

Hollister Secure StartSM Services

eNewsletter Q3 2021

Ostomy resources at your fingertips

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Embrace the power
of community

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FEATURE STORY

Bringing People Together for World Ostomy Day

Hollister embraces the power of community

Hollister is proud to support World Ostomy Day! Every three years ostomy organizations around the world celebrate World Ostomy Day and October 2, 2021 will be the 10th time this special event is taking place. Keep reading for ways to get involved and show support.



Join Us For a Virtual Panel Discussion

We're teaming up with our sister brand based in Europe, Dansac, to provide a panel discussion with ostomates from around the world to speak about their experiences and how they engage with the ostomy community. It promises to be a great conversation with these four distinguished panelists:

Sign up here for our free virtual conversation >>

Saturday, October 2, 2021



Gill Castle (UK):
@stoma_chameleon

This accomplished athlete has completed triathlons, a Half Ironman, and a coast-to-coast run/bike/kayak race across the Scottish Highlands. Her dream is to become the first ostomate to swim the English Channel! Gill has come a long way since her surgery in 2011.



Matt Clarke (UK):
@clarky_rugby_crohns

Matt has been a devoted player with the Blackheath Bandits rugby club for the last 19 seasons. Having stoma surgery five years ago to help manage his Crohn's disease has not stopped him from leading an active life of playing rugby and cricket, travel, and work.



Tina Aswani Omprakash (US):
@ownyourcrohns

Tina is the founder of *Own Your Crohn's: Empowering the Chronically Ill & Disabled to Lead Fuller Lives* website. Her expertise includes public health policy, legislative advocacy, and inclusion to voice the concerns of patients around the world who are suffering from significant health disparities.



Dr. Paul Wischmeyer (US):
@paul_wischmeyermd

Paul is a critical care, perioperative, and nutrition physician and a professor at Duke University School of Medicine in Durham, N.C. His career work is focused on helping patients prepare and recover from surgery (including ostomy and IBD). He is also living with an ostomy.

Do you have a question for the panelists? If so, please submit it using the form [here](#).

Financial Disclosure: These panelists receive compensation from Hollister Incorporated.

(continued on the next page)

FEATURE STORY

Bringing People Together for World Ostomy Day

(continued)

Tune in to the #MyOstomy Podcast

Join fellow ostomates Eve, Chris, Kelly, Ed, Gill, and Alice as they describe their challenges and breakthroughs with illness, symptom management, mental well-being, pregnancy, workplace conversations, and more. Together, with host Sue Lennon, each conversation shines a light on the positive impact stoma surgery can and does have on their lives.

[Start listening >>](#)



Show Off Your Stoma Sticker

Wearing a stoma sticker is a powerful way to educate, start a conversation, or show support for people living with or caring for ostomies. **Request your free sticker at stomaasticker.com.** Check out the new Hollister digital stickers on Instagram to enhance your Instagram or Facebook stories too! Share a picture with your sticker on social media using the hashtags **#WorldOstomyDay** and **#OstomateVoices**.



[Order in time for World Ostomy Day >>](#)

Join Together with UOAA to Celebrate World Ostomy Day

Every three years, on the first Saturday in October, United Ostomy Associations of America (UOAA), along with organizations around the world, celebrates World Ostomy Day.

Want to help embrace the power of community to promote this global event? You can start by participating in UOAA's annual signature event—the *Run For Resilience Ostomy 5k*!

October 2: Run For Resilience Ostomy 5k Virtual Event

Hollister is proud to continue supporting UOAA as the Diamond Sponsor of the Run for Resilience 5k virtual event! Sign up to run, walk, roll or pedal in your own neighborhood or park; or hop on your treadmill in support of increasing ostomy awareness. Go to ostomy.org/5k to register family, friends and support group members as your own virtual team, or to make a donation!



Register today!
ostomy.org/5k



Please share our World Ostomy Day web page to help spread awareness about all these events and opportunities.

ASK THE EXPERT

Standard Wear vs. Extended Wear Skin Barriers

When choosing an ostomy skin barrier, it's important to consider both wear time and skin

By Meredith Hill, BSN, DNP



Finding the right ostomy pouching system can be a challenge, considering the many options available. The best ostomy pouching system is the one that allows you to **maintain healthy skin around the stoma (or peristomal skin)** and achieve the longest **wear time** (i.e., how long you can wear the skin barrier before it fails). With guidance from a local healthcare professional or ostomy nurse, you can choose between an extended wear skin barrier or a standard wear skin barrier.

Extended wear skin barriers are more durable, with a proven longer wear time of up to seven days. These barriers are also erosion resistant, which can be helpful for ostomates with liquid, corrosive, or high-volume output. People with ileostomies or urostomies and those who sweat heavily would benefit the most from using an extended wear skin barrier. Extended wear skin barriers are available on many drainable ostomy pouching systems.

Standard wear skin barriers are gentle on the skin but may erode more quickly than extended wear skin barriers. Wear time can vary, but it's still possible to achieve up to seven days, depending on the type of ostomy you have. This type of barrier would be appropriate for people with colostomies or for children, including toddlers and infants. Standard wear skin barriers are available on both drainable and closed pouching systems.

Regardless of whether your skin barrier is extended wear or standard wear, it is important to change your pouch as soon as possible if it is leaking, or if the skin around your stoma is sore or itchy.

If you have questions about which type of skin barrier to order, ask your local ostomy nurse. You can also **contact Hollister Secure Start services** at 888.808.7456. A Consumer Service Advisor will help you choose the right ostomy product solution for your unique needs.

Disclaimer: Prior to use, be sure to read the Instructions for Use for information regarding Intended Use, Contraindications, Warnings, Precautions, and Instructions. Contact the manufacturer of your skin barrier directly to get answers to specific product questions.



Meredith Hill is a Family Nurse Practitioner in the Department of General Surgery-Wound Care at Truman Medical Center in Kansas City, Missouri. She has a Bachelor of Science in Nursing degree and a Doctorate of Nursing Practice degree from the University of Kansas School of Nursing. Meredith is an active member of several professional organizations including the United Ostomy Associations of America, and the Wound, Ostomy, and Continence Nurses Society.

Financial Disclosure: Meredith Hill received compensation from Hollister Incorporated for her contribution to this article.

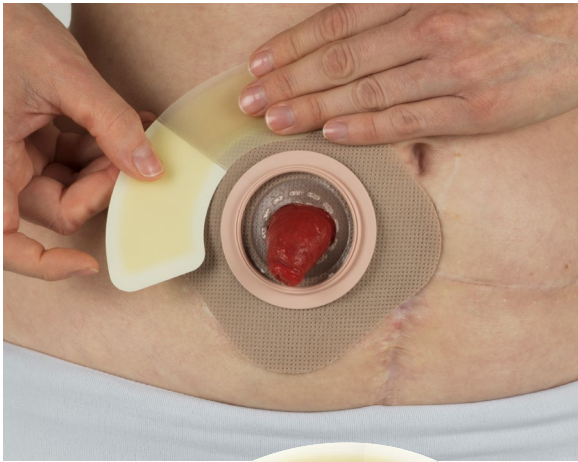


Please share this fact-filled article with someone you know who may need help choosing the proper skin barrier.

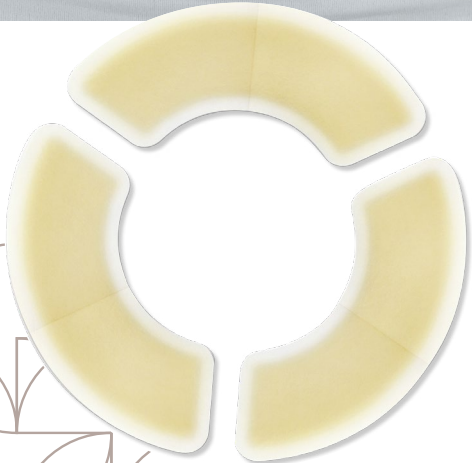
TIPS FROM HOLLISTER

The Benefits of Skin Barrier Extenders

Skin barrier extenders are ostomy accessories that can help your skin barrier fit better and last longer.



**Adapt™
Barrier
Extender**



Skin barrier extenders are curved adhesive strips that “frame” the skin barrier and help it conform to uneven body folds and contours. They may help increase wear time (i.e., how long you can wear your skin barrier before it fails) by reducing barrier edge lifting and increasing the adhesive coverage area.

You may want to consider using skin barrier extenders if:

- You want an enhanced sense of security
- You do not use (or need a skin-friendly alternative to) a skin barrier with an integrated tape border
- You need extra adhesion to accommodate abdominal creases or a parastomal hernia (i.e., a protrusion of the intestine through the abdominal muscles around the stoma)

Skin barrier extenders are made of a thin and flexible hydrocolloid formulation, which allows them to absorb moisture that could compromise the integrity of the skin barrier seal. Three barrier extenders can usually reinforce the entire outer edge of the wafer, but you can use as many as you feel are necessary.

If you use a barrier with an integrated tape border and the tape is causing skin irritation, you can put barrier extenders under the border so it does not make direct contact with your skin.

To get step-by-step instructions on how to apply skin barrier extenders, view our [care tips sheet](#).

Interested in trying our Adapt™ barrier extenders? You can [request a sample online](#) or call Hollister Secure Start™ services at 888.808.7456.

Disclaimer: Prior to use, be sure to read the Instructions for Use for information regarding Intended Use, Contraindications, Warnings, Precautions, and Instructions. Contact the manufacturer of your skin barrier extenders directly to get answers to specific product questions.

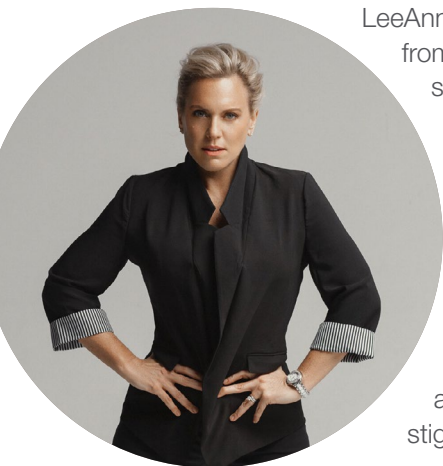


Please share this informative article with anyone who might be interested in skin barrier extenders.

LISTEN WITH LEEANNE

Speaking of Inspiration

LeeAnne Hayden uses her podcast to break the stigma of living with an ostomy



LeeAnne Hayden stepped away from a successful corporate sales career to build an online social selling business at age 40, and then was diagnosed with a rare form of cancer, which resulted in ostomy surgery. This would serve as her wake-up call to find ways to help herself and others overcome the stigma of living with an ostomy.

"I was devastated to the point where I told my doctor 'Do NOT put me in a bag,'" recalls LeeAnne. "He said, 'My job is to save your life.' So, well, he was right. I had such a different view on life when I woke up. God left me here to do some work and I was not going to let Him down by playing small. I was going to live my life huge and give back to this world as much as I can."

Now, at age 50, LeeAnne has created a podcast called **The Beautiful Bag**. "It's for anyone who has an ostomy, may have to have one and those that want to learn more about what life is like living with one," explains LeeAnne.

To learn more about this inspiring woman and The Beautiful Bag podcast, tune in at leeannehayden.com.

The Beautiful Bag Podcast Celebrates World Ostomy Day with a Special Episode!

Tune in to
"Special World
Ostomy Day
Podcast"
Sept 29

Join us September 29th

Hosted by LeeAnne Hayden ([@leeannehayden](https://www.instagram.com/leeannehayden)), the guest panel will include fellow ostomates and advocates Jearlean Taylor ([@msjearleantaylor](https://www.instagram.com/msjearleantaylor)), Stephanie Bension ([@missbension](https://www.instagram.com/missbension)), and Krista Nickerson ([@my.gut.instinct](https://www.instagram.com/my.gut.instinct)).

Topics to be discussed will include the personal meaning of World Ostomy Day to each participant and how they build confidence to interact with others every working day. You'll also hear each of them offer advice on skin care, dressing for success as well as sharing their intimate thoughts on living life with an ostomy.

Mark your calendar to listen to these four fascinating women as they share their most personal thoughts and feelings to help bring everyone together for World Ostomy Day. Listen to this special episode at **The Beautiful Bag Podcast**.



LeeAnne Hayden, living with an ostomy since 2015, is a holistic health coach, public speaker, podcast host, wife, mother, grandmother, lover of fashion, beauty, and especially health. Visit her website at leeannehayden.com. Follow her on **Facebook**, **Instagram**, **Twitter**, and **YouTube**.



Please share LeeAnne's podcast with anyone you know who may be inspired by her story or may want to listen to her podcasts.

It's easy to inspire others with your story! We're looking for stories that may inspire others within the ostomy community. If you have an interesting life's journey, tell us about it. We just might feature your story in an upcoming eNewsletter.

Click here
to submit
your story!

EVENT UPDATES

Fall Events

Due to
COVID-19
check websites
for updates



Youth Rally Bonds Campers

This year's **Virtual Youth Rally** hosted over 100 participants, including 19 first-time campers, from 33 U.S. states, Canada, and St. Lucia.

Connecting with each other online, participants gathered with peers within their age group to discuss the challenges faced by adolescents living with chronic conditions of the bowel and/or bladder. Several "break-out" sessions focused on wellness topics including physical health, mental health, independence and advocacy.

As always, the Talent Show was a showstopper, and inspirational author Kyle Scheele was a big hit as featured motivational speaker. New this year was "Shark Tank," where "cabins" came together to present innovative ideas to enhance quality of life to a team of industry "sharks." The week ended with a wild-and-crazy, pirate-themed dance party that included a heartwarming send-off to our 17-year-old graduates.

With fingers crossed, the **2022 Youth Rally** is currently scheduled to take place, in-person, July 11th-16th at San Diego State University. Keep up to date at youthrally.org.



Colon Cancer Coalition

In-person (and optional virtual participation) **Get Your Rear in Gear Run/Walks** are scheduled this October and November! 10/3 in Grand Rapids and Rochester Hills, MI; 10/9 in

Wauwatosa, WI; 10/10 in San Antonio, TX; 10/17 in New York, NY.; 10/23 in Tulsa, OK; and 11/13 in Sugar Land, TX. On 10/29, **Blue Moon Gala—An Evening to End Colon Cancer** will be held at the TPC River Highlands in Cromwell, CT. Included are craft beer/wine tastings, buffet meal, silent auction and a magic show. For updated information visit coloncancercoalition.org.

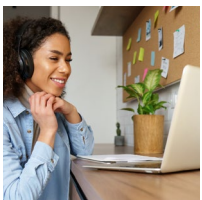


Colorectal Cancer Alliance

Blue Hope Bash, the signature event of the Alliance, supports the mission to end colorectal cancer within our lifetime. In-person Bashes are being held in Indianapolis, IN on 10/9, and in

Denver, CO on 10/15. A national Blue Hope Bash streams live on 11/13.

Walks to End Colon Cancer are scheduled in person on 10/2 in Cleveland, OH; 10/9 in Buffalo, NY; 10/23 in Atlanta, GA; 11/6 in Dallas/ Fort Worth, TX; and 11/13 in Phoenix, AZ. To learn more or register, visit ccalliance.org.



Crohn's & Colitis Foundation

Join the Crohn's & Colitis Foundation and United Ostomy Associations of America on Saturday, October 2 at 12 p.m. ET for a live discussion on ostomy surgery, tips, and tricks for caring for an ostomy, and the importance of advocating for yourself to improve health outcomes. Tune in to watch the chat live on our Facebook page at facebook.com/ccfab.



Girls With Guts

At GWG, in-person events continue to be on hold, but online events and empowerment continue. You can support GWG's programming and mission through passive (no cost to you) fundraising just by shopping at smile.amazon.com. A portion of your purchase price will be donated to GWG. To learn more about GWG and passive fundraising, visit girlswithguts.org.

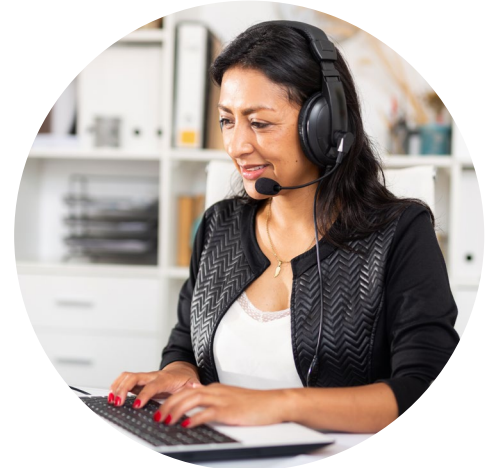


Please share this article with anyone you know who may want to get involved with events taking place within the ostomy community.

HOLLISTER SECURE START SERVICES BENEFITS

Is It Time to Place an Order for Your Ostomy Supplies?

Let the Hollister Secure StartSM services team help you locate a national supplier that is in-network with your insurance(s) to receive your Hollister products. Over the years, Hollister has built relationships with several mail-order suppliers across the country and we can assist in helping find the right company for you. These suppliers will work with your insurance companies and doctors 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 share this helpful tip with your caregiver and anyone you know who is living with an ostomy.

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

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 StartSM

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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