations are of all ages and may have had their ostomy for weeks, months, or years. There are many different things people take away from interacting with others who have had similar experiences. In addition, it allows each person to stay connected and informed as surgeries, treatments, products, and services evolve in this field. There is always a tip or something new to learn.

Are there any online ostomy communities?

The UOAA offers ways for members to connect online, via its website (www.ostomy.org). You also can become a member of C3Life.com, an ostomy online community supported by Hollister. On the C3Life website, you can participate in a discussion forum, submit questions to a panel of clinicians, and contribute content such as stories, hints and tips, photos, and videos.





We're GoingGreen

To keep your newsletter coming, we need your email address

**Please fill out the attached
business reply card below
and drop it in the mail...
then look for the next issue
in your email inbox!**

You may have noticed the “Going Green” facts throughout this newsletter. Being “green” is no longer a trend, it’s a responsibility. Here at Hollister Incorporated and Secure Start services, we are committed to protecting our environment and conserving our natural resources. **So it’s with pleasure that we announce that beginning with your next issue, the Secure Start Newsletter will be delivered through email!**

Your email newsletter will continue to feature:

- The same great articles about people with ostomies
- Information about new ostomy products
- The latest insurance/reimbursement updates
- Questions and answers with Wound, Ostomy, and Continence Nurses (WOC Nurses)
- Ostomy community news and events
- **Plus more!**

*“We are committed to protecting our environment
and conserving our natural resources.”*



GoingGreen

Recycling one ton of paper saves 20 trees
and 7,000 gallons of water*

Hollister Introduces

Enhanced Lock 'n Roll Microseal Closure

In response to feedback from customers like you, Hollister Incorporated is pleased to introduce the enhanced Lock 'n Roll microseal closure. The addition of two new flexible, ribbed strips enhances security, and increases ease of opening, draining, cleaning, and closing. This new closure is currently being phased into the New Image two-piece drainable pouch and the Premier one-piece drainable pouch, and will replace the existing Lock 'n Roll microseal closure.

Want to request a sample, or find out if the new closure is available on your pouching system?

Call Hollister Consumer Programs at 1.888.740.8999



Building the Ostomy Community

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- **Youth Rally**, which is a summer camp for children between 11 and 17 who have a bowel and/or bladder dysfunction. At camp, they come together to be with others who are going through similar experiences.
- **World Ostomy Day**, an event which commemorates people who have had ostomy surgery and recognizes their families and caregivers. In 2012, we sponsored a photo contest to show how people with ostomies live life to the fullest. In addition, on October 6, we hosted a celebration where guests attended educational sessions, and had a chance to talk one-on-one with clinicians and our Associates.
- **UOAA local affiliated support group meetings**, where our Associates provide members with information about products and services, changes in reimbursement, monthly allowables, and insurance changes
- **C3Life.com**, a community website which provides information on lifestyle topics, ostomy-related issues, ostomy products, news, and events. Members can also pose questions to a panel of clinicians, participate in an interactive discussion forum, and submit personal stories, photos, videos, and more.

These are just a few of the ways that Hollister lends a hand, a heart, and an ear to people with ostomies. "We are inspired by these interactions and are proud to be a part of the ostomy community," says Jimm Chengary, Marketing.

PERSONAL PROFILE

Brave Heart

Ally Bain traveled out of her comfort zone and into adventure



When Ally Bain's doctor told her about a trip to Israel for young people with Inflammatory Bowel Disease (IBD), she jumped at the chance. But she was worried – what if there was swimming involved, and people noticed the scar left by her temporary colostomy?

Though Ally and her mother Lisa battled legislators to pass the Restroom Access Act in the state of Illinois (which allows anyone with a medical emergency to access a private restroom in an establishment with three or more employees), the self-image battle was one of the hardest for this young woman with Crohn's disease to win. The 10-day educational trip through Taglit-Birthright Israel, was a victory on many levels.

"Swimming in the Mediterranean Sea was the first time in seven years that I got into a swimsuit that showed my ostomy scar," says Ally. "And I also never thought I could do a three-day hike or crawl through a cave thousands of years old."

Out of the 39 participants on the trip, seven had IBD and they bonded instantly. Two counselors (one of which was a nurse) traveled along to assist with their needs, such as restroom access and food requirements.

Some of Ally's favorite adventures included rafting on the Jordan River, riding camels and donkeys south of the Judean Desert, and meeting an Auschwitz concentration camp survivor. She also enjoyed indulging in all the delicious food, such as shawarma, schnitzel, falafel, rugelach, hummus, and many other delights. And if something didn't agree with even one of

the participants, the counselors helped them find something else to eat.

"You can't let your illness or ostomy stop you from trying new things," explains Ally. "I went out of my comfort zone and showed myself that I can do things that others can do."

Now back at work at the Center for the Constitution at James Madison's Montpelier in Virginia, Ally looks forward to keeping in touch with her fellow adventurers who affectionately named their group, "Balagan" – a Hebrew word that means "a huge mess."

"What's funny is that we were far from a mess because we all got along really well," laughs Ally.

"Nobody would have ever known that some of us had medical conditions because we overcame whatever challenges – medical or otherwise – together."



"You can't let your illness or ostomy stop you from trying new things."



Recycling a single aluminum can would run a TV for three hours*

Secure Start



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General Information

Secure Start Services
 1.888.808.7456

Hollister Consumer Programs
 1.800.740.8999
www.hollister.com



GoingGreen

Join us!
 See Page 5 for what
 it means to you.

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