

Hollister Secure Start Services

eNewsletter Q2 2020

Ostomy resources at your fingertips

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Stay Connected
While Apart

FEATURE STORY

Hollister Secure Start Services Shortens the Distance in Time of Crisis

As the COVID-19 pandemic continues to present new challenges for us all, we have ramped up support for people with ostomies and their caregivers.

COVID-19 has made social distancing a way of life, but we are more committed than ever to shortening the distance between our customers and the product information and educational resources they need to live life to the fullest.

A challenging healthcare environment

Many clinics are closed and healthcare resources have been reallocated to fight the spread of the coronavirus. This means that comprehensive support services are more important than ever. With ongoing support from Hollister, Secure Start services team members are currently working safely from home. They are available online and via telephone to serve people with ostomies throughout the continuum of care.

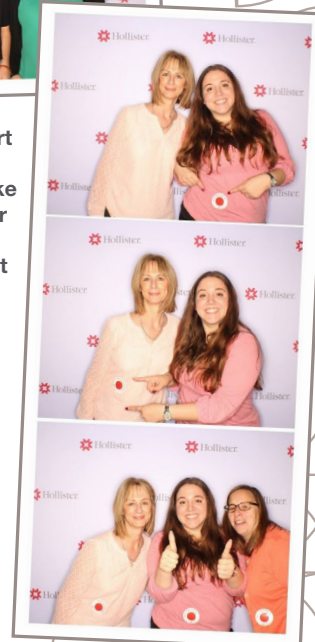
How Hollister Secure Start services works

When you enroll, you'll be matched with a dedicated Consumer Service Advisor who will be your main point of contact. He or she will call to explain our services and answer your questions, and will check in with you periodically to provide free, ongoing personalized support. This could include helping you find the right products, identify product supplier options, or navigate insurance.

The many ways we can help

The following are some solutions our Consumer Service Advisors have provided that may help you too!

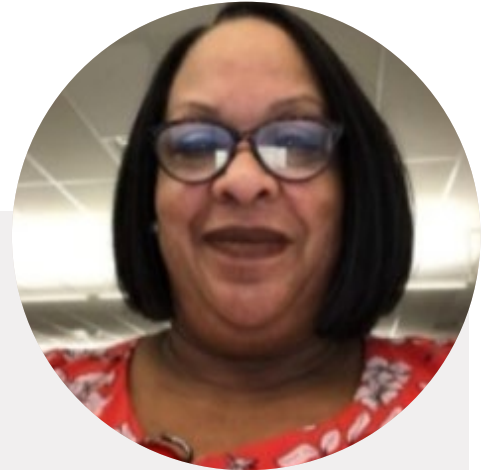
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The Secure Start team works together to make things easier for you, and wants you to reach out to discover all the resources they offer.

FEATURE STORY

Hollister Secure Start Services Shortens the Distance in Time of Crisis *(continued)*



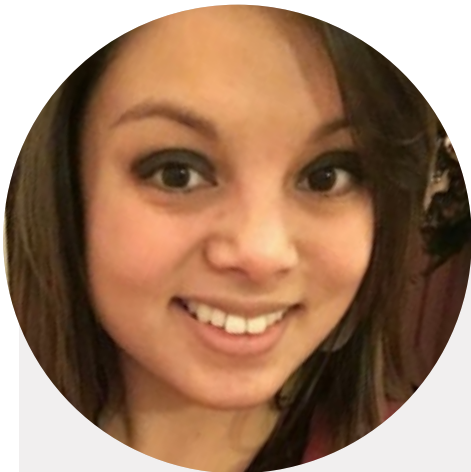
Minnie

Consumer Service Advisor
Serving you since November 2018

The right ostomy products

“I had a conversation with a new ostomy patient’s daughter. Because of COVID-19 social distancing restrictions, they lost their home health service and were now ordering ostomy products online. They were going through a pouch a day, so she was looking for some assistance. After our conversation about how to find ostomy supplies that would be the most affordable for them, she sent me this email: ‘Thank you for listening and advising me on what to do with my dad’s colostomy bag. You do not realize what a BIG relief it is knowing that I can support and care for my dad better after conversing with you for that short time. Thank you for calming my nerves. I will be contacting Hollister again. Your knowledge and sharing are so valuable to new patients and new caregivers.’ —Minnie

Hollister Secure Start services offers free customized support for those who use ostomy or continence products, regardless of the brand of products used. Whether you’re new to your condition or an experienced user just looking for product options, our team is here to help.



Mary

Consumer Service Advisor
Serving you since January 2020

Ostomy educational resources

“A consumer I talked to over the phone was really nervous about the products and uncomfortable with her new ostomy. Due to COVID-19, she was discharged from the hospital sooner than normal. She had a home nurse coming in, but because of pandemic restrictions, she wasn’t visiting frequently. After hearing her concerns and troubleshooting, I was able to provide some Hollister ostomy supplies and educational information that helped with the issues she was experiencing. I talked to her about a week later and she was so grateful for my assistance. She was gaining her confidence again and said she was not as scared of the ostomy as she had been before thanks to the great support from Hollister and her home health nurse.” —Mary

Hollister Secure Start services can provide access to ostomy product and lifestyle educational information. We also have long-standing relationships with a variety of organizations to connect you with people, knowledge, and tools to help you live the life you want to live.

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FEATURE STORY

Hollister Secure Start Services Shortens the Distance in Time of Crisis *(continued)*

Supplier matching

“I spoke with a consumer who lives in the heart of New York City. He got to the point where he ran out of ostomy supplies that his home health nurse had left for him, as she could no longer come to visit due to COVID-19. He did not know where to get more of his products. He told me he was using duct tape around his stoma to protect his skin without a pouch on. I sent him some Hollister ostomy supplies and an education starter kit right away, and I matched him with a product supplier to initiate his monthly orders. He was extremely grateful. I was glad that he called that day, so I could help him get set up with his supplier for his long-term needs.” —Mackenzie



Mackenzie

*Customer Care Representative
Serving you since June 2019*

Hollister Secure Start services can connect you with suppliers who accept your insurance plan and can provide you with your preferred products. If you are paying out of pocket or wish to purchase additional ostomy supplies, we can connect you with reputable dealers that offer cash discounts.



Kim

*Consumer Care Representative
Serving you since October 2018*

Troubleshooting product issues

“I spoke with a young woman who was taking care of her mother, who was living with an ostomy and suffering from dementia. She had also been battling some health problems of her own. They had a caregiver who needed to step away for a while due to social distancing during COVID-19. The daughter had her mother living with her, and noticed that she was pulling the skin barrier off shortly after putting it on. I could hear the exhaustion in the young lady’s voice from a restless night of sleep due to frequently checking in on her mom. We had a nice conversation and together we came up with a few ideas to help. I could tell that listening to her and letting her know that she was being heard was helping her feel calmer and less anxious. I have been checking on her once a week, and mom and daughter are doing much better now.” —Kim

Through all kinds of change, the Hollister Secure Start services team is available and here to help you. While your healthcare professional is your main source of medical information, we have Wound, Ostomy and Continence (WOC)-certified nurses available to answer questions and troubleshoot issues related to product usage.

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FEATURE STORY

Hollister Secure Start Services Shortens the Distance in Time of Crisis *(continued)*



William

Consumer Service Advisor
Serving you since January 2019

Help with the transition home from the hospital

"I spoke with someone who was sent home from the hospital post-surgery with no training and no ostomy supplies. There was also no home health agency available to come help him with his recovery due to the pandemic. I was able to help explain the process of managing an ostomy, and was able to set him up with an ostomy product supplier before he ran out of sample supplies. I feel that, without my help, the situation would have turned desperate in another couple of days. I was proud that I could help set him up for success before he had any major issues." —William

Hollister Secure Start services can provide support, product information, and educational resources to help you transition home smoothly after your ostomy surgery, and learn how to manage your ostomy.

Our job is to help support you, especially during these challenging times.

These are just a few examples of the many ways we help Hollister Secure Start services members at no cost, regardless of the brand of ostomy products they use.

To join Hollister Secure Start services, update your existing account information, or simply explore all the ways we can support you, visit securestartservices.com. Our Consumer Service Advisors are available Monday through Friday from 7:30 am to 12:00 pm, and 1:00 pm to 5:00 pm CT.

You also can visit the [Frequently Asked Questions \(FAQs\)](#) page on our website to get information about ostomy products and living with a stoma 24 hours a day, 7 days a week.



Staying connected is important. So, please share this article about the free, personalized support Hollister offers with anyone who is living with an ostomy or using urinary catheters for bladder management, or their caregivers.

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. The testimonials presented are applicable to the people mentioned or depicted. These testimonials are representative of their experience, but the exact results and experience will be unique and individual to each person.

ASK THE EXPERT

4 Common Convex Ostomy Skin Barrier Myths

A convex ostomy skin barrier can help prevent output leakage and skin issues. Unfortunately, some misconceptions about convexity may keep people with ostomies from using it.

By Terri Cobb, BSN, RN, CWOCN

A convex pouching system refers to the shape of the back of the ostomy skin barrier – the side that goes against your skin. A convex skin barrier is not flat, rather it is curved or dome shaped. Using an integrated convex skin barrier is often referred to as “adding convexity” to a pouching system. This convexity provides a gentle push on the belly, allowing the stoma to protrude up and outward. This can help output go directly into the pouch and not under the skin barrier (which can cause a leak).

Common reasons for using convexity are to prevent leakage and related skin issues, and to avoid having to change the pouching system more frequently. If your pouching routine or body weight has changed, chances are it’s time to consider using a convex skin barrier.

Below are a few myths or misconceptions about using convexity:

1) All convexity is the same.

Convexity should be chosen and customized based on your specific stoma and body shape. There are two main types of convexity: soft and firm. Soft convexity is flexible and conforms to your body as you move. Firm convexity is rigid and provides firm support around your stoma to help it stick out. In most cases, soft convex skin barriers are used on firmer abdomens, and firm convex skin barriers work best on softer abdomens. Someone may have a bad experience with convexity, only to learn that it was the wrong type for their stoma, body shape, or output. It’s important to know that the convex skin barrier opening needs to be close to the stoma in order to help the stoma protrude. This will also help reduce the possibility of leakage.

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Pictured above is an example of a convex skin barrier, and to the right is an example of a flat skin barrier.

FEATURE STORY

4 Common Convex Ostomy Skin Barrier Myths

*(continued)***2) A convex skin barrier is uncomfortable or even painful.**

If your convex skin barrier is causing pain or discomfort, you are not wearing the right type of convexity. Based on your needs, and with guidance from a healthcare professional, consider trying some of the many convex barrier options available and see if they make a difference. The importance of addressing leakage should outweigh the fear of trying something different. Use the health of the skin around your stoma as a barometer. If your skin looks good, and you are not leaking, you'll know you're using the right type of ostomy skin barrier for a good fit.

3) I have to wait to use convexity.

You don't need to wait a certain amount of time before using a convex skin barrier. Each person is different. Some may need to add convexity immediately after surgery, while others may not need to add it at all. There is no concrete rule, and it depends on the type of stoma you have and how well it protrudes. If your belly is soft enough, you can start right away. Again, it's important to prevent leakage while keeping the skin around your stoma healthy, and trying convexity could help accomplish both goals.

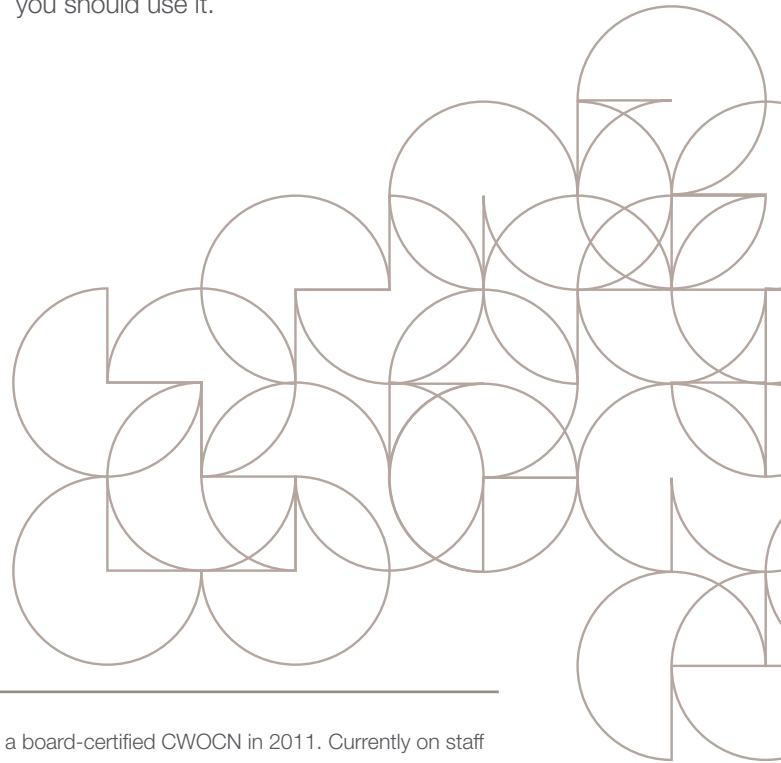
4) If my stoma is level with my skin, I need a convex skin barrier.

In most cases this is true, but choosing a type of convexity can depend on your stoma output. There are always exceptions and everyone has different experiences. For example, someone who has a colostomy with formed stool and regular bowel habits may not need to use convexity, even if their stoma is flush to the skin. That's because formed stool is unlikely to leak underneath the skin barrier. On the other hand, more liquid output can increase the chances of leakage.

Consider trying a convex ostomy skin barrier to see if it will help prevent leakage and skin issues, and increase your pouching system wear time (i.e., how long you can wear your skin barrier before it fails). Convex skin barriers come in both pre-cut and cut-to-fit options and are covered by most insurance plans. An ostomy nurse can help determine which type of convexity is right for you and when you should use it.

“Wearing a convex skin barrier should not be painful.”

—Terri Cobb



Terri Cobb earned her RN degree in 1991 and became a board-certified CWOCN in 2011. Currently on staff at the Cleveland Clinic in Cleveland, Ohio, her responsibilities include caring for ostomy patients of all age groups from the neonate and beyond. Terri interacts with patients in all phases of their journey from pre-op, to immediate post-op and through follow-up care.



Please share this article with anyone you know who can benefit from learning the facts about convexity from a clinical expert.

NEWS FROM HOLLISTER

Tips for Coping in a Crisis

Two ostomy community leaders discuss effective ways to stay positive when times get tough

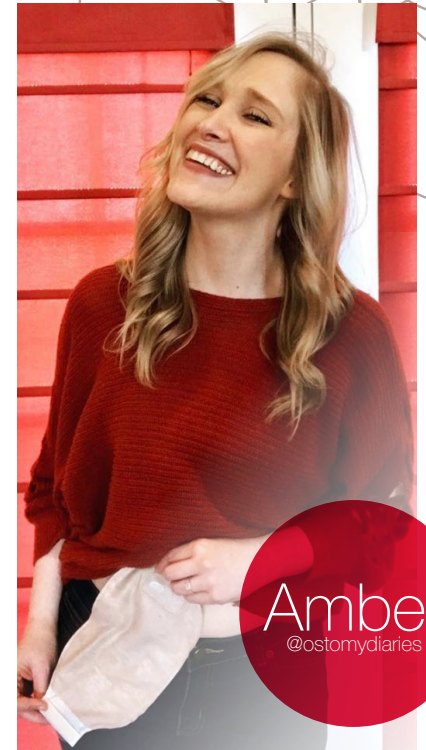
Living through a crisis is hard for anyone, but there is an extra layer of concern for people with ostomies. Hollister sat down with two influential people in the ostomy community to find out how they cope during challenging times.

Amber Wallace is the creator of the Ostomy Diaries YouTube Channel and social media platforms and Dr. Paul Wischmeyer, MD is a critical care, perioperative, and nutrition physician at Duke University School of Medicine in Durham, North Carolina. Both Amber and Paul live with an ostomy.

Q: How can people with ostomies stay healthy both physically and emotionally when facing a crisis?

Amber: The best way to take care of your emotional health is to take care of your physical health. Continue to take your supplements. Stick to a schedule and make checklists. During a difficult time, I do the same things at the same time every day and that helps. It's also important to get enough rest and exercise, even if you have to find a routine online. Grief and anxiety can manifest physically if you don't put those things into practice.

Paul: I agree with taking the proper supplements. Some of us with ostomies absorb vitamins differently, so it's important to consult your doctor before starting a regimen. Exercise is also very important. As a senior in college, I was doing research with a doctor at Mayo Clinic. One day he said, "Paul, you're getting soft and look a little out of shape – do you want to keep getting sick? You should start running and taking better care of yourself." I had never had anyone say that before and was motivated (and a little miffed) so I started running and ran almost every day for a year. And when that same doctor performed my tenth surgery to remove my failed ileal pouch, it took only four hours instead of eight. Afterwards he said, "Your abdomen looked like you never had surgery – your adhesions were gone! Whatever you did in the last year, you should definitely keep it up!" I haven't stopped running and exercising since.



Q: What can people with ostomies do to stay healthy if we have to travel during a health crisis?

Amber: It's important to keep a change of ostomy supplies on your person when traveling and make sure to stay hydrated. We all have leak stories. One time I was hiking in the Great Smoky Mountains and my pouch fell off. I had to change it in a porta potty! And, of course, I use hand sanitizer constantly, especially on my phone.

Paul: I've had leaks on planes and have had to run to the washroom with it pouring down my leg. Never a dull moment with an ostomy some days! I keep supplies in a small kit. I also always wear an ostomy belt, which helps keep my pouch secure. When my wife and I travel now we wear masks and bleach wipe everything we have to touch.

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NEWS FROM HOLLISTER

Tips for Coping in a Crisis

(continued)

Q: Where should people turn when having a really bad day?

Amber: Stay connected with nature and focus on things that are beautiful. Take a moment and be still. Keep grounded and turn to your faith. It's OK to cry and let those emotions out. Recognize it, feel it, and embrace it. There's a myth that if you ignore depression it will go away. You have to deal with it before you can move ahead. Last year after my wedding I was feeling down and didn't know why. I was too ashamed to tell anyone. So I decided to speak to my doctor. He ran some tests and it turned out that my vitamin levels were out of whack. Never be ashamed to talk to your doctor, that's what they're trained in.



Q: A crisis can present problems with participating in milestone events such as graduations and funerals. How can people still stay connected?

Amber: If it's a death, you can honor them by the way you live your life and stay positive. That's how you can keep their memory alive. If it's a graduation or birthday, plan something with the person or people when you're feeling better or the crisis is over. Connection is so important. Check in with people, even your happy friends. You never know what they're going through. Gratefulness works too, I write down one thing I'm grateful for each day and put it in a jar.



Paul: I agree about gratefulness. In our family, we play a game every night called "3 GOOD THINGS," where we all go around and name three good things that happened each day. At our hospital we are spending conscious time thanking people for the little things they do. Getting out of your head and thanking someone else is so essential and therapeutic. It's so important especially if you're down. Gratitude is as rewarding to yourself as it is to the one you're thanking.

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Paul: Well, as I shared before, exercise has been a true lifesaver for me. When I'm down I also often turn to my family. Being vulnerable is hard especially when you're sick. I often have trouble loving myself with a body that could turn on me and threaten my life at any moment. Just a few years ago, I was sick again and needed three surgeries and a prolonged hospital stay (almost a month). My wife slept every night at my bedside in the hospital. Through that I realized that perhaps I am lovable no matter what. When feeling depressed, another resource I often use is to connect to the ostomy community on Instagram and other social media. I've seen so many people get support from others all over the world. It's definitely healing to share your story... and to hear others and know you are not alone.



NEWS FROM HOLLISTER

Tips for Coping in a Crisis

(continued)

Q: What's the best way to help a loved one cope with an emotional crisis?

Paul: Don't talk, just listen. A subtle touch on the hand can mean so much. Open body language, walking all the way into a patient's room and sitting down and making eye contact shows that you are present with them. I teach residents to sit down at eye level with their patients, and never cross their arms. I sit low in the hospital and ICU rooms all the time so I can get at eye level with my patients!

Amber: Even if they don't feel like talking, let them know you're there if they want to. Talk about something positive to help get their mind off of what's going on. And I agree about touch. I was rushed to the hospital in an ambulance and had lost a lot of blood. They couldn't get an IV started and the doctor stopped and held my hand. A nurse said, "Doctor, what are you doing?" And she said, "Right now holding her hand is most important."

Q: How can people with ostomies balance staying informed with protecting their mental health?

Amber: Find a credible source and follow the medical professionals. I always cite where I get my information in the Ostomy Diaries. Limit your exposure to the media. You have to take time to focus on something else; don't let a crisis captivate your thoughts. I only check the news in the morning and evening.

Paul: I stay informed in many ways, through podcasts and scientific sources. We as physicians and healthcare providers most often communicate and debate new data and ideas via Twitter. We share the things that are relevant to patients and cite our sources. I also learn so much from the ostomy community on social media. In fact, I've learned more in the last year as a physician about my ostomy from the people who live with an ostomy than I learned in 35 years with my own ostomy and more than 25 years in my medical practice.

“Gratitude is as rewarding to yourself as it is to the one you're thanking.”

—Paul Wischmeyer, MD



Amber Wallace is the creator of the Ostomy Diaries YouTube Channel, and social media platforms. She has a Bachelor of Science degree, and loves teaching High School Chemistry, Biology, and Physical Science. She is currently a graduate student pursuing a Master's degree in Secondary Education. Amber feels that sharing her story has been healing and hopes it helps provide a sense of community for others who may feel alone or hopeless. Check out more of her journey on Facebook, Twitter, and Instagram @ostomydiaries.

Paul E. Wischmeyer, MD, EDIC, FASPEN, FCCM, is a critical care, perioperative and nutrition physician who serves as a Professor with Tenure of Anesthesiology and Surgery at Duke University School of Medicine in Durham, North Carolina. He also serves as the Associate Vice Chair for Clinical Research in the Dept. of Anesthesiology and Director of the Nutrition Team at Duke Hospital. His career work is focused on helping patients prepare and recover from surgery (including ostomy and IBD surgery) and from IBD and other illnesses.



The statements and opinions presented are applicable to the people depicted. These testimonials are representative of their experience, but the exact results and experience will be unique and individual to each person. Financial Disclosure: Amber and Paul received compensation from Hollister Incorporated for their contributions to this eNewsletter.



Know someone living with an ostomy who can use help coping with unexpected change? Be sure to share this informative and inspiring article with them or their caregivers.

COMMUNITY SPOTLIGHT

A Helping Hand During the Pandemic

In uncertain times, it's important to have access to reliable information. That's why we've created a place to help people feel safe, reassured, and ready for the future.



We're proud to introduce the COVID-19 support hub, a web-based platform designed to support product users and healthcare professionals during this time. Here we have created and collected a variety of ostomy and continence resources to help you address care issues while there might be limited face-to-face opportunities available.

“Our Mission is make life more rewarding and dignified for those who use our products and services,” says Liz Hogben, Director of Global Marketing, Hollister Ostomy. “We hope that this new support hub will help us fulfill that mission and provide support for those who may be struggling, especially during this difficult time.”

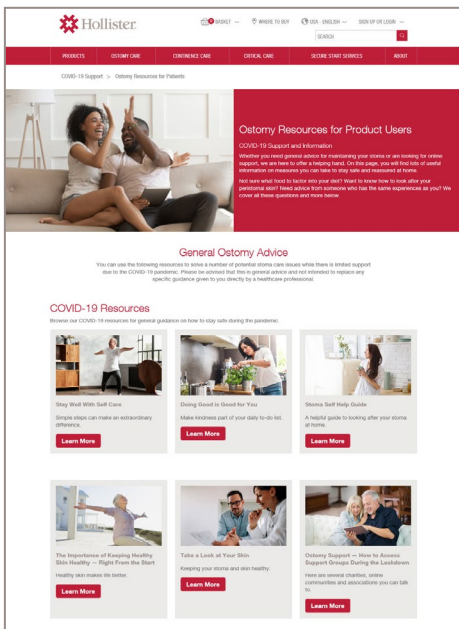
The support hub offers resources for those living with a range of health conditions. It covers numerous topics, including managing peristomal skin health to troubleshooting pouch leakages, and urinary catheterizations tips at home.

You can browse through step-by-step guides, how-to videos, infographics, FAQs, and uplifting stories. There's also the option to search through different topics, so it's easy to quickly find an answer.

Likewise, healthcare professionals are able to access educational tools, guides, videos, and COVID-19 resources for supporting their ostomy and continence patients. These resources include advice on how to fit different pouching systems and implement care routines.

You may be feeling anxious about how COVID-19 affects your daily routine. We're here to help, offering guidance for different situations you may face.

Visit the **COVID-19 HUB** today for tips about staying healthy at home and more.



Find many resources on the Hollister COVID-19 support hub



You can do your part to help others stay connected. Please share this article with someone you know who can benefit from having easy access to a variety of ostomy and continence resources.

COMMUNITY SPOTLIGHT

Ostomy Support Groups Go Virtual

In response to the 2020 COVID-19 outbreak, many ostomy support groups are now meeting online and providing virtual support.

Through highs and lows, people living with an ostomy have benefited from in-person peer support. Sharing experiences with others in similar situations can make one feel less alone. Unfortunately, there are times – such as during a pandemic – when meeting face-to-face isn't possible.

“The arrival of COVID-19 is challenging our more than 300 affiliated ostomy support groups to maintain their continuity after years of holding in-person gatherings,” said Ed Pfueller, UOAA Communications and Outreach Manager. “Our members still need support, but many of them are older and have a chronic disease. That puts them at higher risk for developing a serious illness.”

Primary care physicians are now conducting appointments with their patients over the phone or via online video. And many of the UOAA's Affiliated Ostomy Support Groups (ASGs) are using the same approach. “Several are utilizing video conferencing to connect with their members,” said Ed. “They are adapting and growing with the times.”

Virtual support trailblazers

The South Texas Ostomy Support Group started live streaming its meetings even before COVID-19 began spreading. “For our first virtual meeting, we had 10 people log in, which was much lower than our usual in-person attendance,” said Group President Christine Miller. “But it was very heartwarming to have them participating.”

In mid-April 2020, UOAA Treasurer and Morris County New Jersey Ostomy Association board member George Salamy helped the group set up its first video call. “Twenty-three people signed on with no technical issues,” said George. “And some members even made suggestions for future virtual meeting topics, including yoga, overcoming depression, and using sound therapy for relaxation.”

The Ostomy Association of North Central Oklahoma and the Greater Cincinnati Ostomy Association are among other UOAA ASGs that have switched to virtual meetings during the COVID-19 pandemic.

How to find a local ostomy support group

You can use the **UOAA's Support Group Finder** to locate an ASG in your area.

If your local ASG is not holding virtual support meetings, contact them and ask them to consider offering online meetings to ensure that your ostomy community is safe and supported. If you are familiar with Zoom, Skype, or other similar video conferencing platforms, you can even volunteer to help set up the meetings!

We're all in this together

Being there for each other is so important for anyone living with an ostomy. If in-person meetings aren't an option, the UOAA strongly recommends leveraging virtual technology to get support, give support, and stay connected.



Please share this story about the availability and benefits of virtual meetings with someone who depends on an ostomy support group, or their caregiver.

WHAT'S SO FUNNY?

Stay Home, Stay Safe

Brenda discovers the humor hidden in social distancing



I love to be home. It's my safe place to be... almost always. I'm at the age where I am having tune-ups. I had my knee replaced in November and heart surgery in January (everything works great), so I have been lounging in my abode quite a bit. When you've seen every Hallmark Channel movie, you've been home too long.

The last time I was off for three months, I had ostomy surgery. Then, it was the dust on my walls that bugged me. Now, I had a list of 100 things to do around the house and, while in recovery from my heart surgery, I had the perfect excuse to postpone them: I still hadn't seen every episode of American Pickers or Naked and Afraid.

I was excited to be working in February, speaking in front of 500 women in South Dakota; that was a lot of hugging and shaking hands. Then the COVID-19 virus came. My eight speaking engagements for the spring were canceled or delayed, and it looks like summer and fall presentations will follow. Not only that, we're supposed to stay home and stay safe. Home with my retired husband; the only thing he finds entertaining about me is how my hair looks in the morning.

Like many of you, I readjusted my thinking. I remembered being isolated early on with my ostomy. I had skin issues causing the pouch to fall off. I tried so many products to get the right fit. In the hospital three weeks, home care for six, and finally the big day came to go out of the house. My kids were young, and we frequently needed to shop at Target; it was my first trip out alone. I was browsing the aisles for two hours before I thought about my ostomy. Eventually the ostomy and I bonded, along with a UOAA support group of people dealing with ostomies. We all

started to tackle life in a "new normal" way and we will now as a nation too.

Those of us living with ostomies know that a good sense of humor helps when things are crappy, literally. Keeping a safe distance these days has a different meaning now than it did when I first had my ostomy. Then it was my family trying to safe distance from me!

I hope first responders and healthcare professionals get enough light-heartedness to cope with the tragedy they face. Same for those of us that have already lost loved ones. These are different times when we can't comfort each other face-to-face. So we do it in new ways. Friends are having happy hours together virtually. One couple picks a nephew or niece to have dinner with via Facetime.

I have adjusted to not working just a little too well. I read books, color, have good conversations with friends and family, and enjoy live videos watching my grandkids grow. FYI, I baked some delicious brownies, and 2009 Hershey chocolate is still good!

I am volunteering as an advisor for the Level 1 class of the humor academy at AATH.org. Because our conference was canceled, we will be holding it virtually. I expect it will be a challenge. I will learn and benefit by it; just like I did when I first got my ostomy. It was a lifesaving surgery and these days we are staying home and staying safe so that other people's lives may be saved.

So, keep looking for the humor around you, it's there. I'm going to add to our nation's wishes: Stay home, stay safe, stay laughing.



Brenda Elsagher has been living with an ostomy for 25 years. International speaker, author and comic, you can find out more about Brenda at 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.



Know someone who could use a few good laughs?
Share Brenda's story with them.

EVENT UPDATES

Summer/Fall Event Updates

Due to COVID-19
check websites
for updates



Campers enjoying Youth Rally 2019

Youth Rally

The **2020 Youth Rally**, originally scheduled to be held on the campus of San Diego State University, will now be a virtual rally and will take place online July 20–25. Visit youthrally.org/virtualrally for updates on this five-night, virtual camp experience.

Crohn's & Colitis Foundation

The Foundation will be holding Fall events either virtually or in-person when it may be safe to do so. Visit crohnscolitisfoundation.org to learn about walks, endurance training events, and the **spin4 crohn's & colitis cures** indoor cycling program.

Now through August 23: **Virtual Camp Oasis!** The Foundation's residential summer camp program for kids & teens with IBD has been replaced with a virtual program offering weekly activities. Register today at crohnscolitisfoundation.org/get-involved/camp-oasis

United Ostomy Associations of America (UOAA)

UOAA's **Run for Resilience Ostomy 5k** events will be held virtually this year on October 3rd in celebration of Ostomy Awareness Day. Check out ostomy5k.org to learn more about participating in local virtual events being held in AL, AZ, ID, MI, NC, PA and WA, as well as the **Virtual Ostomy 5k**.

Colon Cancer Coalition

Get Your Rear in Gear Run/Walk and **Tour de Tush Bike Ride** are hosted by the Colon Cancer Coalition, a national recognized partner in the fight against colorectal cancer. Each local event is being considered individually and many are being moved from in-person gatherings to online "virtual events." Check the status of one near you at coloncancercoalition.org.

Girls With Guts

Exciting news from GWG! This year's **Annual Retreat**, for adult women with IBD or ostomies, will be in Rock Hill, New York, at Iroquois Springs from October 2–5. In addition, they have expanded their **Butt Baskets** giveaway program to include Infusion Kits that are loaded with items to keep you or a loved one company and cozy during an infusion. And, during this time of staying-at-home, GWG has seen a spike in nominations for fellow Girls With Guts to receive words of encouragement through **Pen Pal Angels**. For more information on everything GWG, visit girlswithguts.org.

Colorectal Cancer Alliance

CCA is monitoring the COVID-19 situation closely and will communicate timely updates on the status of events at ccalliance.org/coronavirus. They also invite their patient community to join a live, online **COVID-19 CHAT**, on Tuesdays and Thursdays from 2:00 PM to 2:30 PM ET, at ccalliance.org/chat.



Show your support for these organizations by sharing their Event Updates with someone you know living with IBD or an ostomy.

EVENT UPDATES

#StepUp4IBD on World IBD Day

Worldwide virtual event brings IBD community together

Celebrating World IBD Day across the United States every May 19th is always a virtual event. Participants across America join online with IBD communities around the globe to raise awareness of inflammatory bowel disease and the need to fund research to find a cure and improve patient quality of life.

An associated annual event, Day on the Hill, would have a hundred or more advocates traveling to Washington, DC, to meet face-to-face with legislators. Communicating with their representatives in Congress about the importance of reforming step therapy (also known as fail first) by passing the Safe Step Act has been the mission of previous Day on the Hill activities, and 2020 was no different. This year, however, due to COVID-19, Day on the Hill activities were conducted online.

Coordinated by the Crohn's & Colitis Foundation (CCFA), during the weeks leading up to May 19 and 20, Day on the Hill participants were provided with virtual advocacy training. This helped them boost their proficiency in expressing the important talking points of promoting pending legislation aimed at helping the IBD community.



Advocates Joe Teeters and Danielle Gulden at the Capitol in 2019 making their voices heard for Colorectal Cancer Awareness.

The CCFA posted search links on their website to identify each participant's legislators and where to follow them on social media. The IBD community, even though they were unable to travel to Capitol Hill, made their virtual voices heard with urgent, online pleas to be allowed access to the medications they need when they need them.

Their 2020 Day on the Hill battle cry was: "Tell Congress to #StepUp4IBD."

If you want to show your support for the IBD community, visit crohnscolitisfoundation.org and search all the many ways you, too, can get involved and #StepUp4IBD.



We are in this together. So, please share this story, about the IBD community and their determination to get meaningful legislation passed in Congress, with others you know who may want to help.

HELPFUL TIPS

We're Here to Help with Free Personalized Support



How can Hollister Secure Start services help me?

You may have questions about your ostomy, how to care for your stoma, and how to keep living the life you want to live – but you don't have to figure it out on your own. Hollister Secure Start services offer free ostomy support for as long as you need it, regardless of the brand of products you use.

When you join, you'll be matched with a Consumer Service Advisor who will take the time to understand your needs and help you find solutions to the challenges you may face as an ostomy product user, including finding the right products, identifying product suppliers who work with your insurance provider, skin health education, and more.

Create an online account at www.securestartservices.com to track product sample shipments and stay in the know or call us at **888.808.7456**, Monday-Friday 8 AM-5 PM CST for additional assistance.

Have a question after business hours? Access the enhanced "Frequently Asked Questions" (FAQs) web page available to you 24/7 at Hollister.com/ostomyfaqs.

What are the benefits to creating an online account?

Creating an online account will grant you 24/7 access to the following:

- Product sample tracking information and order history – After you login, choose "Order a product sample," and add your items to your cart. Don't forget to check out when you are finished!

TIP: To view your sample order history, simply login and select "My Sample History" on the front page.

- Educational resources based on your needs and interests — Enter or update your account information with your preferences so that we can provide articles and videos you care about.

TIP: To update your preferences, select "My Account" and check the boxes for all of the topics that interest you.

- Upcoming events calendar — Find out what's going on near you and throughout the ostomy community – *now including virtual events!*
- Quick access to past issues of our eNewsletter – Stay in the know with inspirational stories about others living with an ostomy and tips and tricks from experts in the ostomy care community, along with news and event updates.

I was scheduled to have reversal ostomy surgery, but now it's been delayed. How do I order more supplies?

We understand that this is a time of uncertainty and many things continue to change, including your daily routine, diet, and overall well-being. You may have your short-term ostomy longer than you expected. You're not alone in this. Consider us a resource in helping you receive the ostomy or continence care supplies you need.

If the amount of supplies prescribed to you is running low or you need help with your first order, we can connect you with a supplier that is in-network with your insurance provider. You'll need to receive a new or renewed prescription to process your order. In the meantime, we can support you with samples or additional supplies if needed. For assistance, please call us at **888.808.7456**.

Can I speak to a nurse for more assistance?

While your healthcare professional is your source of medical information, we have nurses available to answer questions over the phone related to product usage.

If you need medical advice, we can help you find a nurse near you or you can visit the Wound Ostomy and Continence Nurses Society website at www.wocn.org/patientresources or call them at **888.224.9626**.



Staying connected is important. So, please share this helpful tip about free, online support with anyone living with an ostomy or who uses urinary catheters for bladder management, or their caregivers.

Share Your Story

Has the COVID-19 pandemic strengthened your resolve to overcome change in your life?

Living with an ostomy is a life-changing experience. How you manage to live your life to the fullest can be an inspiration to many others.

Did the ways Amber and Paul revealed how they cope during a crisis motivate you to want to share your own experience?

Have you learned something about yourself while staying at home for long periods of time that could help make a difference in someone else's life?

Are you someone who defied the odds and achieved a goal you never thought possible?

Is there something unique about yourself as a person living with an ostomy that would make for a great story to share?



We would love to hear from you about your ostomy experience, how you have endured during COVID-19, or what you have achieved in your life after being told "no way you'll do it." Your inspiring story could be profiled in an upcoming eNewsletter.

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

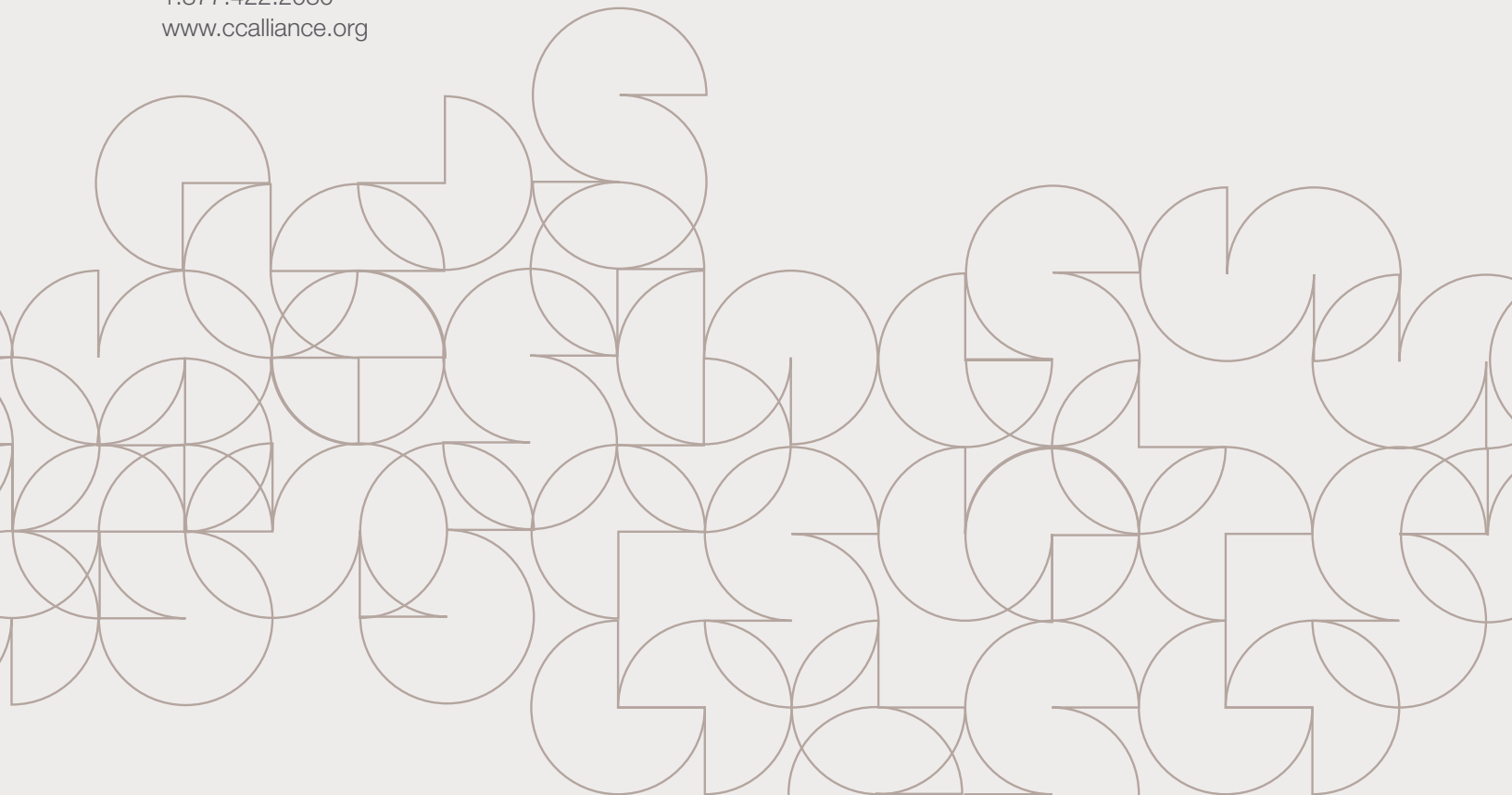
Shadow Buddies Foundation

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.



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The information contained in this newsletter is provided as general information only and is not intended to be medical advice. Please see our website for the most up to date information, as guidance can and does sometimes change. Always follow product Instructions For Use and ask your health care professional for more information.

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PROMOCODE: SSNEWS0620