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eNewsletter Q4 2021

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Surround yourself
with support



FEATURE STORY

Getting Support and Giving Support

Firefighter and family man pays it forward to others facing ostomy surgery and life with a stoma

During an emergency run, firefighter and paramedic Brandon Wilch had an opportunity to educate a police officer about ostomies. “We were at a cardiac arrest scene, and the officer pointed at the victim’s now visible ostomy bag and said that the person must have been really sick,” said Brandon. “I replied that maybe the patient was actually in better health with an ostomy because, after all, my stoma is what has allowed me to be a firefighter. He was stunned to learn I was an ostomate.”

A Crohn’s Disease Diagnosis and Ostomy Surgery

More than a decade earlier, Brandon had been diagnosed with Crohn’s disease. At first, he chose to deal with his condition by staying home, living in pain and, as he puts it, “remaining close to a bathroom.” His weight dropped to 115 pounds, rendering him unable to live his life as he wanted. He also was scared for his future when he found out that he would need ostomy surgery to stay alive.

Brandon’s mind immediately began racing through all the fun activities and job-related responsibilities he thought he would have to forego post-surgery. He asked both his surgeon and gastrointestinal (GI) doctor what his restrictions would be. “I was shocked to hear that I wouldn’t have any, and to be honest, I wasn’t really sure if I believed them,” recalls Brandon. “I was wary about whether or not I’d be able to get back into the Fire Service, let alone do simple things like swim,” he admits. “With the state of my health, however, I had no choice – surgery it was!”

Getting Support After Surgery and Living With an Ostomy

In the days following his ileostomy surgery, Brandon was surrounded by guidance and support from the Wound,

Ostomy, and Continence (WOC) nurses who tended to him. “They were my Guardian Angels,” says Brandon. “They helped me realize how the Crohn’s symptoms had not only affected me, but also those who meant the most to me.”

As the years went by, Brandon met the love of his life, Janeen. They married and their children William and Keira became a true inspiration to how Brandon viewed life. “In the birth of my children, I found that what others told me about loving something unlike I’ve loved anything before—was true,” notes Brandon. He also displays an insatiable love for life and living it to the fullest. “Janeen and I are doing so much together,” says Brandon. “We’re bicycling, camping, ballroom dancing, and, believe it or not, even skydiving!”

Getting Back to Work and Giving Back to the Ostomy Community

Meanwhile, back on the job, Brandon has no restrictions on his abilities to fight fires and respond to emergency calls alongside his team. He is incredibly grateful for the ostomy that saved his life. Brandon pays it forward by contributing to inspirational blogs and on social media; encompassing others with his unstoppable outreach of support and words of wisdom: “Thanks to ostomy surgery, I can conquer it all. So can you.”



Brandon Wilch lives in Indianapolis, Indiana, with his wife and two children. The family loves the outdoors and enjoys using their camper as much as possible. In addition to being a firefighter and paramedic, Brandon’s future plans include working toward becoming a registered nurse.

Financial Disclosure: Brandon Wilch received compensation from Hollister Incorporated for his contribution to this article.



Please share this article with anyone you know who may need inspiration and support while facing ostomy surgery.

ASK THE EXPERT

Travel Prep—5 To Dos If You Have a Stoma

If you've had a colostomy, an ileostomy, or a urostomy, you may worry about traveling. Prepare for travel with a stoma with these handy tips.

By Wilton Walker, MBA, BSN, RN, WOC Nurse, Manager, Clinical Education

Does the thought of traveling make you concerned? Maybe you're worried about not having a clean place to change your pouch? Or stressed about possibly running short on your ostomy products, or losing them in transit?

There's a great solution for those worries and many others: preparation. Preparation will put your mind at ease, and you'll quickly realize that you can, indeed, travel—not just a few miles from home, but anywhere in the world.

Prepare for your next trip with the following guidelines:



Prep tip #1 – Create a checklist: Don't wait until the day before your trip to make a list of supplies. Make it a few weeks before, in case you need to order more. Count the number of pouch changes you would

normally need to make, and then double the number. That way you're ready for anything, even the unexpected. That's especially important on cruise trips, where you won't have access to suppliers (you may even want to pack a little more). Travel delays, lost ostomy supplies, or frequent changes due to hot climates won't be a problem either. Items to bring may include:

- Pouches – different lengths for different activities
- Skin barriers
- Ostomy accessories such as barrier rings and stoma powder
- Disposal bags
- Toilet paper or tissue
- Cleansing wipes
- Medications (if necessary)
- Hand wipes, in case running water isn't available
- Handheld mirror

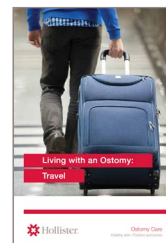
Prep tip #2 – Have a backup plan: Even if you pack more than you think you'll need, anything can happen. The good news is that most manufacturers have products available around the world. Before you leave home, find out where you can buy supplies near your travel destination. Start with **The United Ostomy Associations of America (UOAA)** for information on suppliers abroad, or at ports of call on a cruise. Check with your ostomy manufacturer for suppliers in your area of travel. It's also a good idea to find out where the nearest medical facility is, and have your emergency contact information ready.

Prep tip #3 – Get an ostomy travel card from your healthcare provider: This should explain why you need pouches, skin barriers, and medications to customs and security personnel at checkpoints. In the U.S. **a travel communications card from UOAA** is available in a variety of languages (helpful if you need supplies while traveling abroad too). Even with such a card, it's also a good idea to have a letter from your healthcare professional explaining your medical condition.

Prep tip #4 – Check your travel insurance: Some policies may have age or pre-existing medical condition limits. Be sure you are fully covered before you leave. Check with your insurance or travel agent to avoid any unwanted surprises.

Prep tip #5 – Make a final change: It's a good idea to change your skin barrier and pouch just before you leave your home. This minimizes the possibility of leaks, and gives you a boost of confidence as you venture out.

View or print the full PDF booklet:
Living with an Ostomy: Travel.



Please share this informative article with anyone you know who may be traveling this holiday season.

COMMUNITY SPOTLIGHT

Color of Crohn's & Chronic Illness Champions Equitable Healthcare

Find out how **Color of Crohn's & Chronic Illness (COCCI)** improves the quality of life for **Black, Indigenous, and People of Color (BIPOC)**

COCCI's vision is to have an equitable healthcare system freed from the seeds of racism. One that provides the space and opportunity for all individuals to be regarded as such, and to have their care delivered based on needs and best opportunities for optimal outcomes.

By definition, "equity" is the absence of avoidable, unfair, or remediable differences among groups of people – whether those groups are defined socially, economically, demographically, geographically, or by other means of stratification. "Health equity" implies that everyone should have a fair opportunity to attain their full health potential, and that no roadblocks should keep them from achieving it.

How COCCI is making healthcare more equitable

COCCI is helping achieve "health equity" for BIPOC through community, research, education, and advocacy. The organization facilitates connections between BIPOC community members by hosting educational events and support group meetings. In addition their Peer-to-Peer Support interventions allow people living with chronic illnesses to share their experiences, gain emotional support, and help one another resolve any barriers to self-management goals.

COCCI also recruits chronic illness patients and professionals, and family members of patients, to join their Ambassador Board. Ambassadors are passionate about COCCI's mission and committed to staying up-to-date on new, relevant issues that may impact BIPOC. They also engage both patients and healthcare providers in raising awareness of chronic illness within their communities and through their social networks.



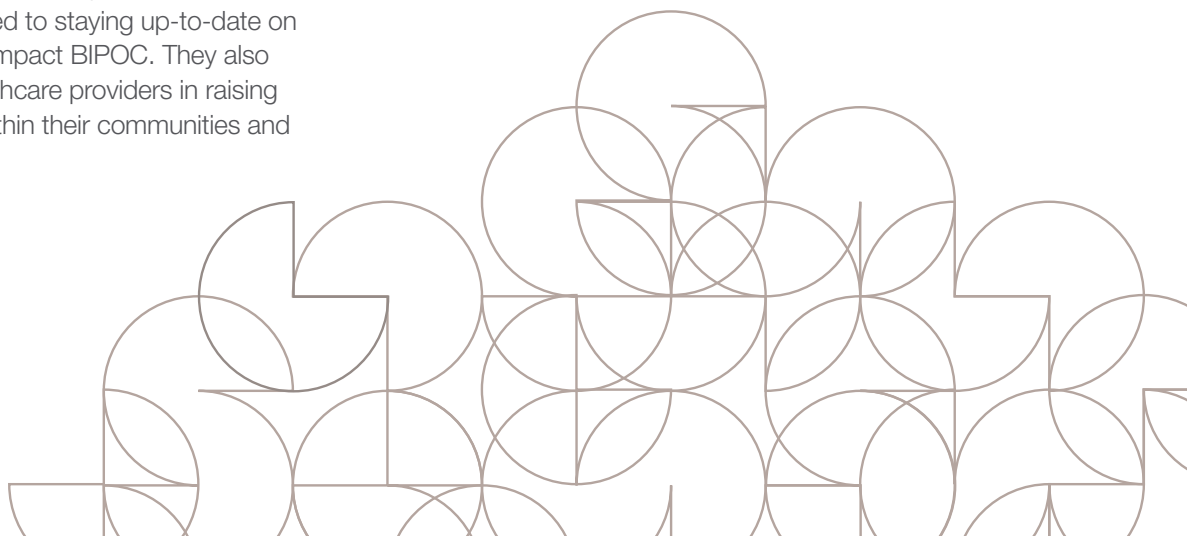
COCCI's future goals

As COCCI continues to expand its reach, one of its objectives is to connect patients with opportunities to be included in pharmaceutical company studies and other healthcare initiatives. The organization is also creating collaborative partnerships that will directly move its mission forward and serve the BIPOC community.

If you would like more information about COCCI and how you can get involved, visit cocci.org and COCCI on **Facebook**, **Instagram**, and **Twitter**. You can also email info@cocci.org.



Please share this informative article with people you know in the BIPOC community.



TIPS FROM HOLLISTER

The Versatile Barrier Ring

Flat and convex barrier rings can be used in many ways to help prevent leakage and keep peristomal skin healthy

Barrier rings are versatile products designed to protect your peristomal skin and help increase wear time (i.e., how long you can wear your ostomy pouch before it fails). You can use barrier rings to fill in uneven skin contours near your stoma to create a flatter surface, which can help prevent ostomy drainage from getting under your skin barrier. You can also stretch, shape, or stack the rings to improve the fit of your pouching system.



Stretch for an improved fit



Shape ring for custom fit



Stack for an improved fit



Flat vs. Convex Barrier Rings

Barrier rings come in two shapes: flat and convex. For many people with ostomies, a flat barrier ring works well to improve pouching system fit. However, if your stoma is at or below the surface of your skin, if it protrudes less than a $\frac{3}{4}$ " (2 cm), or if the skin around your stoma is very uneven or irregular, you may want to use a convex barrier ring.

The outward curving of a convex barrier ring places pressure on your peristomal skin to help your stoma protrude, or to help open or flatten skin folds – which can help prevent leakage. A **skin barrier with convexity** acts similarly.

Creating Soft and

Deep Convexity With Barrier Rings

You can create a soft convex fit with your flat skin barrier by adding a flat barrier ring, stacking flat barrier rings to increase the depth of the fit, or adding a round or oval convex barrier ring. If you already wear a convex skin barrier and need additional convexity, you can deepen the curvature by adding a round or oval convex barrier ring to the barrier. An ostomy nurse can help determine which type of convexity is right for you and how you should use it.

Ostomy Barrier Rings to Try

Barrier rings are a great way to help ensure a custom fit, prevent stoma fluid leakage, and keep your peristomal skin protected and healthy. Try our **Adapt CeraRing™ barrier rings** and **Adapt CeraRing™ convex barrier rings**. Both are infused with ceramide, which helps protect the skin's natural moisture barrier to help prevent water loss that may lead to damage and dryness.

For more product guidance or options, call the Hollister Secure Start services team at **1.888.808.7456** or email **HollisterTeam@hollister.com**.



Please share this fact-filled article with someone you know who could benefit from learning about barrier rings.

LISTEN WITH LEEANNE

Let's Talk About the Ostomy Community

Actor, model, businesswoman, and cancer survivor LeeAnne Hayden found ostomy support online – and helps others do the same



When I first found out I might have to have a colostomy bag, I was devastated. I told my doctor that if he opened me up to remove the cancer and saw that I was going to need a bag, to close me back up and leave the cancer there. Now, because I had a great relationship with my surgeon, he pretty much yelled at me and said that if I was going to be in an ostomy pouch, it would be the last resort. His job was to save my life – and so I listened, and that's exactly what he did.

I can't imagine being here on this earth and not living full out. I speak with a lot of ostomates on my podcast and we all say the same thing: our ostomies have given us a second chance at life. They have also given us a community that we didn't realize was even out there.

Finding ostomates and ostomy support groups online

I think that may have been the scariest part for me – thinking I was the only one, and that no one would understand that young or youngish people can have ostomy bags. Boy was I foolish to believe that. In the beginning, I didn't know there were communities of people like me. It wasn't until I started posting on social media about my journey that my friends/followers started to share more stories about other ostomates that they knew or had seen.

I then began searching online using the hashtag “#ostomy” and found so many people my age and older to connect with. I mean thousands – especially on Instagram. For some reason that platform has been the biggest one.



To learn more about LeeAnne Hayden and connect with the ostomy community, listen to **The Beautiful Bag podcast**, visit leeannehayden.com, or follow @leeannehayden on **Facebook**, **Instagram**, and **YouTube**.

Financial Disclosure: LeeAnne Hayden received compensation from Hollister Incorporated for her contribution to this article.

Facebook also has a bunch of great ostomy support groups. And if you are into TikTok, search the hashtag there too! So many people are sharing their stories everywhere. You can build your ostomy community right online and surround yourself with people who understand what you are going through.

Click here to read the rest of LeeAnne's story!

HOLLISTER'S HOLIDAY MESSAGE

We Are Here for Each Other

Throughout this past year, we, at Hollister, have been unwavering in our dedication to each of you, and to surrounding you with the support you need. This is how we fulfill our Mission to make life more rewarding and dignified for those who use our products and services.

You've done your part as well. From joining together for World Ostomy Day, to sharing your inspiring life stories in this eNewsletter, we thank you.

Please know that, in the coming year, we will continue to dedicate ourselves to providing the most innovative products and superior services to the needs of the ostomy community.

We wish you a safe and healthy holiday season!

Warm regards,

Amanda Robinson
Vice President, The Americas
Hollister Incorporated



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

HOLLISTER NEWS AND EVENT UPDATES

World Ostomy Day: A Virtual Success



World Ostomy Day 2021 brought the ostomy community together like never before!

We thank everyone who participated from locations around the world. For the first time, we expanded our resources into 13 languages in celebration of World Ostomy Day. If you would like to relive the highlights, or if you were unable to join us on World Ostomy Day, take time now to watch informative videos and listen to an attention-grabbing podcast.

World Ostomy Day Virtual Panel Discussion



Four panelists speak about their ostomy journeys and finding acceptance and building connections with others.

Ostomates Take on Their Toughest Challenge Yet...Kids' Video



Hollister brought a group of kids together with ostomates to learn about stomas for the first time.

#MyOstomy Podcast



Fellow ostomates describe their challenges and breakthroughs with all facets of life.

 Please share this article with someone you know who may want to relive highlights from World Ostomy Day.

Upcoming Winter Events

Due to COVID-19 check websites for updates

Crohn's & Colitis Foundation

Take Steps are local community walks dedicated to raising funds to find cures for Crohn's Disease and ulcerative colitis and to improve the quality of life of the patients affected by these diseases. This month, in-person walks are scheduled for December 31st in Las Vegas, NV; Eastern Shore, DE; Trenton, NJ; and Colorado Springs, CO. For more info visit crohnscolitisfoundation.org/news-events.

Friends of Ostomates Worldwide-USA

To anyone who donates their unused ostomy supplies or is considering doing so, please note that the FOW-USA warehouse in Louisville, KY, is open and accepting supplies. They are in desperate need of all types and sizes of supplies, particularly open-ended, and including pediatric. Please visit fowusa.org for instructions of how to send them.

United Ostomy Associations of America

UOAA's 8th National Conference is set for August 11-13, 2022, at the AAA Four Diamond Royal Sonesta Houston Galleria Hotel in Houston, Texas. Get a great discounted room rate NOW by calling 855-463-3091 and referencing "2022 UOAA National Conference." Registration for this first conference to be held since 2019 begins January 1st on the UOAA website at ostomy.org.

 Please share this article about current and upcoming events with someone you know.

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 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.



Please share this helpful tip with your caregiver and anyone you know who is living with an ostomy.

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

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SURVEY

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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