

Hollister Secure Start Services

eNewsletter Q4 2020

Ostomy resources at your fingertips

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Give Us Purpose**
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We're in
this together



FEATURE STORY

Your Voices Give Us Purpose



Feedback from Hollister Secure Start services members reinforces our commitment to helping people with ostomies live their lives to the fullest.

If you're a Hollister Secure Start services member, we know that you rely on us for more than just help with ostomy supplies. We're proud that you also trust us with your questions and concerns. From what we hear, you believe that the heart of Secure Start services is our personal touch. This includes our knowledgeable representatives, our useful educational materials, and our participation in ostomy community events.

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FEATURE STORY

Your Voices Give Us Purpose *(continued)*

We are honored to support you in times of crisis and in times of joy. We have heard your voices and have worked hard to provide you with the best ostomy care and support possible. Your feedback affirms **Our Mission** to help people with ostomies live rewarding and dignified lives.

Read some comments from our members about their interactions with Hollister Secure Start services representatives:

“Thank you so much for always listening. Your kindness, compassion, and knowledge are appreciated more than you know. Hollister and all the people you help are so lucky to have you. I have referred several ostomates in my support group to you and the Secure Start services team.”

Jamie



“I just wanted to thank you, and to tell you how much I appreciated you taking your time to listen and help me with so many aspects of the ostomy. I realized after talking with you that there are so many more options. Thank you for opening these doors for me. Each Secure Start services representative I have talked with has given me advice when explaining ways to take care of my stoma and my skin. They have also given me emotional support when I thought I was ready to give up. Thank you, Hollister.”

Caroline

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FEATURE STORY

Your Voices Give Us Purpose *(continued)*

"It's hard to put down in words how grateful my entire family is for you. When my son and I left the hospital with no ostomy nurse available to come to our area, I was more than terrified. My son is very challenged by his Down syndrome and struggles to verbalize things. I thought I was prepared after the ostomy surgery, but after struggling day after day with the darn things (pouches) falling off him, and cleaning messes, and reapplying (pouches) to a boy who was afraid and fighting me, I was at the end of my rope. We had samples from the surgeon's ostomy nurse which I tried, and did make a trip back, but nothing was working. I was crying daily and setting an alarm for every hour to avoid another mess.

Then I called Hollister to try a sample and to see if maybe you had a product that would last. I feel so blessed that a member of the Secure Start services team took my call. No one has ever cared as much as you do. I appreciate the way you listened to me, asked me questions, truly cared, and followed up several times. You rushed me a sample to try and your brainstorming ideas worked. Not only did the Hollister pouching system stay on him, but it also had good wear time.

The ideas and links you gave me are amazing and helpful. I shared my story with an ostomy moms support group online along with your phone number. Hopefully other moms can get your support as well. I have so much confidence in your knowledge and the compassionate way you do your job. You have secured a loyal customer for life. I'm grateful to have someone I can count on when I have questions or problems.

Thank you so much for always listening. Your kindness, compassion, and knowledge are appreciated more than you know. Hollister and all the people you help are so lucky to have you. I have referred several ostomates in my support group to you and the Secure Start team."

Leslie

We share these stories in hopes that no matter what happens along your ostomy journey, you know that you can turn to us. Whether you have a question about ostomy supplies, are looking for a supplier who accepts your insurance, or need advice for getting through a tough time, we are here for you. Our personalized services are free of charge, and our support is available for as long as you need it.

Not yet enrolled in Hollister Secure Start services? To create an account, visit securestartservices.com. We look forward to walking beside you. And to you, our loyal readers – thank you for allowing us to support your ostomy care and help you live your life to the fullest!

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



Please share this article with someone you know who could benefit from Hollister Secure Start services.

ASK THE EXPERT

Seeing Red?

Four Common Types of Skin Irritation and When to Contact an Ostomy Nurse

If you're experiencing redness, itching, or pain near your stoma, it's important to seek help.

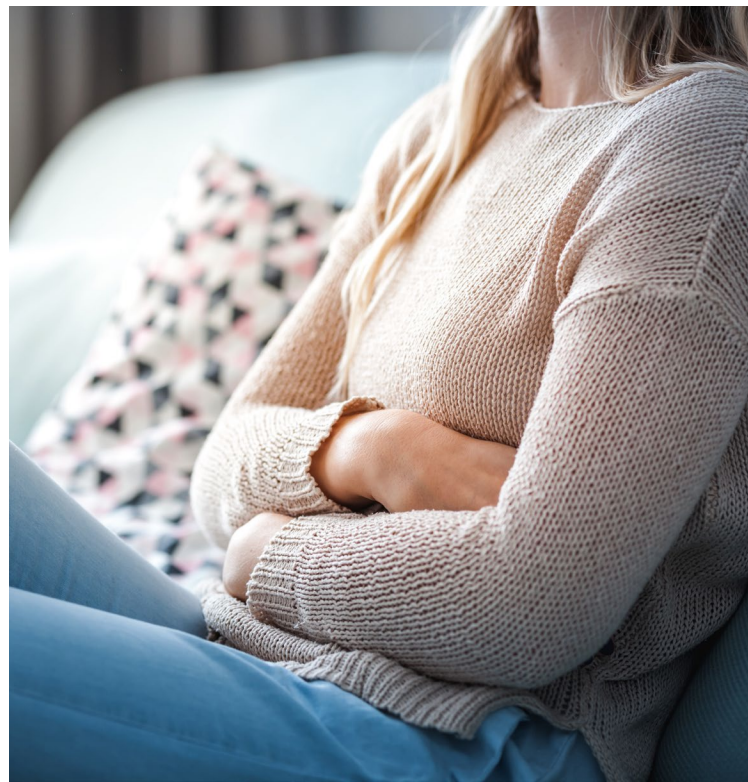
By Linda Coulter, BSN, MS, RN, CWOCN

Ideally, the skin around your stoma should be healthy, intact, and look the same as the skin on other areas of your belly. Unfortunately, this is not always the case. At the first signs of redness, itching, or pain near your stoma, contact your wound ostomy continence (WOC) nurse. They are experienced in identifying the cause of the irritation and knowing how to correct it. Some healthcare clinics now offer **virtual visits**, which can make it easier for you and your WOC nurse to solve the problem.

When you speak to your ostomy nurse, they will ask questions to determine how urgent the situation is. In some cases, you will need to make an appointment as soon as possible. Other times, they will give you recommendations to try to correct the condition at home. Then, if the situation doesn't improve after a pouch change or two, you'll need to make an appointment.

Urgent situations include suspicion of stoma infection or large, painful sores on the skin around your stoma. Signs of a stoma infection include a red, hard, warm, or hot area, with or without drainage. These conditions require the attention of a physician or nurse practitioner, as well as a WOC nurse. The former will prescribe medications and may drain the area, while the ostomy nurse will recommend temporary dressings and ostomy pouching products to use while the skin heals.

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ASK THE EXPERT

Seeing Red?

(continued)

There are four common types of skin irritation near the stoma. Each has a specific appearance and feel. Whether you need to see your ostomy nurse or not will depend on how severe the condition is. Here's how to recognize and take steps to solve these problems:

1 Exposure to stoma output – When stoma output sits on the skin, it can cause redness and burning, and make the skin raw. A key to preventing this skin breakdown is wearing an ostomy pouch that fits properly, and using the right ostomy accessories – such as barrier rings, stoma paste, and ostomy belts. After evaluating your stoma and abdomen, your stoma nurse can recommend the best ostomy products for you – to not only protect your skin, but also improve your pouching system wear time.

2 Sensitivity to ostomy products – If the skin around your stoma is red, itching, and somewhat moist or weepy, it could be a reaction to the ostomy products you're using. The shape of the red area can be a clue to the cause of the sensitivity. Is the red area the same shape as your skin barrier? If so, you can try a barrier with a different formulation. Is the redness only under the tape collar of the skin barrier? Tape-free barriers are available. If you need help identifying alternatives, your stoma nurse or a representative from the ostomy product manufacturer can help.

3 A fungal or yeast rash – A fungal rash on the skin can also result in redness and itching. However, the rash's red or pimple-like bumps or patches are usually scattered irregularly around the stoma and often extend beyond the edge of the skin barrier. A fungal rash can occur with the recent use of an antibiotic for an infection. It can also occur when the barrier and tape collar get wet and rest on warm skin. The skin's natural flora can grow excessively in these warm, moist conditions. To prevent fungus overgrowth, keep your skin dry. Consider using a pouch cover or a stoma wrap to wick moisture away from your skin when exercising or doing yardwork. Your doctor or stoma nurse may recommend treating the rash with an anti-fungal powder. More severe rashes may require an oral medication.

4 Irritated or infected skin follicles – Folliculitis, which is an infection of the hair follicles, also looks like pimples, and can itch and be crusty. Again, depending on the degree of the infection, your nurse may recommend steps like using adhesive removers and clipping the hair around your stoma to clear this condition. In severe cases, medications may be needed.

If you have redness, itching, or pain around your stoma, look for clues to the cause, and take steps to correct it. And don't hesitate to contact your wound ostomy continence nurse, who is trained to recognize these problems and knows how to solve them.



Linda Coulter has been a certified Wound, Ostomy, and Continence Nurse since 2010 and currently cares for patients at University Hospitals' Ahuja Medical Center in Beachwood, Ohio. Linda has presented on Ostomy Care in the United States and abroad, and is a clinical instructor for the RB Turnbull School of WOC Nursing. She is a regular contributor to *The Phoenix*, the official publication of the United Ostomy Associations of America, and serves on that organization's Medical Advisory Board.

Financial Disclosure: Linda Coulter received compensation from Hollister Incorporated for her contribution to this article.



Please share this expert information about skin irritation with anyone you know who has an ostomy, their family members, or their caregiver.

“Don't hesitate to contact your wound ostomy continence nurse.”

— Linda Coulter, BSN, MS, RN, CWOCN

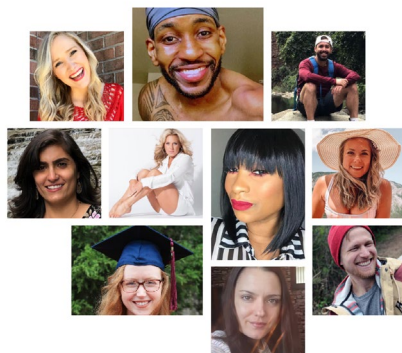
OSTOMY AWARENESS DAY RECAP

Ostomy Awareness Day Promotes Virtual Togetherness

10th Anniversary Celebration Connects the Community with a Variety of Events

In recognizing the 10th anniversary of Ostomy Awareness Day, we worked together as one to bring confidence, connection and community all across the globe. Organized by the United Ostomy Associations of America (UOAA), this day was created to shine a light on the facts about life-saving ostomy surgery and help put an end to stigmas once and for all. Thank you for making it unforgettable!

For the 10 days leading up to Ostomy Awareness Day, we connected our worldwide community with 10 influential voices who embody ostomy confidence. You can revisit their stories here:



Part 1 and **Part 2**; or watch their inspiring messages on **how to live life to the fullest, peristomal skin health**, and **encouragement**.

Did you enjoy the virtual cooking class with private chefs Seth Bradley and Ryan Van Voorhis of Nude Dude Food? Ryan battled Crohn’s disease for several years before receiving a permanent ostomy. He learned early on how much his diet impacted his digestive health and made a commitment to eating well ever since.



Care to revisit their cooking demo? **Watch the recording on YouTube** and cook alongside them as they share cooking and nutrition tips. Also check out the **Food Chart** and **“Eating with an Ostomy” Nutrition Guide** from United Ostomy Associations of America (UOAA).



We made it known that every person living with an ostomy has a voice worth hearing. We collected words of encouragement from the ostomy community and created a gallery of shareable cards that you can download for free. See the entire collection at Hollister.com/ostomatevoices.

We’ve surpassed 1 MILLION views of our digital stickers!

Stoma Stickers are a unique way to start a conversation and show your support for people living with or caring for ostomies. This year we introduced an extensive collection of digital stickers to adorn your social media feeds and stories. There were thousands of Stoma Stickers requested and we are proud to have been a part of your stories online as well.



Did you know? Stoma Stickers are available year-round, so order them anytime at stomasticker.com.



Please share this article and encourage someone to get involved or show their support for the ostomy community.

HOLIDAY GREETINGS

Thank You for Trusting Us With Your Needs



Together, we continue to overcome our biggest challenges



As you've heard many times before, we are living in unprecedented times and we have been living in unprecedented times. This year brought upon us a number of unique challenges that none of us anticipated, but together we persevered and adapted. These circumstances have affected us all very differently, but Our Mission has remained the same: To make life more rewarding and dignified for people who use our products and services. This is what unites us.

Over the last year, we made intentional adjustments to best serve you, the people who use our products and services. We are dedicated to meeting your needs however they look now. Alongside our trusted

partners, we have continued to be fully operational and have worked harder than ever to offer our services to you in this time of need.

Earlier this year, we shared stories of those in the community who came to us for additional support. We were honored to be able to quickly provide support and help make a difference. We also had the opportunity to share many virtual resources, including the new **COVID-19 support hub** and **at-home stoma measuring guides**.

Together, we shined a light of positivity on people living with an ostomy and ostomy awareness through the celebration of the 10th Anniversary of Ostomy Awareness Day. In partnership with United Ostomy Associations of America (UOAA), we worked to break the stigma around ostomy surgery, bring the community together, and encourage connection in this time of isolation. We did this alongside 10 incredible ostomy advocates who spoke volumes and gave us hope.

Thank you for trusting us and allowing us to stand side-by-side with you in this journey. We are humbled and privileged to serve you. Our commitment to bringing you consistent support and new solutions and resources to help you keep living life to the fullest remains unwavering. Please do not hesitate to continue to reach out to our Hollister Secure Start services team for your ongoing support.

We wish you a safe and healthy holiday season!

Warm regards,

Abinash Nayak

Vice President, The Americas, Hollister Incorporated



COMMUNITY SPOTLIGHT

A Beacon of Urostomy Support

The Bladder Cancer Advocacy Network (BCAN) provides help and hope through advocacy, awareness, research, and education.

According to the American Cancer Society, bladder cancer is the sixth most common cancer in the United States. Did you know that urostomy surgery is a common surgery in bladder cancer treatment? Below is a brief overview of the common reasons for urostomy surgery, and how the Bladder Cancer Advocacy Network (BCAN) is helping those living with bladder cancer or a urostomy.

Common reasons for urostomy surgery

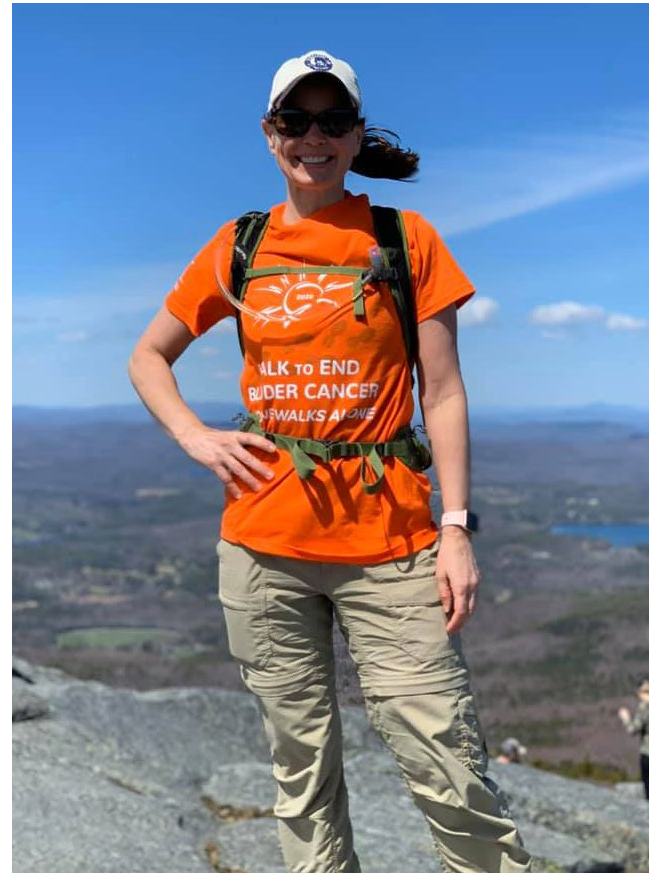
People get urostomies for many reasons. It may be due to an illness, a chronic condition, or some form of trauma. The common thread is that the bladder is damaged or defective in some way, which requires another path for urine to exit the body.

Although the incidence of bladder cancer is decreasing slightly, it is still the fourth most common type of cancer in men. Your doctor may recommend a **urostomy** if all or part of your bladder must be removed. A urostomy is a surgically created opening designed to drain urine. It is also sometimes called an ileal conduit stoma or a urinary diversion. Because a urostomy does not have a sphincter muscle, you cannot control when you urinate. Instead, you need to wear a **pouch to collect your urine**.

BCAN offers support for those living with bladder cancer or urostomies

If you have a urinary diversion due to bladder cancer, you are not alone. **The Bladder Cancer Advocacy Network (BCAN)** is your go-to source for information, support, and connection. BCAN is a community of patients, caregivers, survivors, advocates, and healthcare and research professionals united in support of people touched by bladder cancer. It has been a beacon of hope since 2005, and is the only national advocacy organization devoted to advancing bladder cancer research and supporting those impacted by the disease.

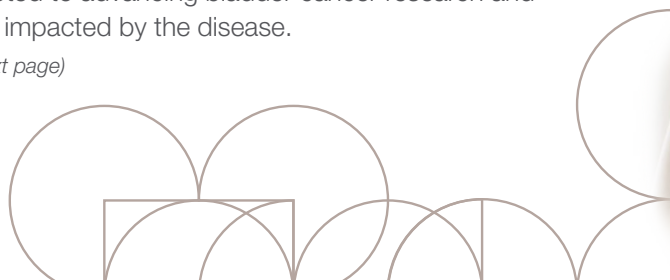
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Walkers in New Hampshire support BCAN's mission.

“We are open online, 24/7 – nobody has to walk this journey alone.”

— Stephanie Chisolm, Director of Education and Research, BCAN



COMMUNITY SPOTLIGHT

A Beacon of Urostomy Support

*(continued)***What services does BCAN provide?**

Each year, BCAN provides thousands of people with the educational resources and support services they need to navigate their bladder cancer journey. If you have bladder cancer or a urostomy, BCAN can offer you:

- **Expertise** – BCAN works collaboratively with medical and research leaders who are dedicated to the prevention, diagnosis, and treatment of bladder cancer. Their Scientific Advisory Board of nearly 70 nationally recognized bladder cancer experts ensures that the medical-related content on their website has been reviewed for accuracy.
- **Someone to talk to** – **BCAN's Survivor-to-Survivor program** matches trained volunteers with newly diagnosed bladder cancer patients for confidential phone support. You can also join their **online bladder cancer support group and discussion community**.
- **Educational resources** – On the BCAN website, you can access **informative webinars** that feature nationally recognized experts discussing topics related to bladder cancer diagnosis, treatment, research, and quality of life. In addition, you can download their **"Bladder Cancer Basics Handbooks"** for patients and caregivers.
- **Virtual events** – BCAN has converted their successful in-person **Walks to End Bladder Cancer** into virtual walks. These events continue to connect thousands of people across the United States and around the world, and raise funds to provide free resources for the bladder cancer community.

Many of BCAN's services can be accessed via their website, which is always available for those who need immediate support. "If someone wakes up in the middle of the night and has an 'oh-my-gosh' moment, there is somewhere to turn for answers," says Stephanie Chisolm, BCAN Director of Education and Research. "We are open online 24/7 – nobody has to walk this journey alone." BCAN is a beacon of support for survivors of bladder cancer and people with urostomies.

Gather your family to participate in a virtual Walk to End Bladder Cancer



Know someone who may benefit from the many valuable resources that BCAN provides? Please share this article with them.

WHAT'S SO FUNNY



It Wasn't and Yet it Was . . .

Brenda Elsagher talks about what we've lost and gained during the COVID-19 pandemic

Many people call 2020 the year that wasn't. It wasn't our usual routines, like working out at the gym or meeting friends for happy hour after work. Our jobs changed, we had mandatory family togetherness, some of us had health challenges, and vacations became nonexistent. We all had to adopt new habits because of the COVID-19 pandemic.

It wasn't that hard in the beginning when we were told it was only going to be about two weeks that we needed to isolate from one another. It wasn't fun, and many of us panicked over toilet paper and hand sanitizer not being available. It wasn't natural to avoid other people. It wasn't good to not visit our parents in their care centers, or play with and kiss our grandchildren. It wasn't easy to give up watching sports, or for students and athletes to stop participating in them.

Oh, but we are resilient people, and creative people at that. We found new ways to cope with isolation. Some people took up cooking or baking, and soon there was a run on yeast for sourdough bread and jokes about gaining the "COVID 20." I can speak to that; I made pies, bars, cookies, fried chicken, and an assortment of home-cooked meals as requested by friends.

We cleaned out our house after 27 years of accumulating things we thought we couldn't live without. Why did I keep that bowl from Greece with a chip in it? Was there an olive shortage and we had to have 10 jars of them? After a four-week turnaround of exhaustion, we moved to another city. We unpacked and re-evaluated why we thought we needed this much less "precious" stuff in our new home. I know – our kids will thank us later!

There was a long wait for putting up fences because so many people adopted puppies in a short time. Humor

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.

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

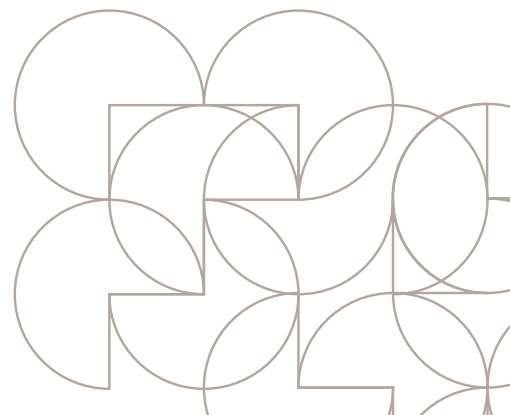


Please share this uplifting article about Brenda's unique outlook on life during the pandemic with someone you know who is living with an ostomy or their caregiver.

also helped us cope. People posted funny videos of games with their kids or dogs, and of their families singing karaoke. It was a new way of being. Life as we knew it slowed down and that was nice for many of us. It was good to rediscover board games, family meals, and paying attention to one another. There was joy too in small celebrations that were meant to be larger – like weddings, baptisms, and graduations. It was OK; we were finding new ways to cope with what seemed like impossible situations. Neighborhoods reached out with offers of grocery shopping and yardwork. It was a time for helping each another.

“We are a resilient people, and creative people at that.” – Brenda Elsagher

Many of us with ostomies know what it was like when we struggled with bowel diseases, cancer, or other issues that affected our health. Life wasn't what we knew it to be anymore. We thought it would never be OK again. It wasn't anything we wanted to live with. Circumstances changed, our health became worrisome, and we had to learn how to manage life with an ostomy. And we did. It was easier to live with than we thought. It was a new normal. Ironically, it was our key to living life to the fullest. We could participate in sports, dance again, and dream big dreams for ourselves. And just like with what is happening in our lives during the pandemic, we made something out of the difficulties. We are resilient and we will get through this together. The year 2020 was a good year after all.



SURVEY AND HELPFUL TIPS

How Are We Doing?

As the ostomy community takes steps each day to adapt to a new normal, we want to make sure we are addressing the issues that are important to you. Please take a few moments to fill out the survey. Your voice matters to us and we want to be certain that the Hollister Secure Start eNewsletter supports and informs you in the best ways possible.

Thank you in advance for your input!



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. These 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 CT.



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

Share Your Story



Your life experience may be a story that is worth sharing

What you have done with your life and how you have overcome any obstacles placed before you since your diagnosis and ostomy surgery is a story that could inspire others. Relating how you continue to live your life to the fullest, achieve your goals, and continue to be active and productive can make you a “voice of the community.”

Did the recap of the events surrounding the 10th anniversary of Ostomy Awareness Day remind you of something that helped you adapt your life to the changing times?

Were any of the testimonials shared similar to any experience you would enjoy sharing with others?

“When they say one person can make a difference, you are my one person.”

—Leslie, enrolled in Secure Start services

Tell us where you have been, where you are headed, and how you got to where you are today. Your story may be worth sharing in a future eNewsletter with others living with an ostomy.

Submit your story today at
securestartnewsletter@hollister.com



Please share this article with someone you know who has an interesting and inspiring story to tell.

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

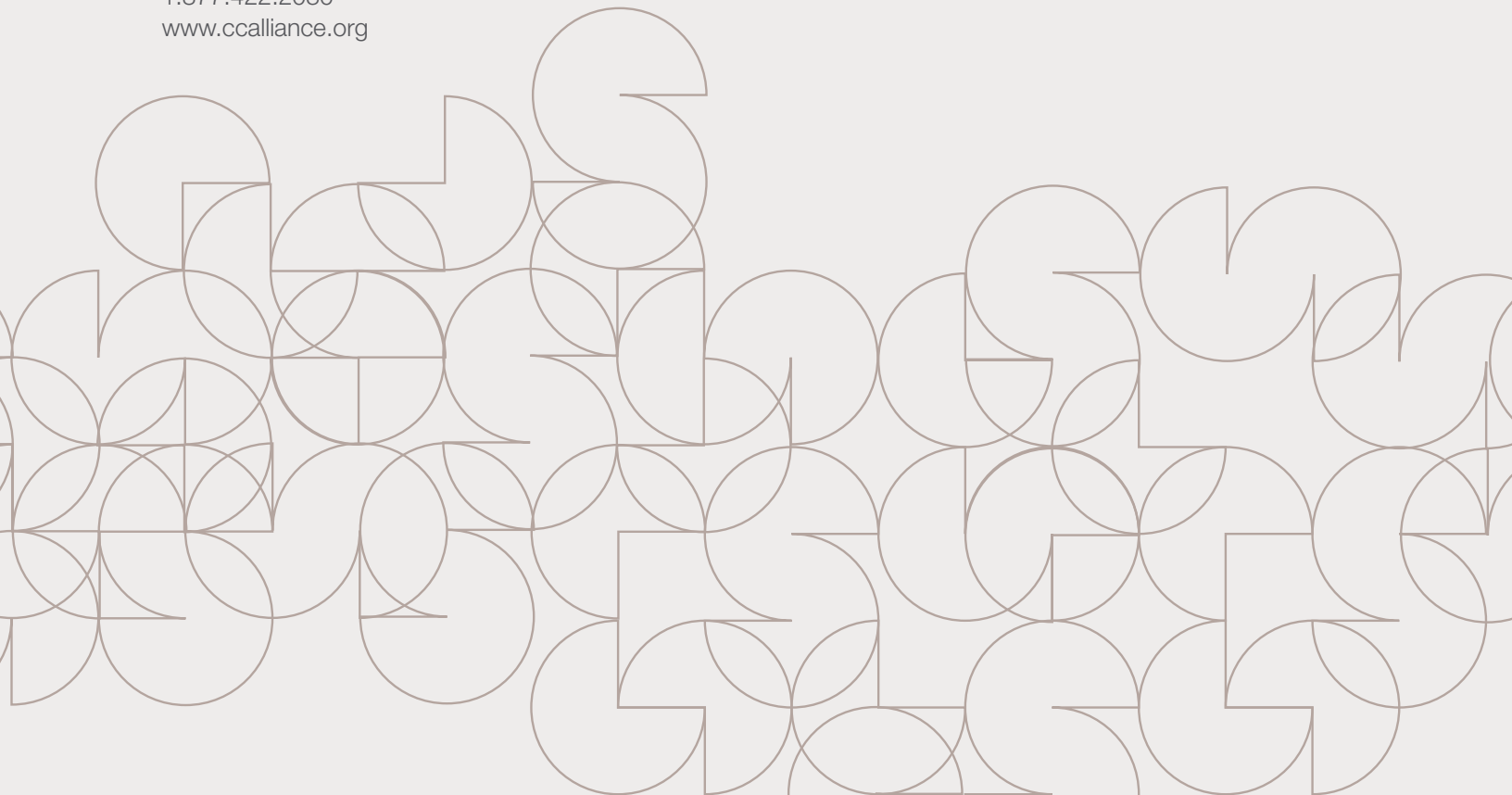
Shadow Buddies Foundation

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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