

Hollister Secure Start Services

eNewsletter Q1 2020

Ostomy resources at your fingertips

Never miss an issue!

Easy sign-up at hollister.com/en/securestartenewslettersubscribe

Choose to Learn. Live. Love.



Important
COVID-19
Update
Inside

Highlights:

- 3 | **Choosing Resilience**
- 7 | **Maintaining Healthy Skin**
- 8 | **Enhanced FAQs page**
- 10 | **Colorectal Cancer Alliance**

NEWS FROM HOLLISTER INCORPORATED



Important
COVID-19
Update

A Message from Hollister Incorporated

To our valued consumers, the spread of the 2019 Novel Coronavirus (COVID-19) has raised concerns about the continued availability of medical products including ostomy and continence care supplies. Here is what we are doing to support you during this time.

We want to share the facts and remove any product supply uncertainty you have going forward

- Hollister Incorporated has taken steps to ensure that all our customers experience no disruption to the supply of their products and to protect our Hollister Associates and their families.
- We do not anticipate any impact to our ability to supply our ostomy or intermittent catheter, or other continence care products to you and those in need in the community.
- Sample volumes have been increased to ensure we can continue to support your ongoing product options should they need to be addressed. If you need to place an order, we will connect you to a supplier that is in-network with your insurance.

Know that we are here to serve you and support your needs

- Our Secure Start Services are dedicated to ensuring that you feel supported, confident and have access to your products. Our team can be reached by calling 1.888.808.7456 or through our website.
- We encourage you to create a profile, using the email address that we sent this communication to, if you have not already done so. This will enable Hollister to keep in communication with you through email with any important or needed updates. You can create this profile by visiting:

www.hollister.com/en/consumerservices

We will continue to monitor the coronavirus (COVID-19) situation and will share new developments as they occur. For the latest information, please visit our website www.hollister.com/en/newslanding/StatementHollisterNovelCoronavirusMar202020 or follow us on Facebook www.facebook.com/HollisterIncorporated.

Abinash Nayak

Vice President, Americas
Hollister Incorporated

FEATURE STORY

Choosing Resilience

Triathlete Scott Lang keeps doing what he loves and refuses to let cancer sideline him.



Every time Scott Lang crosses a finish line, he has the satisfaction of knowing that he has outrun, outbiked or outswum cancer once again. Spectators would never guess that he is undergoing three hard-hitting rounds of chemotherapy every two weeks to stave off a rare cancer that has no cure.

“I wasn’t going to stop what I was doing,” explains Scott. “I was determined not to let cancer change that.”

Receiving a shocking diagnosis

His relationship with the disease began in 2017. While training for the RyanMan 70.3 mile Triathlon in Mississippi, Scott suffered severe abdominal pains. Scans showed a blockage in his small intestine, and he was admitted to the hospital for minor surgery to remove it. During the surgery, however, the doctors found stage 4 cancer throughout his abdomen, and due to the blockage, they opted to create an ileostomy.

As if this wasn’t shocking enough, Scott and his family were later told that he has appendiceal cancer, described as a cup of rice sprinkled throughout his abdomen. Surgery was not an option, and Scott started typical colon cancer treatment to keep the disease from spreading. When his doctor told him that he had two years to live, Scott refused to let it stop him in his tracks.

“I smiled and told him that I was going to ‘skew’ the numbers because I had a lot of life to live yet.”



(continued on the next page)

FEATURE STORY

Choosing Resilience

(continued)

Finding a new normal

Since, coincidentally, his wife is an oncology nurse, Scott knew that new cancer treatments were being tested every day. Hopeful that one would be found for his disease, he kept doing what he loves. Once the stitches around his stoma were removed, Scott started running again, knowing he had to find “a new normal” if he was going to continue pursuing his passion.

That December, he completed the Mississippi Gulf Coast Marathon with his sons, even though the going was slow due to frequent stops to empty his pouch. Throughout 2018, while undergoing chemotherapy, he completed four half-marathons, 15Ks, 10Ks, 5Ks, several sprint triathlons, and an Olympic distance triathlon, all while training for the Deep South Triathlon scheduled for October.

“I was never competitive, but now I’m competitive with myself,” explains Scott. “I keep trying to beat my run and swim time—I just want to improve.”

Overcoming new obstacles

Scott’s biggest problem as a triathlete with an ostomy was a leaky pouch. After much trial and error, he discovered that using additional ostomy accessories did the trick. And he always carries a spare kit of ostomy supplies, even though most of the time he can make it through the smaller triathlons without a pouch change.

Scott’s cancer experience is not all rosy, and treatment does take its toll. Every other Tuesday, once they have infused all of his chemotherapies, he wears a portable infusion pump for 48 hours. He feels lethargic and has neuropathy in his feet and hands. And some days he just wants to sleep. But once he begins to run, pedal, and swim he feels better.

“I wasn’t going to stop what I was doing.” —Scott Lang

Getting support

Scott’s support team of family and friends is strong, and helps motivate him with weekly FitBit and Strava competitions. His hard work paid off and he completed the 2018 Deep South Triathlon at his personal best.

“There were long transitions due to adjustments for my ostomy, but no leaks!” says Scott. “I felt so good crossing that finish line – I was so happy just to be participating.”

(continued on the next page)



Scott and his wife Mary are adventurous and love being outdoors together.



FEATURE STORY

Choosing Resilience

(continued)

Right: Scott, Mary, and their three sons.

Below: Scott and Mary



Scott completed all of the same events in 2019 as he did in 2018, leaving appendiceal cancer in the dust. What keeps him going? Apart from the sense of accomplishment he experiences, Scott loves the camaraderie of his fellow participants, volunteers, and even the police officers who cheer him on along the route. He is grateful for them all.

Choosing to be resilient

As far as advice to others who are adjusting to a colostomy, ileostomy, or urostomy, Scott feels that it's important to choose to go on with life no matter the prognosis.

"You have to find your new normal after ostomy surgery," concludes Scott. "Sure it's hard, but keep trying different options and don't give up what you love, whether it's running, tennis, or any other activity."

Scott passed away on February 26 leaving behind a legacy of hope and resilience. We are truly thankful for his willingness to share his story with us to empower our readers to keep going that extra mile no matter the circumstances.

"Find joy in the things you do. Smile more! Compliment someone. Hug your loved ones and tell them you love them. These are simple things that shouldn't take a critical disease to spur us to do."

—Scott Lang



Scott Lang is a retired Coker Area Field Trainer at the Chevron Refinery in Pascagoula, Mississippi. When he's not pursuing his passion for triathlons, he and his wife Mary enjoy traveling the world. They are blessed with three grown sons.

Financial Disclosure: Scott Lang received compensation from Hollister Incorporated for his contribution to this eNewsletter.



Be sure to share this article with someone who could be inspired!

NEWS FROM HOLLISTER INCORPORATED

Hollister Secure Start Services Corner

Meet the smile behind the voice

Our team is passionate about helping Hollister Secure Start services members over the phone or by email. If you have a question about your ostomy, we're here to help. Get to know these members of our team!

Eric



Title: Consumer Service Advisor
Serving you since: January 2020

What is one activity you have chosen to do that is unique or unusual?

My girlfriend and I love traveling to Florida to rent places on the beach to relax and unwind.

What strength do you get to utilize working on the team? I bring a positive attitude and efficiency to help streamline processes.

Who is someone you follow on social media that inspires you, and why?

Leonardo DiCaprio inspires me to put my all into what I do and help protect the planet.

Grace



Title: Consumer Service Advisor
Serving you since: September 2019

What is one activity you have chosen to do that is unique or unusual?

I enjoy kickboxing. It keeps me energized and alert!

What strength do you get to utilize working on the team? My great listening skills. I like to observe and listen before taking action.

Who is someone you follow on social media that inspires you, and why?

Keke Palmer. She's young, intelligent, successful and has a great sense of fashion.

Jamie



Title: Consumer Service Advisor
Serving you since: September 2018

What is one activity you have chosen to do that is unique or unusual?

I'm traveling to Minnesota to participate in the JDRF (Juvenile Diabetes Research Foundation) Walk at the Mall of America in support of my younger cousin who has lived with diabetes for about 10 years now.

What strength do you get to utilize working on the team? Definitely my writing skills. I email consumers all day long, so proper grammar and wording are extremely important.

Who is someone you follow on social media that inspires you, and why?

Mary Katherine Backstrom, the "I hugged a stranger at a gas station" lady. She took all the negativity surrounding her and turned it into positive energy.

ASK THE EXPERT

Maintaining Healthy Skin with Fit and Formulation

Avoiding peristomal skin problems starts with a simple equation: Fit + Formulation. Learn more about this fundamental concept for keeping the skin around your stoma healthy.

By Colleen Drolshagen, BSN RN APN CWOCN

There is a simple, yet powerful equation to help keep the skin around your stoma healthy: FIT + FORMULATION = HEALTHY PERISTOMAL SKIN. Put another way, a properly fitting skin barrier and the right skin barrier formulation help protect the skin from being irritated by stoma drainage.

Why fit and formulation are both important to healthy peristomal skin

This equation simply means that skin barriers need to fit well around the stoma and the ingredients in those skin barriers (the formulation) need to support healthy skin. The combination of a well-fitting pouching system with the best barrier properties for your body help you focus on living your life, with less worry about leaks or skin discomfort.

Finding the right fit

It's critical to get a good seal around the stoma to help prevent leakage and promote comfort. Every stoma is different in size and shape. Your stoma may get smaller during the first six weeks after surgery, so it's good to measure it frequently. Measure your stoma until it stops changing and remeasure if you are having problems or if you experience weight loss or gain. To choose the correct size skin barrier opening, pick one that fits where the skin and stoma meet. The skin barrier opening should be the size of the stoma for a good fit. When choosing a skin barrier, you'll notice there are several different kinds to choose from. After your ostomy procedure, your stoma care nurse can help you ensure the right fit.



Finding the right formulation

The customized skin barrier ingredients responsible for adhesion, erosion resistance and absorption must be carefully formulated to create an environment where healthy skin can thrive.

Choosing a skin barrier with the right formulation of ingredients is as important as fit in ensuring healthy peristomal skin (skin around your stoma). For example, in one study,[‡] people who used skin barriers with ceramide had a meaningful reduction in peristomal skin complications (PSCs). Ceramide is naturally occurring lipid in the skin that protects against dryness. Again, your stoma care nurse can help you find a skin barrier with a formulation proven to support healthy skin.

To explore product options or order free samples, feel free to call us at **1.888.808.7456**.

[‡]Colwell JC, Pittman J, Raizman R, Salvadalena G. A Randomized Controlled Trial Determining Variances in Ostomy Skin Conditions and the Economic Impact. *J Wound Ostomy Continence Nurse*, 2018;45(1):37-42.



Colleen Drolshagen is a board certified wound, ostomy and continence (WOC) nurse with over 35 years of experience caring for individuals with these specific needs. Colleen recently left clinical practice and is currently working as a WOC Nurse Clinical Researcher at Hollister Incorporated. This transition has allowed her to continue her passion to assist individuals with ostomy and continence needs but now on a global level.

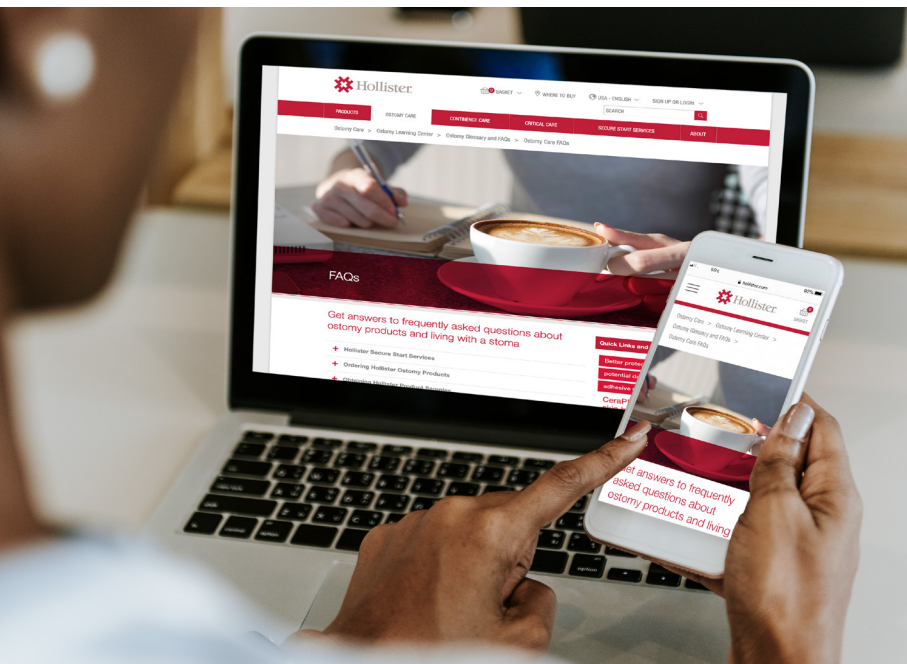


Be sure to share this article with your caregiver or someone you know who is living with an ostomy.

NEWS FROM HOLLISTER

Enhanced FAQs Page Debuts on Website

Now you can get your questions answered quickly and easily 24/7 online



Have a question that needs answering right away? In Hollister Secure Start services, we're available to answer your questions over the phone during business hours. If you need a quick answer with additional resources right at your fingertips, access the enhanced "Frequently Asked Questions" (FAQs) web page available to you 24/7 at [Hollister.com/ostomyfaqs](https://www.hollister.com/ostomyfaqs).

With several main topics to browse through, you may find answers and even learn something new! From questions about preventing pouch leakage and skin irritation to taking care of someone with an ostomy, the new FAQs page offers resources, recommendations, and advice to help you live the life you want to live with an ostomy.

Topics at a glance:

- Hollister Secure Start Services
- Ordering Hollister Ostomy Products
- Obtaining Hollister Product Samples
- Ostomy Pouch Leakage and Skin Irritation
- Hollister Product Quality and Performance
- Living with an Ostomy
- Ostomy Accessories
- Ostomy Pouching Systems
- Caring for a Person with an Ostomy

With several main topics ... chances are you will find the answer you need.

(continued on the next page)

NEWS FROM HOLLISTER

Enhanced FAQs Page Debuts on Website

(continued)

All of these common questions have come from people like you, and thoughtfully answered by nurses and Consumer Service Advisors on our team. Along with these answers come added resources and videos that provide extra guidance and helpful tips.

Here are a few examples:

Q: “How do I use the drain tap on Hollister urostomy pouches?”

A: *The tap is a twist valve that you can turn to open and close it. In order to make urine flow, the teardrop must be facing away from the body. To make sure the drain valve is closed, the teardrop must be facing toward your body. For more information, view our [How to Empty a Urostomy Pouch ostomy educational video](#).*

Q: “Can I take a bath or shower while wearing my ostomy pouching system?”

A: *With an ostomy, you can shower or bathe just as you did before. Soap and water will not flow into your stoma or hurt it in any way. You may shower or bathe with your pouching system on or off – the choice is yours. Soap residue can sometimes interfere with how well the skin barrier sticks to your skin, so choose a cleanser that is free from all moisturizers, oils, and residue. If you use a two-piece pouching system and you choose to remove the pouch while showering or bathing, we suggest also removing the skin barrier to prevent exposing it to too much moisture.*

For more tips, read [Essential Hygiene and Peristomal Skin Care Tips in our Ostomy Learning Center](#).

Q: “What support resources are available for me as a caregiver?”

A: *Caring for someone with an ostomy can be both physically and emotionally challenging, yet also rewarding. There are different types of ostomy surgeries, so it is important to work with your healthcare professional to understand which surgery they are going to have or have just had. Understanding the basics about their ostomy and learning the necessary caregiving skills prior to discharge will help you be more prepared. Since recovery time in the hospital is usually short, plan to schedule learning sessions as soon as possible.*

Hollister offers many booklets, articles, and videos to support your learning process – such as [Caring for Your Loved One with an Ostomy](#) and [Coping with Ostomy Surgery Anxiety - 5 Tips for Caregivers](#). In addition, Hollister Secure Start services can support you by answering questions about ostomy products, the product ordering process, peristomal skin health, and lifestyle issues.



Keep reading at [Hollister.com/ostomyfaqs](https://www.hollister.com/ostomyfaqs).

Living with an ostomy or chronic illness doesn't always come easy, but you can choose to live the life you want to live. That can come with a lot of questions and you don't have to figure it out on your own. We're here to help!

To create an account, update your information, or simply explore all the ways we can support you, go to [securestartservices.com](https://www.securestartservices.com) or call us at 1.888.808.7456.

Hollister Secure Start services are free of charge, and there is no obligation to purchase anything to receive them. Hollister Incorporated reserves the right to change Hollister Secure Start services at any time.



Be sure to share this web page with your caregiver or someone you know who is living with an ostomy.

COMMUNITY SPOTLIGHT

Colorectal Cancer Alliance

Nonprofit organization is determined to end colorectal cancer in our lifetime



Colorectal Cancer Alliance hosts events such as The Undy RunWalk throughout the country to raise awareness and funds.

Founded in 1999 by a dedicated group of 41 survivors, caregivers, and friends, the national nonprofit Colorectal Cancer Alliance is united in its determination to dramatically impact the way today's society sees colorectal cancer. Its members serve as allies to everyone touched by the disease, with a nationwide network of staff, survivors and advocates ready to help others navigate their cancer journey.

The fact is, when detected early, colorectal cancer is mostly preventable and treatable. Yet, one-third of at-risk adults have not taken steps to ensure their cancer is caught before it can advance. That startling statistic provides motivation for the Alliance to maintain an intense focus on creating awareness of preventive measures and inspires efforts to fund critical research necessary to help eradicate this potentially fatal disease.

Some of the important goals the Alliance has set for itself to achieve include:

- Saving 100,000 lives through awareness and prevention by 2029
- Increasing the number of patients and families served by Alliance to 750,000 annually by 2024
- Committing \$30 million to innovative and life-saving research by 2024

Encouraging as many people as possible to “Get Involved” plays a major role in the Alliance’s efforts to reach these goals. Every March is designated as National Colorectal Cancer Awareness Month, and the Alliance provides many ways to get involved for the cause. From a social media toolkit that includes fill-in-the-blank-Can’t-Wait Tiles, to Awareness pamphlets that can be ordered online, as well as access to a voluminous library of resources and tools, March is the annual kick-off to raise awareness. One can also choose to become a support “Buddy,” volunteer, or sponsor for any of the many Alliance-organized events that take place throughout the year, including its new Walk to End Colon Cancer.

To help fund and support these life-saving programs, you can turn your favorite activity into a Alliance fundraiser! Golf, running, spinning - anything you like to do can make an impact and raise awareness (and funds) for the cause. Even adding a cover fee to gatherings with friends, neighbors, or co-workers can make fundraising that much easier and memorable.

For other interesting ways to get involved, upcoming events, and to learn more about the important work the Colorectal Cancer Alliance is spearheading, visit their website at www.ccalliance.org.



Please share this article with people in your community, so they, too, can help raise awareness of and funding for the Alliance's life-saving programs.

Do it today, because as the Alliance's motto reminds us, *Tomorrow can't wait*™.

EVENT UPDATES

Find an Event Near You

Due to COVID-19 check websites for updates

Choose to get involved to make a difference



AGES 11-17 • SAN DIEGO, CA
JULY 20-25, 2020

Youth Rally Youth Rally 2020

More than 30 years after its inception, the Youth Rally remains a community for young people to meet others who live with similar medical conditions. Lasting friendships are formed in an atmosphere that promotes self-confidence and independence. This year, the event will be July 20-25 in San Diego, CA. Hollister Incorporated is a proud Platinum Sponsor of Youth Rally. Learn more or register now at youthrally.org.



ALL AGES • NATIONWIDE

Colon Cancer Coalition Get Your Rear in Gear

Walk, run or ride in the largest colon cancer-focused event series in the country. Get Your Rear in Gear Run/Walk and Tour de Tush Bike Ride are sponsored by The Colon Cancer Coalition, a nationally recognized partner in the fight against colon cancer. Participants are invited to add a personalized sign to the "Blue Mile" to honor those diagnosed with cancer, remember loved ones and celebrate the important people in their lives. Find one of 40 events at coloncancercoalition.org or create your own local event!



ALL AGES • NATIONWIDE

Crohn's & Colitis Foundation Take Steps for Crohn's & Colitis™

Take Steps walks offer a wonderful way for family and friends to empower and inspire each other, and help connect with the greater IBD community. These walk events are filled with live music, food, kids' entertainment and educational activities. Take Steps is a nationwide event in more than 100 communities across the United States. Find one near you! Register at cctakesteps.org.

(continued on the next page)

EVENT UPDATES

Find an Event Near You

(continued)

Due to COVID-19 check websites for updates



ALL AGES • NATIONWIDE

Crohn's & Colitis Foundation

spin4 crohn's & colitis cures

spin4 crohn's & colitis cures is an indoor cycling relay to find cures for the 1 in every 200 Americans living with inflammatory bowel diseases. You and up to three team members reserve a stationary bike and pedal with a purpose during this two-hour, high-energy fundraising event! This #partyonabike is taking place across the country – find an event near you!

crohnscolitisfoundation.org



ALL AGES • NATIONWIDE
OCTOBER 3 & 10, 2020

United Ostomy Associations of America (UOAA)

Run for Resilience Ostomy 5K

Celebrate Ostomy Awareness Day by participating in one of UOAA's annual Run for Resilience Ostomy 5K events! A number of Ostomy 5Ks will take place across the U.S. on October 3 and 10. These events are held to educate, support and raise community awareness about ostomies. Interested in participating in a run/walk, but unable to physically attend an event? You can sign up and run or walk your own virtual Ostomy 5K wherever you are on October 3rd.

Hollister Incorporated is the proud Diamond sponsor and all proceeds benefit UOAA. Go to ostomy5K.org for continued updates; registration will open soon.



ALL AGES • NATIONWIDE

Colorectal Cancer Alliance

Walk to End Colon Cancer

The Walk to End Colon Cancer is a family friendly, hope-filled fundraising event in 15 cities that includes a 5K and one-mile fun run. The goal of the Walk is to provide support for patients and families, caregivers and survivors; to raise awareness of preventive measures; and inspire efforts to fund critical research. The Walk has raised over \$2 million and you can join them! With events already scheduled in Tampa Bay, Sacramento, San Diego, St. Louis and D.C., you're sure to find a way to get involved. ccalliance.org



Do you have a friend that would love to attend one of these great events? Share this article and join the fun!

WHAT'S SO FUNNY?

The Choice is Yours!

Read Brenda's story about how choosing to be positive, public, lighthearted and vocal helps her live well with an ostomy - and save lives

After I was diagnosed with colorectal cancer in October of 1995, **I made some important choices.**

Finding out that I would need a big operation that would require a permanent colostomy, vaginal reconstruction and a hysterectomy was a day wrecker. I was 39 years old, married six years, and had two children ages three and five. I was lucky in that I had never had bowel problems, like so many people who suffer greatly with Crohn's disease and ulcerative colitis. I had a two-week pain in my butt that would not go away, even with medicated cooling pads and hemorrhoid ointment. In those years, I owned a busy hair salon and hardly had time to notice the pain, but eventually I couldn't ignore it. I thought I just had a hemorrhoid problem, but it was much worse than that.

I chose to be as positive as possible

The day I was diagnosed with colon cancer, the doctor explained the surgery to me, and said it would be necessary to save my life. At first, I cried a lot. The next day at work, I found myself laughing and felt a little better. Then, I chose to be as positive as possible; I wanted to see my children grow up. Over the next three weeks, I had 10 different rectal and vaginal exams. I had things photographed that I never even knew about! I was quickly getting educated on body parts that I had taken for granted.

I learned that my tumor may have started growing 10 years earlier, and that the only thing that would have detected it was a colonoscopy – a procedure that isn't recommended until age 50. They told me I was one in 100,000. I once won \$5.00 on a scratch-off lottery ticket, so that was the closest I came to defeating the odds prior to this day.

I chose to be public about what I was going through

In the three weeks before my surgery, I started sharing my story with clients, family members, and friends. I made a choice to be public about what I was going through, in case it might help someone else. In the hospital, I met with the Wound, Ostomy and Continence Nurse (WOCN). She "tattooed" where the ostomy was going to be and asked if I had any questions. I hesitated, then asked, "Where do the farts go?" She answered, "Flatulence goes into the pouch." I quickly figured out that meant gas goes into the bag!

I chose to notice what was funny

The next important test I had was a CAT scan. A young nurse hooked me up with an IV and after the test was complete, an older nurse unhooked me and told me a story. "Last week there was a guy in here," she said. "The young nurse hooked him up and when I came in to unhook him he said, 'I knew I was in there a long time but this is ridiculous!'" I started laughing and realized humor was exactly what I needed, and I made a choice to notice the funny around me.

(continued on the next page)



WHAT'S SO FUNNY?

The Choice is Yours!

(continued)

After surgery, I was in intensive care with all kinds of wires coming out of me. As I was waking up, my husband leaned in closely, and I knew he was going to say something sweet because he loves me so much. But he said, "Brenda honey, right now you look like the back of my stereo system!" Well that was so stupid it made me laugh!

Later, as I was transferred to the regular floor, the nurse pushing my wheelchair from behind stopped, patted my shoulder and asked, "Are your privates clean?" I stammered, "uh, uh.." and then she said, "Oh sorry, I'm not talking to you! I'm asking a nurse at the end of the hall if any of the private rooms are clean." We both got a laugh out of that misunderstanding.

I chose to be vocal about having an ostomy

Eventually, I made a choice to tell even more people that I had an ostomy because I thought it might save another. I never set out to become a comedian, an author, or an international speaker. I was happy being a hairstylist. But I often joke that when my rectum was removed, it left more room for creativity. You don't have to be vocal about having an ostomy, but it sure worked out for me. The best part is when people tell me that my urging them to get a colonoscopy saved their life. My job is done!



Brenda Elsagher has been living well with a colostomy for 25 years. She is a comic, and international speaker, and the author of five books. Check out her website: livingandlaughing.com and follow her on Facebook [@BrendaElsagher](https://www.facebook.com/BrendaElsagher)

Financial Disclosure: Brenda Elsagher received compensation from Hollister Incorporated for her contribution to this eNewsletter.

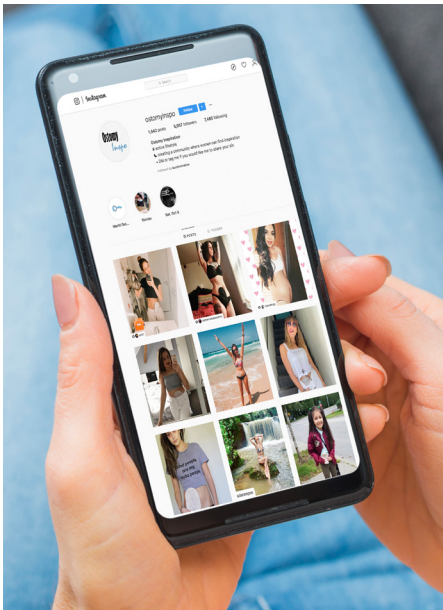



Do you know someone who could use a few good laughs? Share this article with them and make their day!

HELPFUL TIPS

Instagram Builds Instant Inspiration

Social media encourages people living with an ostomy to be themselves



 @ostomyinspo

There is an Instagram “community” account, **@ostomyinspo**, where women living with an ostomy can find inspiration from others dealing with the same daily life challenges. On it you’ll find many photos of females of all ages proudly displaying their ostomy pouches and wearing big smiles. Designed to help make women with ostomies feel good about themselves, the feed is filled with positive responses like this: *“Wow, you look AMAZING! My nurse gave me this site. I wish I was as bold as you... I’m having such a hard time. I’ve been hiding in my house for a year and that just isn’t a way to live...”*

Someone who knows that speaking out about living with an ostomy can inspire others is Kristen Elizabeth **@kristenschonics**. Listed among her “19 THINGS I LEARNED IN 2019” are:

“Traveling outside of your comfort zone is scary but can bring incredible rewards.”

“Living with an invisible disability like an ostomy is something to be proud of and does not define who you are as a person.”

“Lift others up absolutely any time that you can.”



 @kristenschonics



 @rvanvoorhis

Another inspiring influence in the ostomy community is Ryan Van Voorhis **@rvanvoorhis**. A full-time private chef and co-founder of Nude Dude Food in Chicago, Ryan was diagnosed with Crohn’s disease as a teenager. “My greatest challenge living with Inflammatory Bowel Disease (IBD) is listening to my body,” Ryan tells his thousands of followers. “It’s a daily struggle and a lot of work, but you can never give up and have to stay positive.” One of his goals is to someday come up with a cookbook specifically for people living with Crohn’s and colitis. For now, he advises those who experience IBD flares that “every person is different, so please listen to your body and consult your physician.”

Everybody reacts differently after ostomy surgery, but **you can choose** how to live with your ostomy and get support. The emotional support you receive from people who have shared similar challenges and experiences can be invaluable to you and your well-being. There is a person and unique story behind every Instagram account and social media blog. Follow these influencers in the ostomy community for inspiration and encouragement. Or, consider starting your own Instagram account or a personal blog to express your feelings and inspire others living with an ostomy.



Please share this article with someone you know who could use a source for inspiration.

HELPFUL TIPS

Need to Place an Order of Your Ostomy Supplies?

The Hollister Secure Start services team can help you find a national supplier that is **in-network** with your insurance(s) to receive your Hollister products. Hollister has built relationships with several mail-order suppliers across the country and can assist you to find the right company for you. Our suppliers will work with your insurance companies and doctors directly to ensure you receive the products you need in a timely manner. You can find a supplier at any point in your journey, regardless of the brand of product you use.

Please call us at **1.888.808.7456** to speak with a dedicated Consumer Service Advisor today. Our office is open from Monday through Friday 8 AM – 5 PM CST.



Please share this helpful tip from Secure Start with your caregiver and anyone you know who has a loved one who lives with an ostomy.



Share Your Story

Choose to inspire others with your life's adventure

Your ostomy experience is as unique as you are. We'd love to hear all about it, and your story might just inspire someone else.

Did Scott Lang's story encourage you to want to share your own experience?

Are you someone who, against long odds, has successfully started your own business?

Have you reached, and maybe even surpassed, a personal physical goal?

Did you overcome the challenges of living with an ostomy to achieve something you never thought you could?

Did a choice you made make all the difference in your journey?

Perhaps you may think your life's story is not unique or interesting enough to be profiled in an upcoming eNewsletter. However, we'd love to hear from you about your ostomy experience. You may be surprised to learn that you really do have a story to share with others who may benefit from and be inspired by the path your life has taken.

Submit your story today at securestartnewsletter@hollister.com



Please share this article with someone you know who has a great story to share!

Hollister Secure Start Services

eNewsletter

Resources

Hollister Secure Start Services

1.888.808.7456

www.securestartservices.com

Hollister Facebook 

Hollister Instagram 

United Ostomy Associations of America, Inc. (UOAA)

1.800.826.0826

info@uoaa.org

www.ostomy.org

Crohn's & Colitis Foundation

1.800.932.2423

www.crohnscolitisfoundation.org

Colon Cancer Coalition (CCC)

1.952.378.1237

www.coloncancercoalition.org

Colorectal Cancer Alliance (CCA)

1.877.422.2030

www.ccalliance.org

Bladder Cancer Advocacy Network (BCAN)

1.888.901.2226

www.bcan.org

Friends of Ostomates Worldwide-USA

www.fowusa.org

Youth Rally

www.youthrally.org

Run For Resilience

www.ostomy5k.org

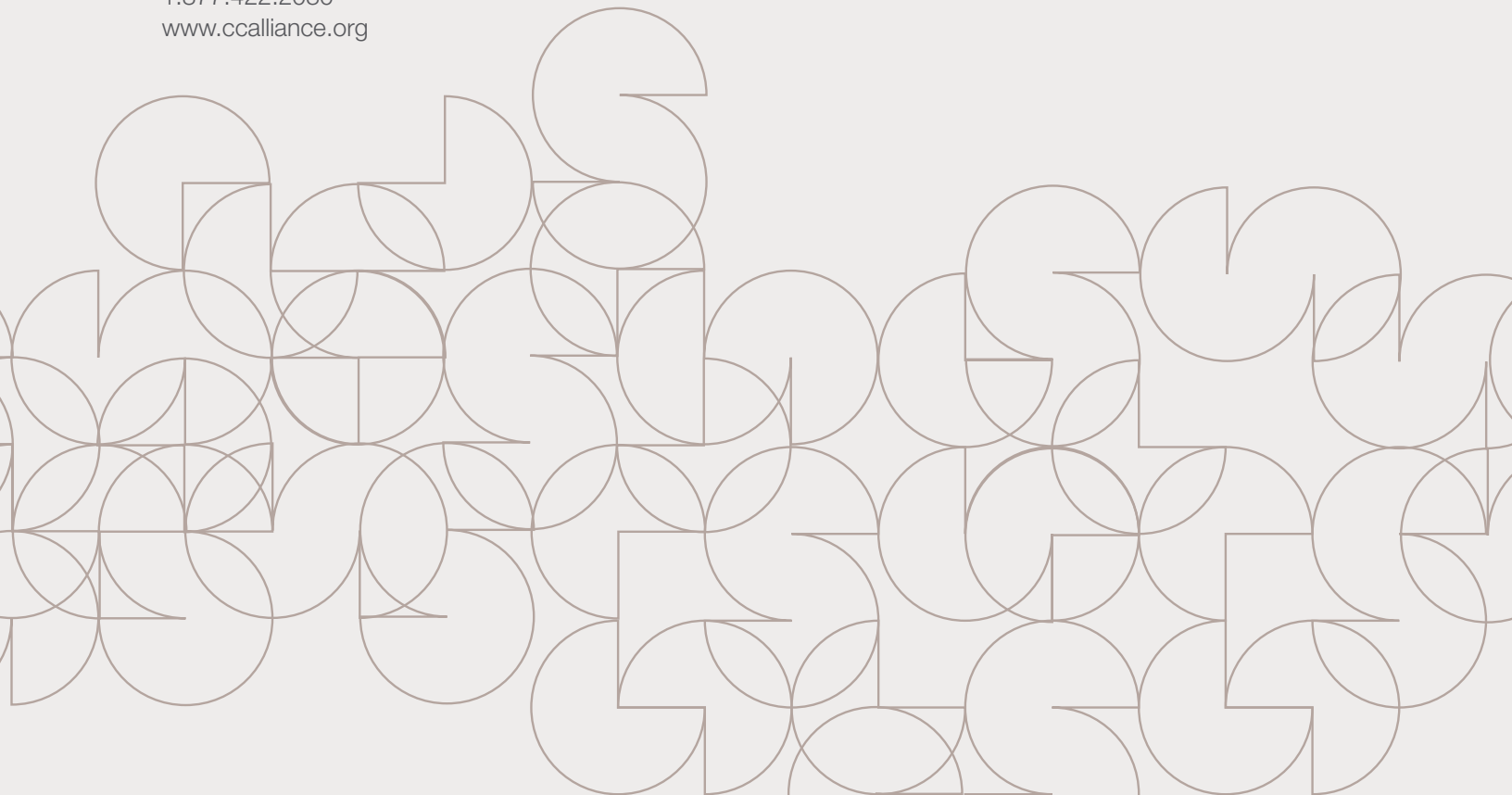
Shadow Buddies Foundation

www.shadowbuddies.org

Girls With Guts

www.girlswithguts.org

Click [here](#) to download past issues of the Hollister Secure Start services eNewsletter.





Secure Start™

It's Personal

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



Hollister Incorporated
2000 Hollister Drive
Libertyville, Illinois 60048 USA

www.hollister.com

Nothing contained herein should be considered medical advice. Medical advice can only be provided by an individual's personal doctor or medical professional.

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.

The Hollister Logo and Secure Start are trademarks of Hollister Incorporated. All other trademarks are the property of their respective owners.

© 2020 Hollister Incorporated
PROMOCODE: SSNEWS0420