



Hollister Secure StartSM Services

Continenence Care eNewsletter Q2 2021

Continenence Care resources at your fingertips



Positive Attitude. Positive Life.

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FEATURE STORY

Connecting Hearts and Minds Around the World

World MS Day celebrates global solidarity and hope for the future

Smiles, shared stories and a huge wave of awareness marked this year's World MS Day. Traditionally celebrated on May 30th, those who live with Multiple Sclerosis from over 100 countries launched events throughout May and June to celebrate global solidarity and hope for the future.

The MS International Federation (MSIF) and its members initiated the first World MS Day in 2009. Each campaign is developed in collaboration with an international working group with representatives from India, Tunisia, Argentina, Brazil, Slovakia, Spain, the UK, Greece, Australia, and the USA.

What is MS?

MS is a neurodegenerative disorder that affects more than 2.8 million people globally¹. This complicated and unpredictable disease manifests differently in each person. Symptoms can include, but are not limited to, blurred vision, weak limbs, tingling sensations, unsteadiness, memory problems and fatigue; making it difficult for those living with MS to connect with others who understand their mostly invisible symptoms.

¹ Atlas of MS



“I Connect, We Connect.”

— World MS Day 2020-2022 Theme

The Connection Campaign

That's why “Connections,” the theme for World MS Day 2020-2022, is so fitting. The Connection campaign with the tagline “I Connect, We Connect” is about building community, self and quality care connections. It also challenges social barriers that leave people feeling lonely and isolated.

Jelica from Belgrade, Serbia, explains, “There is no way I will give up on my life, or any other thing that makes me happy. The World MS Day is a reminder that you're not alone in this journey.”

Just as those with MS and other chronic illnesses adapt to whatever situation comes up, the World MS Day campaign had to adapt in 2020 and 2021. In fact, adjustments were successfully made so that distance, cultural difference and a global pandemic could not stop these life-saving connections. Communities came together virtually and lit up the internet with hope, encouragement and advocacy for better services and effective treatment.

There were many ways to get involved in the campaign, and the activities, fundraisers and events were as diverse as the worldwide MS community itself. Individuals and organizations were encouraged to organize virtual events, get the campaign covered in local and national news and advocate to decision-makers for better services and care.

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FEATURE STORY

Connecting Hearts and Minds Around the World

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Social Media, Stories and Activities

Social media posts circled the globe displaying photos of people curving their fingers into the “MS Heart.” Inspired by a sign language symbol for the word ‘together,’ the MS Heart is a symbol of solidarity with everyone living with the disorder.

This universal symbol, along with the hashtags **#MSConnections** and **#WorldMSDay**, connected the worldwide community. All of the social media sent in by those with MS were displayed on the **#MSConnections** page of the **World MS Day website**.

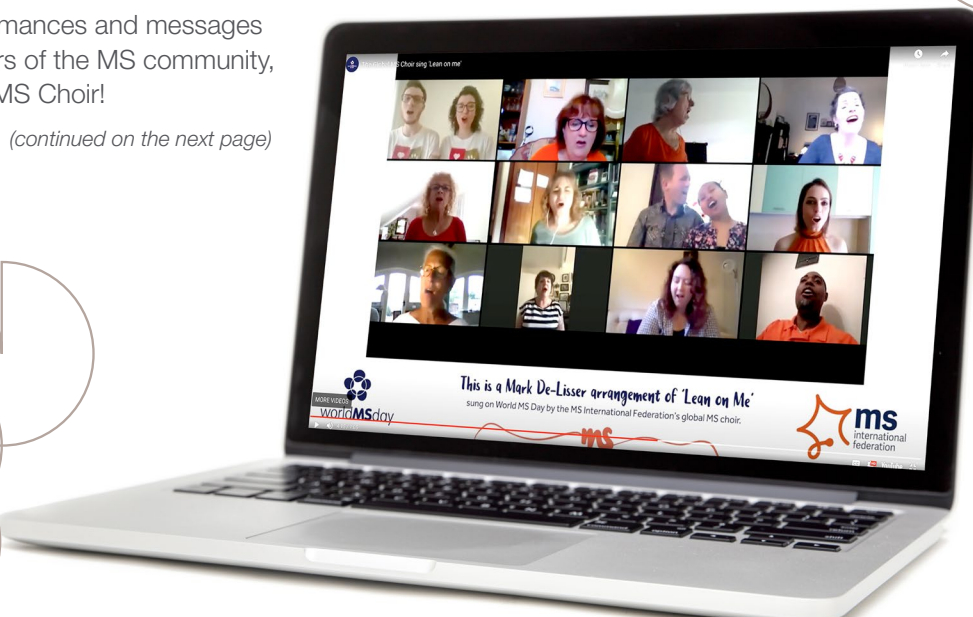
Deborah Hales, from the United Kingdom, noted, “I’ve had MS for over 20 years. I provide support to those affected by MS and their families around the world via my Instagram MS support page (@dinkyms) with over 2,000 followers. I’m taking part in MS Connections to promote awareness and support anyone I can.”

Global activities ran the gamut including the May 50K. This year’s theme was “Leave Your Limits Behind.” Participants either walked or ran alone, or organized virtual teams in their area throughout May. All raised funds on social media to help continue MS research and access to care with the hashtag **#KissGoodbyeToMS**. Many even linked their fitness trackers to their fundraising page on the **World MS Day website**.

Tune in for MS

People from all over the globe joined in on World MS Day for the **concert of a lifetime** to celebrate solidarity and connection. This Facebook and YouTube live-streamed event featured performances and messages from some of the stars of the MS community, including the Global MS Choir!

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FEATURE STORY

Connecting Hearts and Minds Around the World

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Find your #msconnections

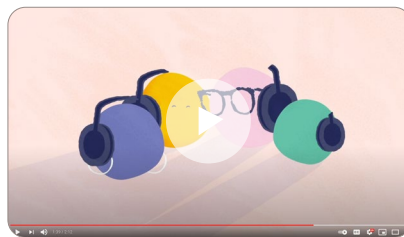
World MS Map

The most brilliant way to connect with the community was the “World MS Map” found on the **World MS Day website**. This interactive map allowed those in various countries to add their events and stories to share with others. Categories for sharing included Activities, MS Heart Photos, Activities and Resources. Here is a sample of what was shared:

Saudi Arabia Abdullah Almgogbel shared a photo of himself on horseback and offered, “Sharing my experience with MS facilitates coping with it. Target your goals with steady steps. Living with MS doesn’t mean that you should leave your hobbies, ambitions or goals.”



Australia MS Australia collaborated with the MS community down under to create a stunning video “Connecting with Family and Friends” that explores the benefits of human connection and the impacts of social isolation and loneliness of living with MS.



Watch and share, [click here](#).

Germany The 2021 MS NurseED webinar: Staying well with MS: management strategies for nurses in a changing environment. This interactive and international event was translated simultaneously from English into French, German, Portuguese, Spanish and Polish.



If you or someone you know is living with MS, start planning now for MS Day 2022! Let your ideas germinate and sprout even more ideas for honoring this special day next year. And remember to connect with others all year long. As Willeke Van Eeckhoutte from Ireland says, “By connecting, it can lead to a tidal wave, one that we need to keep going. We can only do it by making sure we connect, care and stay safe and strong.”

For more information visit the **World MS Day website!**



Be sure to share this article with someone who could be inspired from the World MS Day story.

BROCK TALK

Introducing Brock Talk

Hello everyone and welcome to the second edition of the **Secure StartSM services eNewsletter**.

I'm Brock Masters, one of the managers at Secure Start services. In addition to being a long-standing Hollister associate, I am, also, like many of you, a customer. I was born with Spina Bifida and have been using intermittent catheters since the age of 10.

In this edition of the eNewsletter I wanted to share a goal I have set forth for myself in 2021. This year will be my second year raising funds for the Illinois Spina Bifida chapter as a member of their Chicago Marathon team. Regrettably, due to COVID-19, the marathon was canceled in 2020. I was so excited to participate and felt somewhat deflated when I realized it would be canceled. However, I set my sights on 2021 and continued my training.

Late last year I encountered a devastating blow to my training when I tore my left bicep. This setback required surgery to make the repair. I've recently overcome the lateral bicep repair and am cautiously optimistic that I will still be able to race this year. I am truly looking forward to being the first participant on their team to complete the marathon in a racing chair.

The reason I share this story with you is because I believe it is important to acknowledge that challenges will always come our way. Each and every one of us has had to face our Mount Everest and, sometimes, the way down can be as tricky if not more challenging than the original quest to conquer the mountain.

Although I am starting from a place of injury my confidence is high that I will be able to compete. This confidence stems from planning my path forward and accepting that there will be setbacks along the way. But, in the end, determination, grit and the love and support my family brings me will help me reach my goals.

In this edition of the eNewsletter you will read stories from people, just like you and me, who have overcome obstacles and set their sights on living a rewarding and dignified life. As always, our goal is to support you and help you obtain the knowledge and skills you need to move forward, from whatever led you to us, to living your life to the fullest.

Best regards,

Brock E. Masters

Manager, Secure Start services Continence Care



Brock Masters is Manager, Secure Start services Health Care Professional Continence Care & Ostomy at Hollister Incorporated. With a demonstrated history of working in the medical device industry, he holds a patent on an Adaptive Floating Flange for Ostomy Appliance. Brock has been personally using intermittent catheters since the age of 10 and understands the importance that support and encouragement provide to everyone in the continence care community.



Please share this uplifting article about Brock's unique outlook on life with someone you know who could use more support.

CLINICAL INFORMATION

No-Touch Catheters Are Good for Your Health

Using the right style of catheter helps prevent UTIs and other health issues

by Diane Newman, DNP ANP-BC

Intermittent catheterization (IC) is inserting a urinary catheter in the bladder to drain the urine, removing it once all the urine is drained. IC is performed at regular intervals, several times a day or night. It is considered the “gold standard” for men and women with “neurogenic bladder dysfunction” which is when the bladder cannot drain urine normally during voiding (peeing), resulting in urinary retention. This type of bladder dysfunction is caused by impaired nerve or brain function from certain conditions like a spinal cord injury, multiple sclerosis, stroke, or diabetes. A person with complete urinary retention typically self-catheterizes 4 to 6 times per day to empty the bladder. This is called intermittent self-catheterization or ISC. Some individuals who perform ISC can develop problems or complications. A urinary tract infection (UTI) is the most common complication experienced by individuals performing ISC. A UTI is the most common complication reported by individuals with spinal cord injuries (SCIs).

Preventing a UTI is an important part to safe ISC. The choice of catheter and finding a specific insertion technique or method that avoids contamination of the catheter surface can prevent a UTI. There are several catheter features available that minimize contamination during insertion.

Catheters that ensure a “no-touch” technique (also referred to as “touchless” or “touch-free” method) lessen contamination of the catheter from bacteria present on the skin surface of the user’s fingers. It has been studied in laboratory research. The “no-touch” catheterization is unique as it can prevent the bacteria from getting into the bladder when passing the catheter. This may lessen the chance of the person getting a UTI. These types of catheters can be helpful for those with a history of frequent UTIs because of poor technique.

A popular single-use intermittent catheter has a protective sleeve (see fig 1) that covers the entire catheter. As the catheter is inserted, the sleeve slides down the catheter. Since this protective sleeve covers the catheter, direct hand contact with the catheter surface before and during catheter insertion is avoided. The protective sleeve has been shown to prevent transmitting bacteria that may cause a UTI. The VaPro™ catheter is ready to use right out of the package with no extra steps.

There are other parts of the VaPro catheter that can assist the person, such as a ring cap that can be easily removed if the person has a difficult time grasping the catheter. The tip of the catheter is smooth and the eyelets that drain the urine are smooth so the catheter is not painful during insertion and removal. A coude or curved tip catheter is also available for use by men with a large prostate.

Some touch-less catheters not only have a protective sleeve but also have an “introducer tip.” The tip is inserted into the urethra before passing the catheter so as to bypass the beginning section of the urethra. It is thought that the first inch of the urethra has a larger number of bacteria and an introducer tip protects the catheter from passing through that “dirty” or contaminated part of the urethra. This portion of the distal urethra can have bacteria from the bowel (stool).

VaPro™ No Touch Intermittent Catheter has a “No Touch” protective sleeve/cover (fig 1)

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CLINICAL INFORMATION

No-Touch Catheters Are Good for Your Health

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There are “no-touch” catheters designed to be more compact so they can fit easily in a pocket, small purse or bag and are easy for the person to use. VaPro Plus Pocket™ No Touch Intermittent Catheter has a liter-size collection bag (fig 2) attached to the drainage end of the catheter. It can be very convenient if catheterizing at home or when outside the home. It also is available in a compact package.

A second type of touch-free insertion catheter has an insertion aid or “finger grip” that slides along the catheter while it is being inserted. So the person putting in the catheter does not directly touch the catheter during insertion.

Frequency of ISC should aim to keep not more than 400 (13 ounces) to 500 mL (17 ounces) in the bladder to prevent it from stretching and possibly pushing the urine up into your kidneys (called reflux). Draining the urine from your bladder frequently will also prevent UTIs.

So talk with your doctor or nurse about what would be the best catheter for you to use. And make sure you are taught the proper technique for doing ISC so as to prevent UTIs and any other problem.

Click here to learn more, or request a sample!



VaPro Plus Pocket™ Catheter male and female (fig 2)

VaPro Plus Pocket™ Catheter with collection bag



Diane Newman, DNP, ANP-BC, FAAN, Adjunct Professor of Urology, Perelman School of Medicine, University of Pennsylvania
Financial Disclosure: Diane Newman received compensation from Hollister Incorporated for her contribution to this article.
DISCLAIMER: Prior to use, be sure to read the instructions For Use for information regarding Intended Use, Contraindications, Warnings, Precautions, and Instructions. Rx Only.



Please share this expert information with anyone you know who may benefit from using no-touch catheters.

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COMMUNITY SPOTLIGHT

The Miami Project Offers Hope for Paralyzed Patients

Marc Buoniconti shares the story of his devastating injury and his dedication to finding a cure for spinal cord injuries

On October 26, 1985, I was paralyzed while making a tackle in a college football game in Johnson City, Tennessee. At that moment, I joined millions of spinal cord injured people around the world.

Within days of my injury, I was transferred to Jackson Memorial Hospital, under the care of world-renowned neurosurgeon Dr. Barth A. Green. It was then that my father, Hall of Fame Miami Dolphins Linebacker Nick Buoniconti, made a promise at my bedside that he would do everything in his power to help me.

I spent over six months learning to breathe again, and over that time, I was able to wean off the respirator and move to the rehabilitation center and eventually back home.

My father, Dr. Green and I would create a center of excellence at the University of Miami Miller School of Medicine dedicated to finding more effective treatments for spinal cord injury, and ultimately a cure for paralysis, called The Miami Project to Cure Paralysis.

The Miami Project is now considered one of the premier research programs conducting cutting-edge discovery, translational and clinical investigations targeting traumatic spinal cord and brain injury, and other neurological disorders. The Miami Project's international team of over 175 scientists, researchers, clinicians and support staff is dedicated to improving the quality of life of all paralyzed people and to find a cure for paralysis. The Miami Project researchers are currently conducting clinical studies and trials in spinal cord injury, including testing neuroprotective strategies, cellular therapies using Schwann cell and stem cell transplantation and advanced rehabilitation and

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**Top right: Miami Project Co-Founder Dr. Barth Green with Marc and Miami Project Scientific Director Dr. Richard Bunge in 1989.
Bottom right: The Miami Project to Cure Paralysis today**

COMMUNITY SPOTLIGHT

The Miami Project Offers Hope for Paralyzed Patients

(continued)

neuromodulation approaches including the use of brain machine interface technologies. Other areas of current research include drug discovery for axonal regeneration and immune modulation, neuropathic pain, male fertility and cardiovascular disorders.

A new era of rehabilitative care has dawned with the opening of the state-of-the-art Christine E. Lynn Rehabilitation Center for The Miami Project to Cure Paralysis at UHealth/Jackson Memorial, dedicated to providing the best possible outcomes to patients. The stunning 250,000-square-foot, nine-story structure on the Jackson Memorial Medical Campus houses 80 inpatient beds and features world-class amenities and next-generation rehabilitative technology.

Designed to be one of the country's elite facilities for patients recovering from spinal cord injury, traumatic brain injury, cancer treatment and other complex conditions, every aspect of the facility underscores a focus on comprehensive care. The building's layout



Marc working out at the Miami Project Rehabilitation Center

ensures that clinical care and research shared space, so that patients and families see the scientists who are developing treatments, and researchers interact with real people who need the results of their work—a constant reminder of the way the Lynn Rehabilitation Center integrates academic study with the day-to-day treatment of patients.

Ever since 2000, I've had the pleasure to join the Hollister Team and establish a variety of programs to help individuals with spinal cord injuries. I have represented Hollister through nationwide tours of the leading rehabilitation centers, collaborated on multiple research and development projects, created focus groups in order to get a unique perspective on all Hollister products and established a platform of social media to offer my personal views on subjects that improve the lives of all individuals who use Hollister products on a daily basis. I have been a keynote speaker at multiple Hollister events and have participated in national sales meetings.

Hollister has been a tremendous supporter and has sponsored many events, including the Great Sports Legends Dinner and The Buoniconti Fund National Chapters Summit.

It's been an honor for me to have worked with the Hollister team over the past 20 years. I'm proud to be associated with Hollister and their mission to provide the best medical products to their patients and to bring a better lifestyle, independence and freedom to live their lives to the fullest.

Interested in learning how Marc Buoniconti and The Miami Project are working to help patients recover from spinal cord and traumatic brain injuries? Go to themiamiproject.org.



Marc and his late father, Nick Buoniconti.



Marc Buoniconti, paralyzed from a football injury at age 19, is president of The Miami Project, undertaking a vigorous campaign to let the world know that paralysis does not have to be forever. Marc has served on several local, state and federal committees, given hundreds of interviews, spoken at countless public appearances and inspired millions with his courage.



Know someone who could benefit from everything The Miami Project has to offer? Share this article with them and their caregivers.

EVENT UPDATES

Due to COVID-19 check websites for updates



Summer Events

Roll on Capitol Hill Fights for Disability Rights



Roll on Capitol Hill is United Spinal Association's annual signature policy event that supports key advocacy priorities for its membership as well as the broader disability community. The event was held virtually (June 14-16) to protect the health and safety of

members and partners. The goal of this Legislative and Advocacy Conference is to ensure that members of Congress and the U. S. Senate include wheelchair users and all people with disabilities in policy debates on Capitol Hill.

This year, the event was instrumental in strengthening the collective efforts to:

- Preserve and enhance disability rights
- Make all transportation accessible
- Improve access to community supports and services
- Improve public accessibility
- Secure increased funding for Spinal Cord Injury Model Systems
- Ensure accessible, affordable internet and expanded telehealth access
- Secure and improve veterans' benefits and services
- Preserve the rights guaranteed by the ADA
- Secure appropriate medical supplies and pharmaceuticals
- Obtain appropriate wheelchairs and assistive technologies

For more information on the work being done by United Spinal Association and how you can get involved, visit unitedspinal.org.



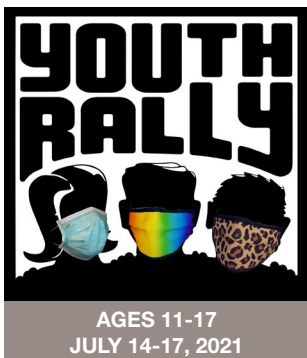
National MS Society

Bike MS is back on the road this summer with in-person events scheduled in several locations across the country. Casual, novice and skilled cyclists are welcome to participate in this fantastic fundraiser.

Throughout summer, **Walk MS** will meet you where you are to connect, celebrate and make a difference like never before. While not gathering in person, you can still help raise funds to find a cure through powerful online tools and exciting events.

Finish MS® is an opportunity for cause-driven athletes to push their own personal limits and challenge themselves physically, while working to create a world free of MS. Signing up for a marathon can be scary but joining the Finish MS team will not only enhance your overall event experience, but it will also provide you with MS Society staff support starting the moment you register.

Please check nationalmssociety.org for scheduling updates on all these events.



Youth Rally

After a temporary transition to the virtual space in 2020, the 2021 Youth Rally is gearing up for another exciting (virtual) program this July. There will be no shortage of laughter shared and memories made as we gather to learn and share from one another. This unique experience designed for kids and teens living with conditions of the bowel and bladder promotes independence, self-esteem, learning, and relationship development all wrapped around hours of fun. Visit youthrally.org for more details and **like us on facebook** for up to date announcements and events.



You can show your support for these organizations by sharing their Event Updates!

NEWS FROM HOLLISTER

The Convenience of Collection

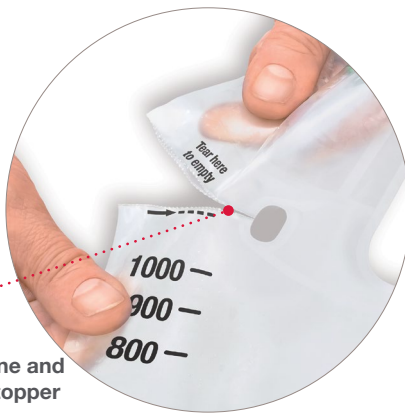
Integrated collection bag allows peace of mind for continence care patients



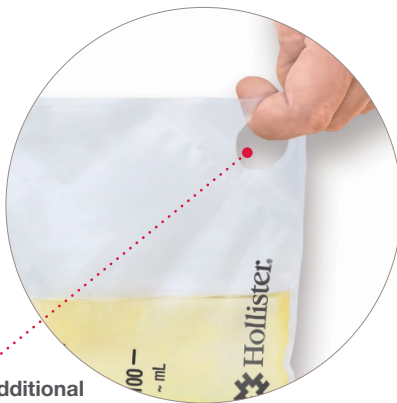
For anyone who uses intermittent catheters, you know there can be times in your daily routine when transferring to a toilet is difficult, unavailable or impossible. Also, anyone with dexterity limitations may find it challenging to drain the intermittent catheter to a receptacle.

With that in mind, the VaPro™ integrated collection bag from Hollister is the ideal choice for agility-challenged patients and for anyone cathing away from home while traveling or participating in outdoor activities. Anytime a restroom is not readily available, or you find yourself in an unhygienic circumstance, a VaPro touch free hydrophilic intermittent catheter with integrated collection bag can help save your day.

VaPro
No Touch Intermittent Catheter



Tear line and tear stopper



Additional finger hole

Healthcare professionals use the VaPro integrated collection bag to monitor the amount of urine voided or visual assessment of the urine color.

Design features of the improved collection bag

Using a catheter with an integrated collection bag, you will find how easy it is to open the bag and how simple it is to empty allowing for a cleaner, more sanitary handling.

COLLECTION BAG FEATURES:

- Anti-reflux valve to prevent backflow of urine
- 1000ml collection bag volume
- Printed, easy-to-read volume numbers to help monitor the amount of urine
- Transparent bag to allow visual assessment of urine color

To learn more, or request a sample, visit Hollister.com/vapro



Please share this information with anyone you know who may benefit from this product.

DISCLAIMER: Prior to use, be sure to read the Instructions For Use for information regarding Intended Use, Contraindications, Warnings, Precautions, and Instructions. Rx Only.

NEWS FROM HOLLISTER

You Respond. We Listen.

Thank You to Those Who Took Part in Our Survey

In our inaugural issue, we shared a link to a quick survey to learn more about your initial reaction to our Continence Care eNewsletter. Thank you to everyone who took time to participate.

Here are some of the findings after tabulating the survey responses:

- Almost 67% of people who took the survey have a “very satisfied” or “satisfied” impression of the Continence Care eNewsletter.
- Most of you who answered believe we provided sufficient information about Hollister Secure Start services. One respondent notes that “I use Hollister products so that’s what I’m interested in,” while another hopes that we add “even more” coverage of all that Secure Start services encompasses.
- Nearly 89% of those who responded are “very interested,” “interested,” or “somewhat interested” in coverage of events happening within the continence care community.
- 77% of respondents feel that the articles we presented were “very relevant,” “relevant,” or “somewhat relevant” to their own lifestyle, activities and interests.
- As for future topics, respondents indicate an interest in “addressing the needs of the elderly,” “how to keep a catheter on all night,” and articles on urinary tract infections.

We will use the results we obtained to make future eNewsletters even more informational and enjoyable. We will also continue to ask for your input and ideas on content for upcoming issues.

We encourage you to share the PDF file of this eNewsletter! Just click on the Download PDF link and attach it to an email to share it with friends, family or anyone you know within the continence care community and their caregivers.



[Subscribe Now](#)



Please share this article with anyone you know who may want to subscribe to the Hollister Secure Start services eNewsletter.

SHARE YOUR STORY

Share Your Story

The path your life has taken may be a story to share

Your life's journey is unique to you. It's one of a kind. What you have gone through in life, what you have been able to accomplish despite your continence care needs is a story that could be worth sharing. By telling it, you may be the catalyst for others to overcome their own obstacles and live their lives to the fullest.

Did Brock Masters' inspiring message help you want to make the most out of your life?

Were you encouraged by the various fundraising events and activities taking place throughout the continence care community and the large number of participants who are eagerly getting involved?

We'd like to hear from you about the challenges you have faced and overcome, and what you did to turn your life into one that makes you an interesting and inspiring person. Your story may be worth sharing in a future eNewsletter with those of us in the continence care community.



Submit your story today [here!](#)

"I believe it is important to acknowledge that challenges will always come our way."

—Brock Masters, Manager, Secure Start Services Continence Care



Please share this article with anyone you know who has a life story that may be interesting and inspiring to others.





Hollister Secure Start Services

Continence Care eNewsletter

Resources

Hollister Secure Start Services

1.888.808.7456 (option 3)
www.securestartservices.com
Hollister Facebook 
Hollister Instagram 

Great Lakes Adaptive Sports Association (GLASA)

1.847.283.0908
info@glasa.org
www.glasa.org

United Spinal Association

1.800.962.9629
www.unitedspinal.org

Christopher and Dana Reeve Foundation

1.800.539.7309
www.christopherreeve.org

Spina Bifida Association

1.800.621.3141
www.spinabifidaassociation.org

Buoniconti Fund to Cure Paralysis

1.800.STAND UP
www.themiamiproject.org

The Miami Project to Cure Paralysis

1.800.STAND UP
www.themiamiproject.org

Society of Urologic Nurses and Associates (SUNA)

1.888.827.7862
www.suna.org

National MS Society

1.800.344.4867
www.nationalmssociety.org

Bladder Cancer Advocacy Network (BCAN)

1.888.901.2226
www.bcan.org

Abilities Expo

1.323.363.2099
www.abilities.com

New Mobility

www.newmobility.com

Paralyzed Veterans of America

1.800.424.8200
www.pva.org

Sport 'N Spokes

www.sportsnspokes.com

Youth Rally

www.youthrally.org

University of Alabama Adaptive Athletics

www.alabamaadapted.com

San Diego State Adaptive Athletics

ens.sdsu.edu/sdsu-adapted-athletics

Click here to download past issues of the Hollister Secure Start services eNewsletter





Secure StartSM

It's Personal

We are proud to offer dedicated support for each and every continence care patient along the continuum of care. Hollister **Secure Start** services provide a lifetime of personalized support.



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2000 Hollister Drive
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Hollister Secure Start services are free of charge, and there is no obligation to purchase anything to receive them. Product samples are provided for the patient's trial use and cannot be resold or billed. There is no obligation to accept samples or participate in insurance-matching to identify supplier options. Hollister Incorporated reserves the right to change Hollister Secure Start services at any time.

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