

**Secure Start**

*“I don't have time to worry about having an ileostomy or urostomy.”*

# Keep Hydrated

## **Bass fisherman, Matt Elkins reels in advice for people with urostomies.**

I have always loved fishing, and I'm sure it started as a child. My mom's favorite story is when she strapped a lifejacket on me at three years old and let me go to the local pond. I came back, proud as could be, with a little fish in a bucket, and she had no idea how I could have caught it. That was just the start of my passion with fishing, and when my buddies invited me to join the local bass club—I was hooked.

Bass fishing tournaments are timed competitions. They're fast-paced, strenuous, and unbelievably exhilarating. I'm on my feet for 8 to 12 hours a day, running from the front casting deck to the rear casting deck of the boat. So, I don't have time to worry about having an ileostomy or urostomy.

Let me give you a little background. You see, I grew up with an ileostomy, so having to wear a pouching system was really second nature to me. I played sports like everybody else, and nobody knew I had an ostomy. But when I had my urostomy surgery in 2013 I had a lot to learn, especially as a fisherman who spends hours on the water in the hot sun.

What I learned very quickly, is that it's all about keeping hydrated. I know I'm starting to get dehydrated when my urine becomes a darker color and I have low output. I know I'm headed for full-blown dehydration when I

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## COVER STORY

### Keep Hydrated

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get headaches and my calf starts to cramp every time I step on the electric trolling motor. When leg cramping begins, I know I'd better drink something right away.

For an 8-hour tournament day I bring at least three, 32 oz bottles of Gatorade or Powerade and good old-fashioned water. I'm pretty diligent about drinking them because they replenish electrolytes and give me the energy I need to keep going. I've developed my own routine for drinking them because it's easy to forget to keep hydrated when I'm concentrating on the tournament at hand. It's simple. I just keep a cold bottle next to the driver's seat so when I move from location to location I see it and remember to drink.

Since I compete both regionally and nationally, bass fishing tournaments take me all over the country and into parts of Canada. My first trip since my urostomy surgery was this past March to Lake Okeechobee, Florida. I knew I had to drink more water because of the heat, but what I didn't know was that when I perspire, I have to change my pouching system more often. So, I make sure to bring plenty of supplies with me. In fact, I keep an extra appliance in the first aid kit of my boat. Luckily, I've never had to use it. I also wear special lightweight fishing clothing made with SPF protection, which keeps me cool as well.

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*“I just keep a cold bottle next to the driver's seat... and remember to drink.”*

## COVER STORY

### Keep Hydrated

(continued)

Just like I've figured out what to eat to keep my ileostomy happy on a fishing trip, I now know how much I have to drink to manage my urostomy. My advice to folks with a urostomy is to set yourself a daily fluid intake goal that will keep you adequately hydrated throughout the day. If you're active like me, sports drinks are a good choice to replenish your electrolytes and give you energy.

I plan to fish the next five Michigan division Bass Fishing League events on Lake Erie and Lake St. Clair, and a BASS Northern Open division event to be held on Lake St. Clair in September. Nothing is going to stop me from catching those bass, and you shouldn't let anything stop you either.

## NEXT ISSUE

### Meet a Triathlete

#### Ryan Stevens beats the odds

Crohn's disease can't stop Ryan Stevens from what he loves. In fact he just did his first triathlon since his ileostomy surgery and beat his time by 12 minutes! Now he's challenging himself to swim 24 miles across Lake Erie to raise awareness about Crohn's and Inflammatory Bowel Disease (IBD) this summer. Look for his story in our fall issue along with other articles about exercising with an ostomy. In the meantime Ryan's advice is, "Take a chance, your fears aren't as big as you think."



*Participants are allowed to weigh-in the largest five bass they catch throughout the day.*

*“You shouldn't let anything stop you.”*

*—Matt Elkins*



# Urostomy Pouch Update

**Wear this new and improved product with confidence**



By Joy Boarini, MSN, WOC Nurse  
Director, Global Clinical Education  
for Hollister Incorporated

If you have a urostomy stoma have we got news for you! Based on your feedback, the new two-piece urostomy pouch was specifically redesigned with your needs in mind. Innovative, new features include multi-chambered pouch construction and a redesigned tap at the bottom. Wondering if it's right for you? Check out these commonly asked questions and answers:

**Q: What is different about the tap (drain spout) at the bottom of the pouch?**

**A:** Security is very important to anyone who has an ostomy. Part of that relates to confidence in the tap. Now a reinforcement tape at the bottom strengthens the seal where the pouch and tap are joined. The “teardrop,” which indicates that the tap is open, is now easier to see. There is also an attached cap on the tap for additional security.

**Q: How else has the tap changed?**

**A:** The tap has been redesigned to keep all the features that were important to current users. They told us they like how the tap functions, so that has not changed dramatically. It now has smoother edges which customers who have tried the tap have found it to be comfortable.

*Updated New Image urostomy pouch by Hollister Incorporated*



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## ASK THE EXPERT

### Urostomy Pouch Update (continued)

**Q: What does a multi-chambered construction on the new pouch mean for me?**

**A:** Discretion is important to anyone with an ostomy. The new, multi-chambered design channels the urine down through the center of the pouch and along the sides resulting in a more discrete profile when the pouch fills with urine. This, combined with the low profile of the **New Image** flange, translates into greater discretion.



*New Urostomy Drain Tube Adapter*

**Q: The shape looks different. Will it hold as much as my current Hollister urostomy pouch?**

**A:** Yes, the volume is the same for both.

**Q: Does this new tap use the same adapter to attach to my night drainage system?**

**A:** Based on feedback, we have created a new adapter that's easier to attach and take off without compromising the security you've come to expect. This new adapter works with both the new tap and our existing tap. If you continue to use your current Hollister urostomy pouch, you'll soon see this included in your product boxes.

**Q: With all these new features, will it be more expensive?**

**A:** Hollister has chosen to price this product the same as the comparable current two-piece urostomy pouch. Make sure to check with your supplier though, as price may vary.

New Urostomy Pouches Available – New Image			
	1 ¾" Flange	2 ¼" Flange	2 ¾" Flange
Ultra Clear	18922	18923	18924
Transparent	18902	18903	18904
Beige	18912	18913	18914

**Call us to request a sample of the updated New Image urostomy pouch today!  
1.888.808.7456, Press 2 at the prompt**



Regardless of what the day brings, our new urostomy pouch helps maximize discretion and comfort.



### Introducing our latest urostomy pouch innovations

At Hollister, we are always looking for new ways to provide a greater sense of control for those who use our products. And so we're pleased to announce three new features of our New Image™ urostomy pouch:

- Softer tap material, and a streamlined shape help provide improved comfort against the body
- New multi-chamber design enables a more balanced collection of urine, and a lower profile
- Improved adapter design helps facilitate an easier connection to a bedside drainage collection system

**Call us to request a sample of the updated New Image urostomy pouch today!  
1.888.808.7456, Press 2 at the prompt**



Hollister Ostomy. **Details Matter.**™

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# Don't Forget to Drink

**Hydration is a habit your whole body will appreciate**

At the beginning of the year, we promised to focus on a healthy habit in each issue. This month we're setting our sights on hydration.

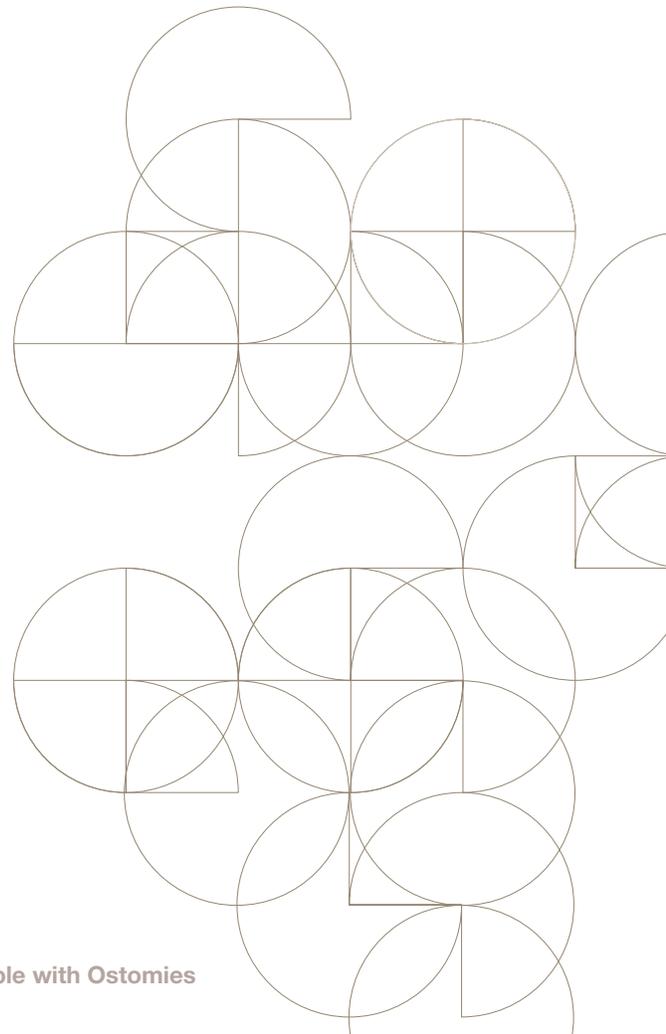
Whether you have a urostomy or not, fluids are important to the well-being of your entire body. It's essential because the body is comprised mostly of water, and the proper balance between water and electrolytes in our bodies really determines how most of our systems function, including nerves and muscles. Drinking fluids serves a range of purposes, such as removing waste through urine; controlling body temperature, heart rate, and blood pressure; and of course maintaining a healthy metabolism.

If you have a urostomy, it's even more important to make sure you keep hydrated to keep your kidneys functioning properly and to help prevent urinary tract infections. Of course each person's needs are unique and it's best to consult your doctor, Wound Ostomy Care (WOC) nurse or dietician for advice on how much fluid to drink.

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*Click here to download brochure PDF*

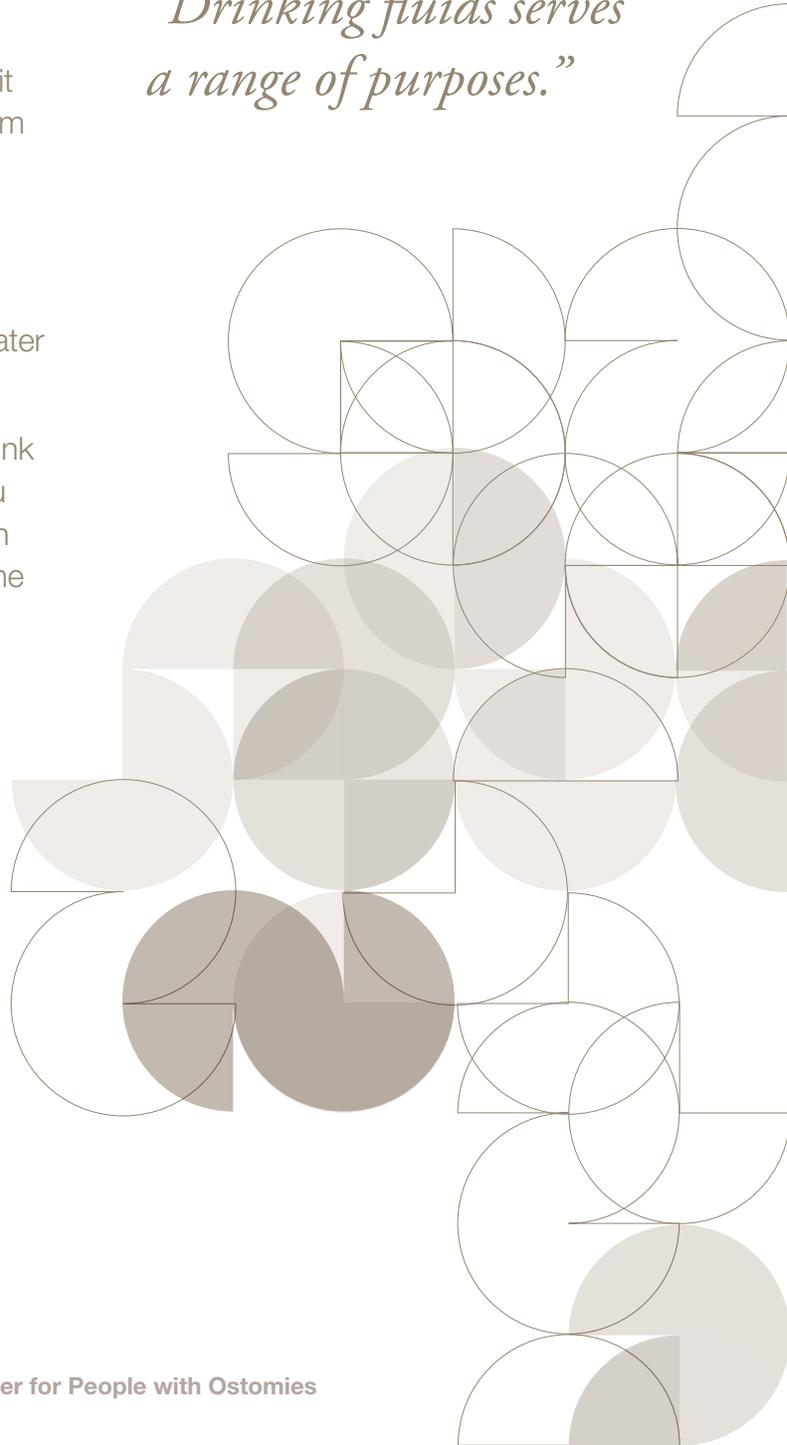


## Don't Forget to Drink (continued)

General guidelines:

- Drinking plenty of water each day is the best way to prevent urinary tract infections
- Eat a balanced diet
- Eating beets will turn your urine a reddish color—this is temporary and is no cause for alarm
- Asparagus and seafood may cause urine odor
- Alcohol is a huge dehydrator. You should try to limit your intake, but if you are going to raise a glass, aim for at least a one-to-one ratio with water
- If you don't like the taste of plain water, try adding lemon or lime
- If you're going to exercise, make sure you drink water before, during, and after your workout
- If you have trouble remembering to drink water, drink on a schedule. For example, drink water when you wake up; at breakfast, lunch and dinner; and when you go to bed. Or drink a small glass of water at the top of each hour

*“Drinking fluids serves a range of purposes.”*



# Girls With Guts

Save the Date for the 2<sup>nd</sup> Annual Retreat

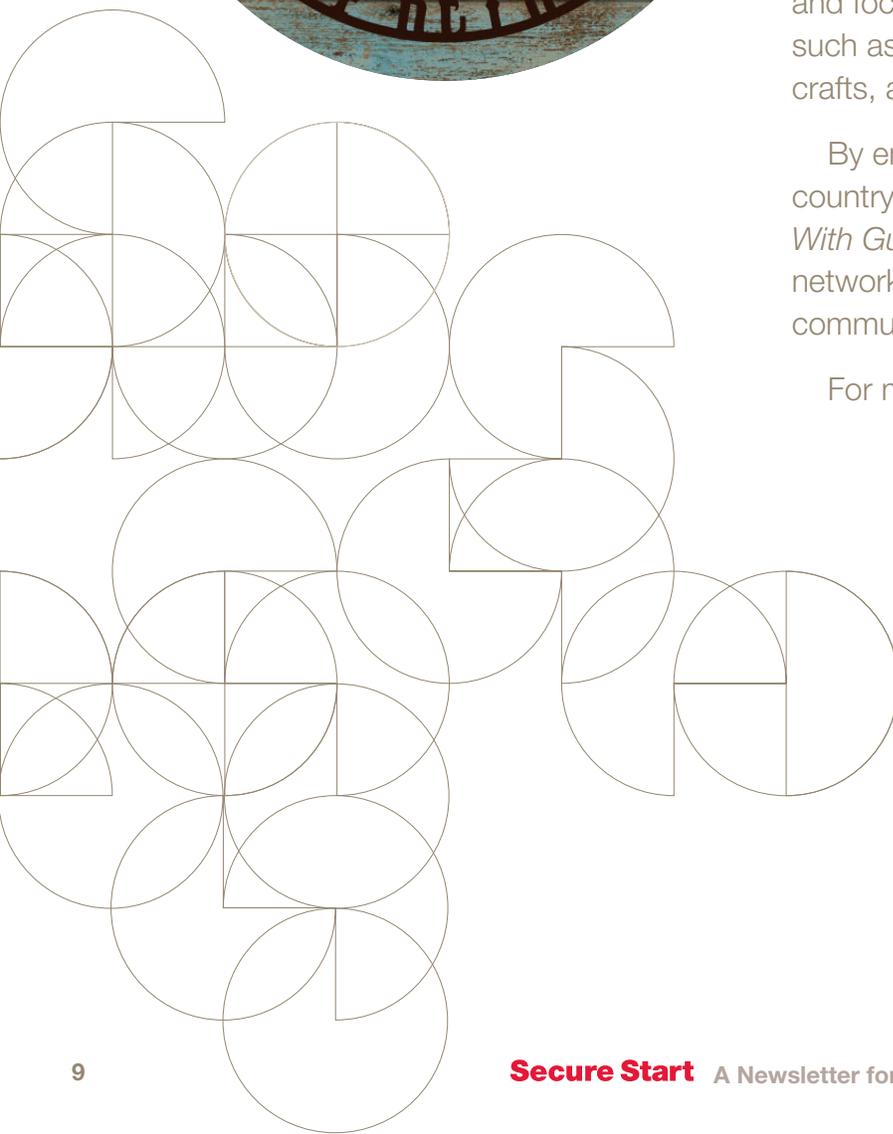


Through sharing stories and experiences, **Girls With Guts** strives to empower all women and girls to become confident despite having Inflammatory Bowel Disease (Crohn's Disease and ulcerative colitis) and/or an ostomy.

This inspiring not-for-profit organization is holding its 2014 Retreat at Rancho Cortez in Bandera, Texas on October 10-13, 2014. A weekend-long event, it provides opportunities for women ages 18+ to foster friendships and learn ways to improve their lives emotionally, mentally, and physically. The weekend will include speakers and focus groups along with a choice of activities such as trail riding, hiking, hayrides, swimming, crafts, and bonding around a campfire.

By encouraging women from all areas of the country to come together for this retreat, *Girls With Guts* is helping to establish a national support network that will aid women in their search for community, acceptance, and empowerment.

For more information go to **GirlsWithGuts.org**.

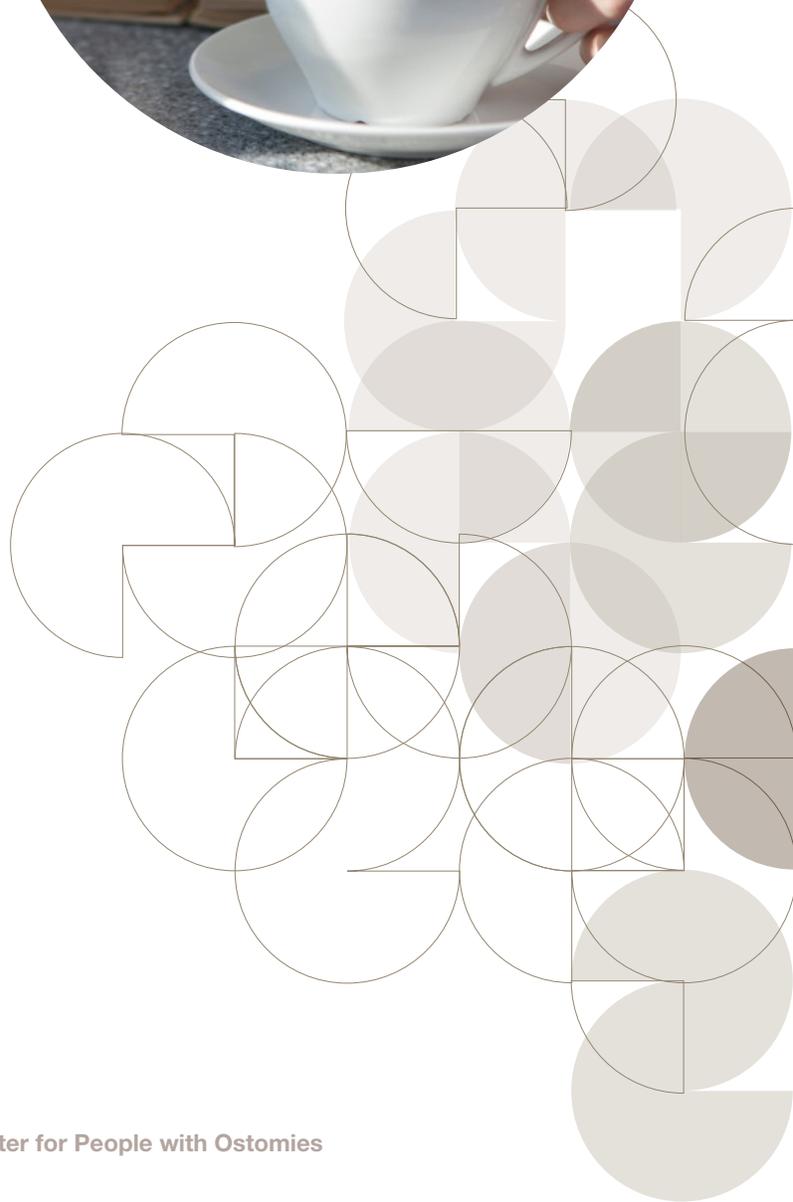


# Getting to Know You

## Online Survey – quick and easy!

At Hollister Incorporated, we are dedicated to delivering the highest standard of quality in medical products and services, and are committed to making a difference in the lives of people who use our products. In order to understand how your product needs change, we have developed a quick, easy-to-complete survey.

**If you have a few moments to spare, please click the link below.**



## Share Your Story

In an effort to share personal stories whenever possible, we invite you to share your story with us. In our Winter 2014 issue, we'll be focusing on mental health. Specifically, we are looking to capture success stories about how you may have managed depression.

Depression is normal and understandable, especially after ostomy surgery. Your story may just make all the difference to someone else. Email us at [securestartnewsletter@hollister.com](mailto:securestartnewsletter@hollister.com)

# Faces of Secure Start Services

## Meet the smile behind the voice

Secure Start provides personalized lifetime services for as long as you need them. We are a team of people dedicated to being there when you have product and lifestyle related questions or concerns. Consider them your compasses as you navigate your way through adjusting to your ostomy. No matter how long it has been since your surgery, you will always have someone you can count on whether you have health changes or want to hear about new products. These people get up in the morning ready to make a difference in your life no matter what the day brings. We thought you'd like to see the smiles behind the voices of some of our new Secure Start services associates.



*Ryan*

*"We are always here to help answer any questions that patients have no matter how long it has been since their surgery."*



*Natali*

*"Nothing makes my day more than being able to help a patient during their time of need and walk that road with them."*



*Jackie*

*"Every single day I'm happy to come to work because I know that I'm going to be helping people who need it."*



*Frank*

*"Patients have told me that the biggest thing we offer is a unique helping hand to those who need assistance."*



*Naomi*

*"This has been one of the most rewarding jobs knowing that we are making a difference in the lives of so many people each day."*



*Brandon*

*"Secure Start gives me an opportunity to make a difference every day, knowing that I am working for a bigger purpose."*

## UPDATES/NEWS FROM HOLLISTER

### Save the Dates!



#### **Get Your Guts in Gear**

August 16th, Sandusky, Ohio

For more information, to sign up or donate, please visit [igotguts.org](http://igotguts.org)



#### **Girls with Guts 2014 Retreat**

October 10th, Bandera, Texas

For more information, to register or donate, please visit [GirlsWithGuts.org](http://GirlsWithGuts.org)

### Resolve to Feel Great

Watch for these Healthy Habits in future Secure Start newsletters:

*Fall 2014*—Exercise

*Winter 2014*—Mental Health

### Secure Start Newsletter Resources

#### **Secure Start Services**

1.888.808.7456

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

#### **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)

#### **Wound, Ostomy and Continenence Nurses Society (WOCN)**

1.888.224.9626

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

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

1.800.932.2423

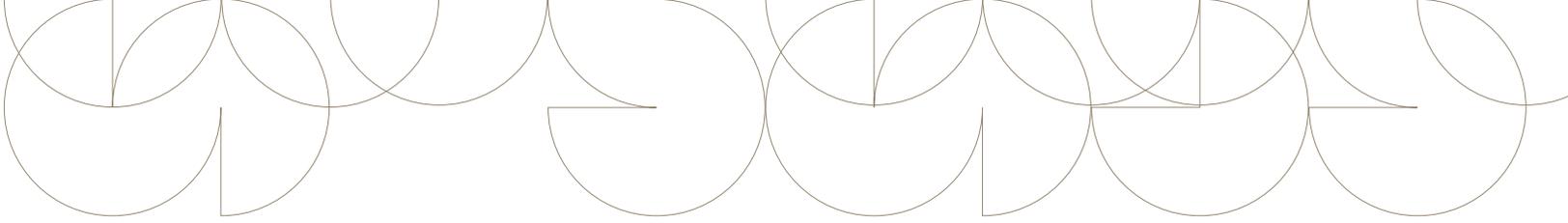
[www.ccfa.org](http://www.ccfa.org)

#### **C3Life.com**

[www.C3Life.com](http://www.C3Life.com)

**Secure Start**





# It's Personal

WE ARE PROUD TO OFFER DEDICATED SUPPORT for each and every patient along the continuum of care. Secure Start provides personalized lifetime services for as long as the patient needs them. Our mission is to help people live full and dignified lives.



Secure Start service is free of charge to all nurses, patients and caregivers.  
Purchasing from Hollister is not required.

**Hollister Incorporated**  
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**[www.hollister.com](http://www.hollister.com)**

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