

Hollister Secure Start Services

eNewsletter

Q4 2018

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Feature Story

Calm Waters Ahead

Highlights:

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FEATURE STORY

Calm Waters Ahead

Retired Navy veteran Dan Shockley proudly serves the ostomy community

Diagnosed with Attenuated Familial Adenomatous Polyposis (AFAP) after his first colonoscopy at age 51, retired Navy sailor Dan Shockley's mission is to make the world aware of the importance of early cancer detection.

AFAP is a rare genetic condition in which polyps form in the digestive tract and increase the risk of developing into colon cancer. In Dan's case, doctors found at least 100 polyps embedded throughout his colon, rectum and anus, as well as a large tumor in his transverse colon. After extensive DNA testing and the AFAP diagnosis, he underwent ileostomy and proctocolectomy surgery in 2012 at Tripler Army Medical Center (TAMC) in Hawaii.

As a veteran of Operation Desert Storm, Operation Enduring Freedom and Operation Iraqi Freedom, Dan was well versed in reconnaissance.



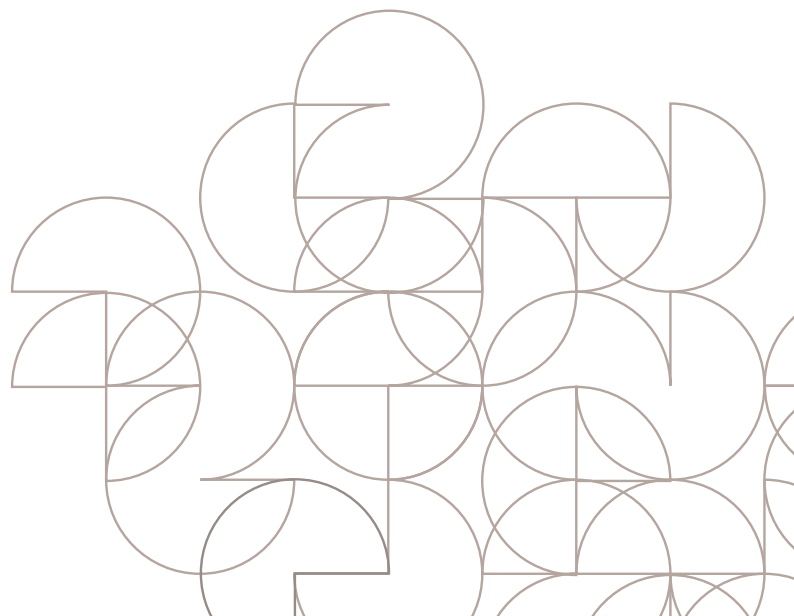
Dan in Bahrain during Operation Iraqi Freedom

“...my positive attitude has brought me far in life. Why change now?” —Dan Shockley

“When I heard the news I broke it down into phases like the military—the gene mutation, the surgery and living with an ostomy,” explains Dan.

He learned as much as he could about AFAP, including that the gene mutation will spread and that there is no cure. Dan even connected with Dr. Henry T. Lynch, who is one of the founding fathers of genetic research and is credited with discovering AFAP. The two have remained friends and exchange information every six weeks.

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FEATURE STORY

Calm Waters Ahead

(continued)

Above: Dan with Dr. Ronald Gagliano

Right: Dan and Dr. Henry T. Lynch in Hawaii



“Sharing my story with the masses will hopefully be a source of encouragement and inspiration...”

—Dan Shockley

The six-hour surgery to remove Dan’s entire colon, rectum and anus was performed by Dr. Ronald Gagliano, Chief of Colon and Rectal Surgery and Director of Surgical Research at TAMC. What might have sunk a less resilient man fueled Dan to forge ahead.

“I realized that what I can control is my attitude. After 51 years on God’s green earth, my positive attitude has brought me far in life. Why change now?”

Dan credits his smooth recovery to Tripler’s Wound, Ostomy, and Continence (WOC) Nurse, Nina Lum. She educated him in caring for his pouching system, and discussed dealing with body image and embarrassment issues. By the time he was released from the hospital, Dan was self-sufficient. He stayed in close touch with Sue Ropke, his Hollister Secure Start services patient coordinator and Jeff Foudy, his Hollister sales representative. He considers both his guiding lights.

Not one to remain idle during recovery, Dan did a lot of reading. UOAA provided him with a copy of the “Ileostomy New Patient Guide” which featured Bob Cuyler who is an Army helicopter pilot and a fellow ostomy patient. Dan reached out to him and they swapped experiences. The importance of connecting with others in the ostomy community for advice, solidarity and healing became clear, and Dan’s advocacy mission was launched.

His story piqued the interest of the TAMC newsletter, the WOCN Society magazine and The Phoenix Magazine, and soon Dan was making a name for himself throughout the colon cancer and ostomy communities. He contributed an article to the Fight Colorectal Cancer organization website, and was a guest speaker at several American Cancer Society events as a Colon Cancer Champion.

“My outlook is: another day, another positive testimony. Sharing my story with the masses will hopefully be a source of encouragement and inspiration for bringing awareness to the importance of colorectal screening,” says Dan.

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FEATURE STORY

Calm Waters Ahead

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In 2016 Dan joined the Singles with Stomas Facebook group where he met Donna Desoto, a retired Army veteran with a urostomy living in Texas. After two years of long conversations on the phone, they knew they were meant to be together permanently.

“I thought, well I’m not anchored anywhere, I can pack up my sea bag and Sam, my emotional support dog, and move anywhere,” says Dan. “Sometimes you have to go with your gut—no pun intended!”

Since May of 2018, Dan and Donna have joined forces in the ostomy arena to advocate for legislation and awareness in Texas. On World Ostomy Day, they appeared in the Comal County Commissioner’s Court in front of 100 people to accept a proclamation designating October 6, 2018 as Ostomy Awareness Day. They were also proud to acquire proclamations from the city of New Braunfels and the State of Texas.

When it comes to the future, the waters ahead are calm. Dan and Donna plan to continue their journey together as a source of inspiration for the ostomy community, and to advocate for early colon cancer screening.

Dan’s mantra is “Always Forge Ahead with a Purpose (AFAP)” —a positive spin on the condition that transformed his life. He has created another one—Attitude Determines the Ability for a Positive Transformation (ADAPT). We totally agree.



Dan, Donna and Sam the dog explore the great outdoors

“Always Forge Ahead with a Purpose (AFAP)”

—Dan Shockley



Dan Shockley is a 22-year Navy veteran. He is a volunteer advocate with UOAA (United Ostomy Associations of America) in the Advocacy Network and promotes ostomy and colon cancer awareness any chance he gets. When not advocating, he enjoys hiking in the woods with his girlfriend Donna and his support dog, Sam. He lives in New Braunfels, Texas.

Financial Disclosure: Dan Shockley received compensation from Hollister Incorporated for his contribution to this eNewsletter.

NEWS FROM HOLLISTER INCORPORATED

Hollister Secure Start Services Corner

Meet the smile behind the voice

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



Title: Customer Service Advisor
Serving you since: September 2018

You're walking down the street feeling great – what winter holiday song would be playing in the background? Without a doubt *Rockin' Around the Christmas Tree*.

What is your favorite part of your work environment? All the chatter and liveliness in Secure Start. It's also great how everyone is so willing and ready to help each other. I also love the snacks at every turn (huge bonus!).

If you could give your parents any gift, what would it be? I would love to surprise them with a house down in Georgia with a lake view.



Title: Customer Service Advisor
Serving you since: September 2018

You're walking down the street feeling great – what winter holiday song would be playing in the background? I never get tired of *Baby It's Cold Outside* or *The Christmas Song* by Nat "King" Cole.

What is your favorite part of your work environment? Everyone's love of food throughout the office!!!

If you could give your parents any gift, what would it be? It would be awesome if I could pay off their home mortgage!



Title: Customer Service Advisor
Serving you since: September 2018

You're walking down the street feeling great – what winter holiday song would be playing in the background? *It's Beginning to Look a Lot Like Christmas* is number one!

What is your favorite part of your work environment? Definitely the work culture; everyone is extremely nice and very welcoming.

If you could give your parents any gift, what would it be? Financial freedom. They worked so hard to make sure my sister and I had everything we ever needed. And when we had kids, my mom quit her job to stay home and watch them. It would be nice to be able to give back to both mom and dad.

ASK THE EXPERT

Get the Right Fit

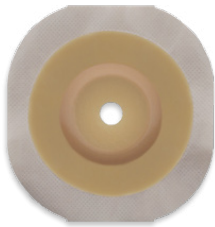
Learn how convex skin barriers can work for you

By Kimberly A. Smitka, BSN, RN,
WOC Nurse Manager, Clinical Education

No two stomas are alike, so finding the right skin barrier is essential for a great fitting pouching system. Hollister has differently shaped options that take your particular stoma and the skin around it into consideration. The following are some common questions and answers about convex skin barriers.

I've heard the word "convexity" used a lot. What does it mean?

Ostomy skin barriers are either flat or convex. The words "convex" or "flat" simply describe the shape of the skin barrier. A convex skin barrier curves outward toward the peristomal skin to increase the depth of the skin barrier. This outward curving is designed to come in contact with the skin directly around the stoma. A flat skin barrier has a level or even surface area that comes in contact with the skin.



Convex barrier



Flat barrier

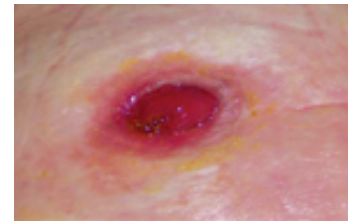
How do I assess whether or not I need a convex skin barrier?

It is easiest to care for a stoma that sticks out above the level of the skin, has an opening right in the middle, and when the peristomal skin is flat and free of creases and folds. If this is the case, a flat skin barrier may work well for you. If your stoma is flat against your skin, or protrudes less than an inch, or is below the surface of the skin, you may need a convex skin barrier. A convex skin barrier may also be your best choice if you have a dip or indented areas around your stoma. The outward curving on the back of the convex skin barrier places pressure on the skin around your stoma to help the stoma protrude or help open or flatten skin folds.

Situations where a convex skin barrier may improve fit



Flush stoma



Off-centered stoma opening



Retracted stoma

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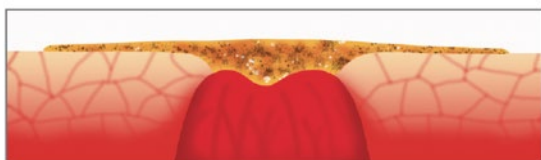
ASK THE EXPERT

Get the Right Fit

(continued)

My stoma is below skin level and I'm having trouble keeping my pouch on. Can a convex skin barrier help achieve a tighter seal?

In this case, a convex skin barrier may give you a more secure seal around the stoma and a better wear-time. The pressure from the outward curvature of the convex barrier on the surrounding skin can help protrude the stoma and prevent stool and urine from leaking under the skin barrier.



Stoma that is below skin level



Convex skin barrier in place

When is it appropriate to use a pre-sized convex skin barrier?

If your stoma is round and no longer changing size, you may want to choose a skin barrier that is already cut to the proper size. You'll usually see the term "pre-sized" used to describe this type of skin barrier option. If your stoma is oval, irregular in shape, or still changing size, understand that you may need to cut the skin barrier yourself to the correct shape and size. You'll see the term "cut-to-fit" used to describe this type of skin barrier option.

Convex skin barriers come in many different options. Assessing when convexity is required should be done in consultation with your ostomy care nurse.

Want to learn more or have a concern that wasn't mentioned here?

Hollister Secure Start services is here to help! Call us today at **1.888.808.7456**.

For more information on using convexity, please visit our care tip guide on the topic.

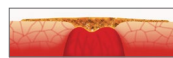
Download Here

OSTOMY CARE TIPS

Using Convexity

Definition

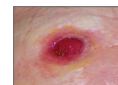
Convexity is the outward curving of the skin barrier and is designed to interface with the immediate peristomal skin. Convex skin barriers promote a good fit between the ostomy pouching system and the peristomal skin where flat barriers would be unsuccessful. This is achieved as the convexity barrier pushes on the surrounding skin, opens or flattens skin folds or helps the stoma protrude more.



Stoma that is below skin level



Convex skin barrier in place



Off Centered Stoma Opening

General Information

- A secure and reliable seal between the peristomal skin and ostomy skin barrier is necessary to protect healthy peristomal skin from stoma discharge
- Skin barriers are either convex or flat. Convex simply describes the shape of the barrier
- Convexity may be recommended to increase the wear time of the ostomy pouching system



Retracted Stoma

Assessing for Convexity

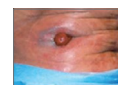
- A simple patient assessment methodology can assist in determining the need for convexity. Refer to the Hollister Fit Indicator Tool
- Assessing when convexity is required should be done in consultation with an ostomy care nurse
- Ideally the patient should be assessed in the sitting position
- The pouch should be removed prior to assessment
- A distal stoma assessment is recommended for all loop stomas



Flush Stoma

Convexity May be Considered When:

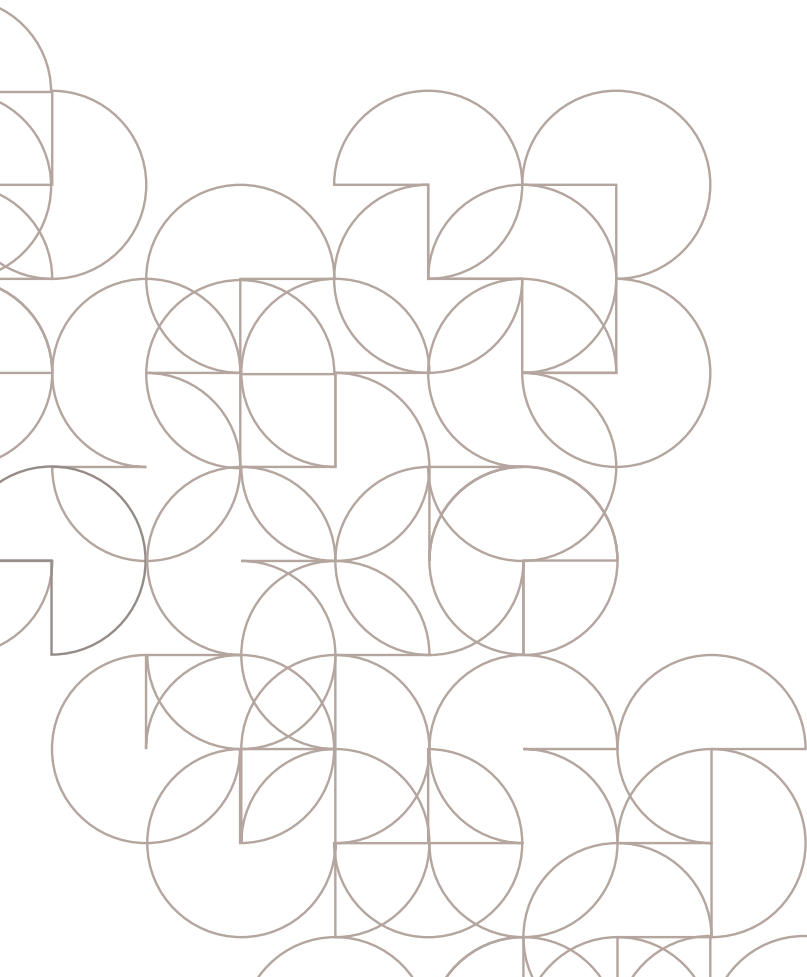
- Stoma Assessment
 - Liquid/Loose stoma output
 - The opening of the stoma is at or below the skin surface
 - The opening of the stoma is off-center
 - The stoma protrudes <3/4" (20mm) or is retracted below the skin surface
 - The stoma becomes flush/retracted during peristalsis (telescopes)
- Peristomal Assessment
 - The peristomal topography is uneven or irregular
 - The abdominal tone is flaccid



Uneven/Irregular



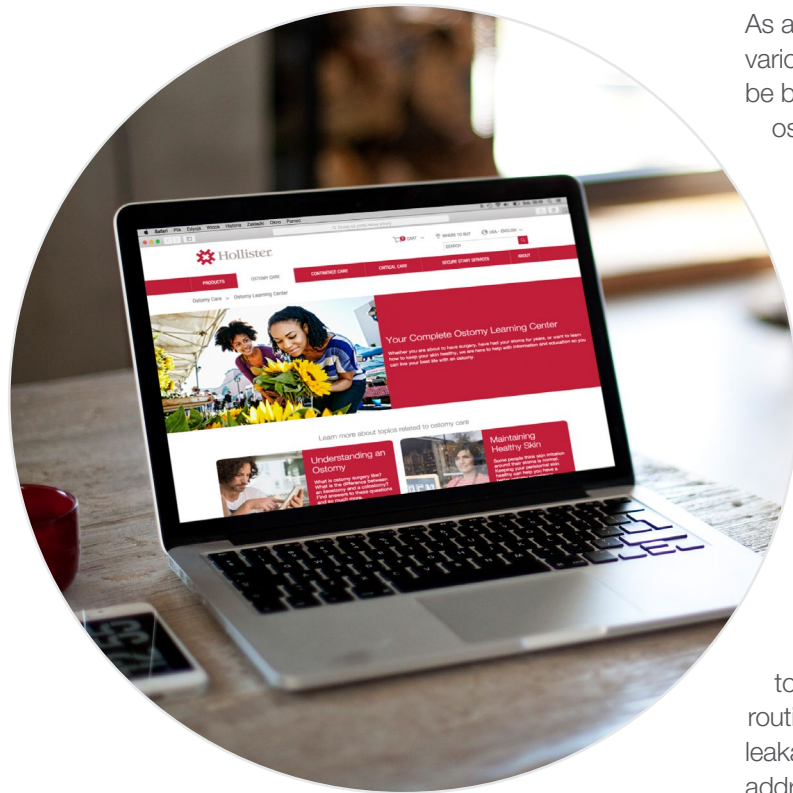
Flaccid Abdomen



NEWS FROM HOLLISTER INCORPORATED

New Links to Ostomy Care

Check out our website resources



As an ostomate, your questions may change throughout the various stages of your ostomy. Early on, your questions may be basic: what is an ostomy? As you adjust to life with an ostomy, you will uncover new questions: how do I keep my skin healthy? How do I manage skin irritation? Recent updates to the Ostomy Learning Center at Hollister.com are designed to make it easier to find the information and education you need to live your best life with an ostomy.

“We have updated the Ostomy Learning Center with a new format to make it easier for people to access the specific information they are looking for right away,” says Kim Smitka, Manager of Clinical Education at Hollister Incorporated.

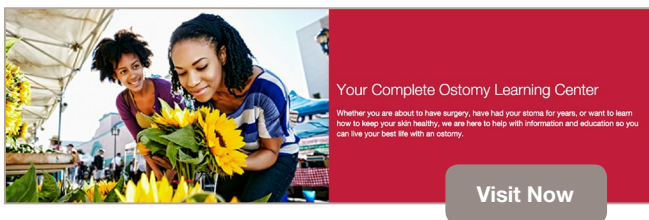
For example, many people with ostomies experience peristomal skin irritation and assume this is normal. The new learning center gives them the resources they need to help avoid peristomal skin complications. In addition to routine ostomy skin care, other topics from tips to avoiding leakage to why ceramide is vital to healthy skin are also addressed.

“We have updated the Ostomy Learning Center with a new format to make it easier for people to access the specific information they are looking for right away.”

—Kim Smitka

Descriptive color photography, simplified charts and step-by-step instructions make the Ostomy Learning Center a page worth bookmarking for anyone living with an ostomy.

Whether you are about to have surgery, have had your stoma for years, or want to learn how to keep your skin healthy, we are here to help with information and education so you can live your best life with an ostomy.

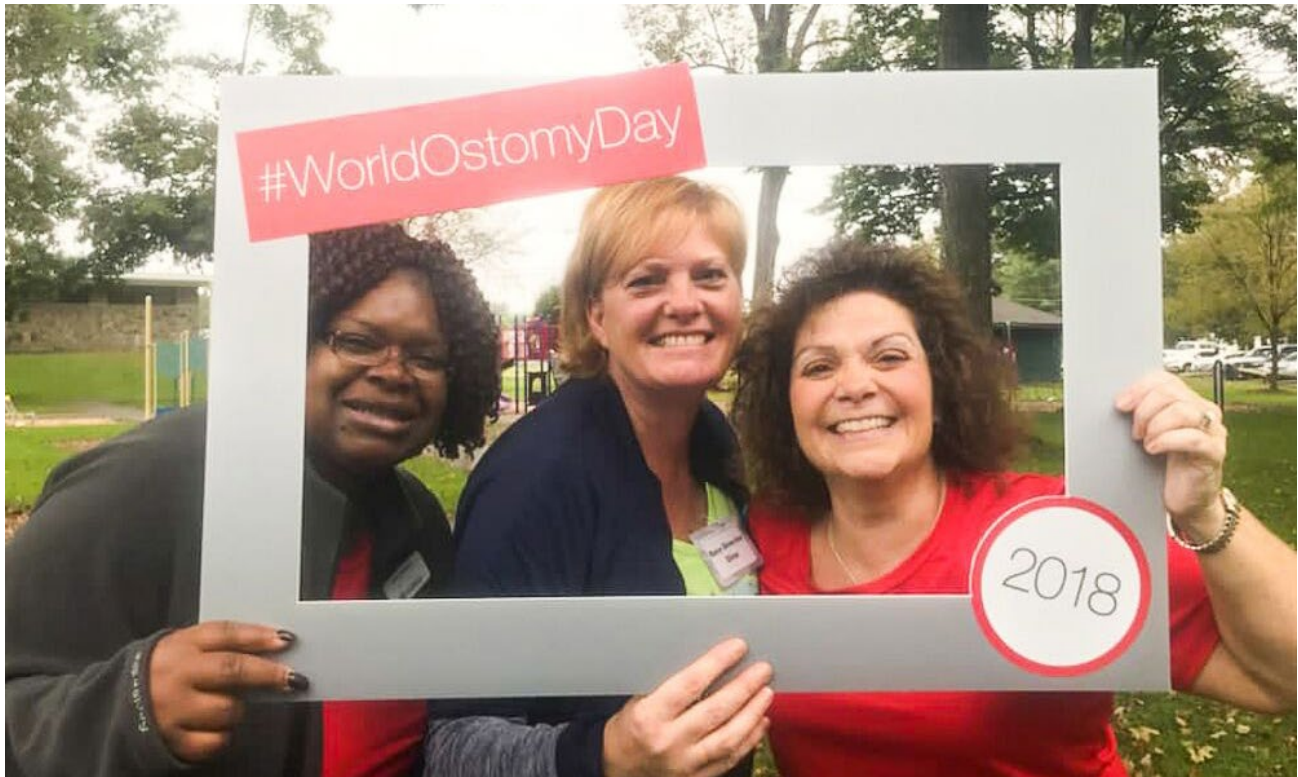


Check out the updated Ostomy Care Learning Center

WORLD OSTOMY DAY 2018

Awareness Shared Around the World

World Ostomy Day 2018 made a global impact



On October 6, 2018, the world united to celebrate World Ostomy Day. People of all walks of life and ages came together in person, on social media and through their legislators to bring the experiences of people living with and caring for ostomies to light. Sponsored by the International Ostomy

Association (IOA), this special day is celebrated every three years—and 2018 engaged more people than ever. This year's theme "Speaking Out Changes Lives" was the perfect rally cry for raising awareness and support.

Check out the fun

(continued on the next page)

WORLD OSTOMY DAY 2018

Awareness Shared Around the World

(continued)

UOAA Walked, Ran and Streamed Globally



UOAA (United Ostomy Associations of America) celebrated World Ostomy Day 2018 from coast to coast and globally. “People really embraced the theme and it made for a great day,” says Ed Pfueller, Communications and Outreach Manager at UOAA. “We could see the impact of sharing with friends and family, and so many being more open about their ostomies.”

The Run for Resilience Ostomy 5K

Now in its fifth year, The Run for Resilience Ostomy 5K took place on October 6 and 13 in nine locations across the country, as well as the Virtual Run/Walk. People from as far away as New Zealand, England and Thailand also participated in the Virtual Run/Walk. Over 900 people and 124 volunteers took part and raised over \$38,000 in donations and registrations to help support UOAA’s programs and services. In Durham, North Carolina, the birthplace of The Run for Resilience, UOAA recognized race co-founders WOC (Wound Ostomy Continence) Nurses Lara Leiningner and Angela Richardson with the Star Volunteer of the Year Award. The Virtual Run really took off this year as well.



Streaming Live and Changing Lives

Thousands reached out with the hashtag #OstomyDayUSA on Facebook, Twitter and Instagram to let UOAA know what they were doing to raise ostomy awareness and celebrate the day. UOAA also launched a Live Facebook event featuring Gaylyn Henderson, the founder of “Gutless and Glamorous,” an organization dedicated to improving the lives of those living with chronic illness.



Making a Roar on The Hill

UOAA reached out and Capitol Hill listened. Congressman Donald Payne Jr. from New Jersey introduced HR 1106 designating October 6 as National Ostomy Awareness Day on the House floor. And thanks to the greater ostomy community, 16 states including California, Connecticut, Florida, Illinois, Louisiana, Maine, Missouri, Ohio, Pennsylvania, Tennessee, Texas and Wisconsin received proclamations (a government document that officially recognizes an observance in your community).

For more information, support and ways to advocate for ostomy awareness go to ostomy.org.



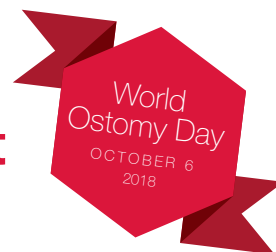
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WORLD OSTOMY DAY 2018

Awareness Shared Around the World

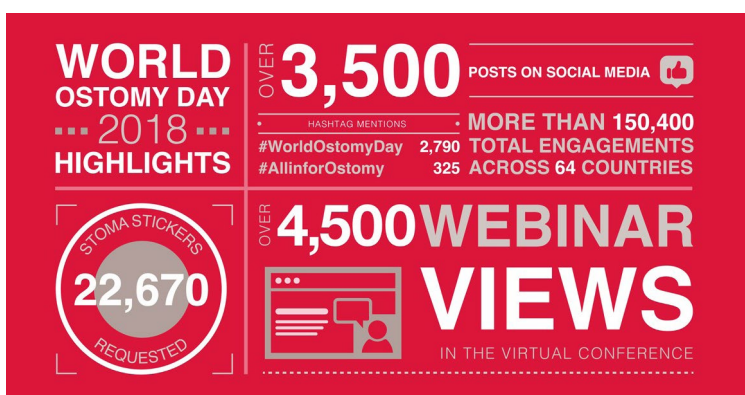
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Hollister Ignited Community Engagement



To celebrate and honor World Ostomy Day, Hollister Incorporated launched several initiatives to engage the greater ostomy community.

“What made this year really special was that there were so many different ways people could get involved,” says Jill Dancewicz, Consumer Marketing Manager at Hollister. “These opportunities met people where they were at in their ostomy journey, and enabled them to engage how they felt comfortable, out in the community or at home virtually.”



Social Media Storm

People all over the US, and all over the world in places like Canada, Brazil, and the UK, proudly shared photos of themselves on social media, wearing their educational Stoma Stickers and using the hashtags **#AllinforOstomy** and **#WorldOstomyDay**. In fact, Hollister tracked more than three times as many social media posts in 2018 than last year, and social interactions across 64 countries!

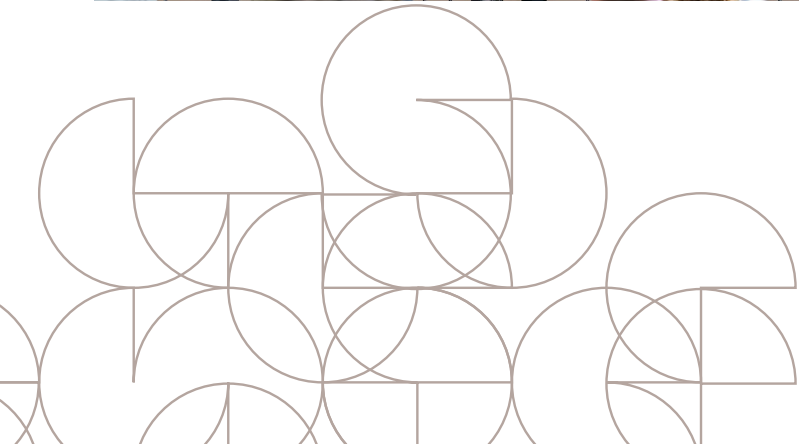
Run for Resilience Diamond Sponsorship

Hollister was proud to be the Diamond Sponsor of the UOAA’s Run for Resilience Ostomy 5K events. Secure Start associates were an enthusiastic presence at each of the nine event locations with fun and inspirational photo props, Stoma Stickers, and educational materials. A total of 234 Hollister associates participated in two virtual runs at the Libertyville campus and the Stuarts Draft manufacturing facility to show support and raise funds for UOAA.

All in for Ostomy Virtual Conference

For the first time in the ostomy category, Hollister launched a Virtual Conference for the broader community, featuring a series of educational webinars to help teach people how to live comfortably with an ostomy or how to support a loved one with an ostomy. These webinars focused on skin health, including itching and other peristomal skin concerns and maintaining healthy skin. The conference also included an interactive Town Hall featuring three panelists—Ryan Van Voorhis, Lois Fink, and Chris Sperry (right to left)—sharing their stories and how they confidently embrace life with an ostomy.

If you missed the virtual conference, we have made the videos available for replay. Visit the Hollister YouTube Channel at [youtube.com/HollisterIncorporated](https://www.youtube.com/HollisterIncorporated) for these and more videos.



EVENTS UPDATES

Gear Up for Fun!

Stay active and help change lives

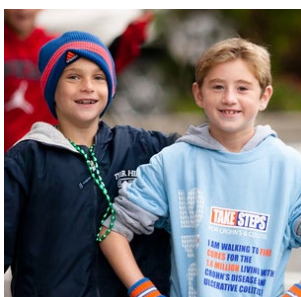


ALL AGES • NATIONWIDE

Colon Cancer Coalition

Get Your Rear in Gear

Walk, run or ride in the largest colon cancer-focused event series in the country. Get Your Rear in Gear Run/Walk and Tour de Tush Bike Ride are sponsored by The Colon Cancer Coalition, a nationally recognized partner in the fight against colon cancer. Participants are invited to add a personalized sign to the “Blue Mile” to honor those diagnosed with cancer, remember loved ones and celebrate the important people in their lives. Find one of 45 national events at coloncancercoalition.org or create your own local event!

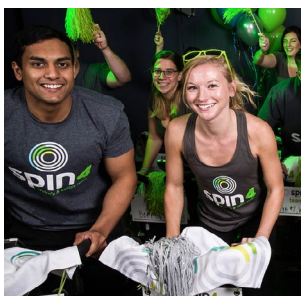


ALL AGES • NATIONWIDE

Crohn's & Colitis Foundation

Take Steps for Crohn's & Colitis

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



ALL AGES • NATIONWIDE

Crohn's & Colitis Foundation

spin4 crohn's & colitis cures

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



NEWS FROM HOLLISTER INCORPORATED

A Year of Connection and Growth

2018...what a year!



The Secure Start staff wishes you a joyous holiday season!

As we reflect on all the happenings of 2018, we'd be remiss if we didn't thank YOU personally for allowing us to play a small part in your life. World Ostomy Day gave us the opportunity to personally connect with so many people in the ostomy community at the various events across the country. We walked and ran with you, we cheered with you, took pictures together, connected over social media, and proudly wore our Stoma Stickers. Although we came together to celebrate, there was an overall sense of awareness and support.

The mission of Hollister Incorporated is to make life more rewarding and dignified for the people who use our products and services. It's a rare gift to see this in action, watching our associates working side by side with those they serve. The support we have received from the community reminds us that our mission is an important one. We heard comments like: "I've had a colostomy since July 10, 2017, and it saved my life." And more personally, "For ease and reliability your company receives an A+!"

We sent out nearly 25,000 Stoma Stickers to people all over the United States. So many of you shared your photos with us of you wearing your stickers. The success of World Ostomy Day 2018 only confirms that we have more work to do in educating the community at large about this important, often life-saving surgery.

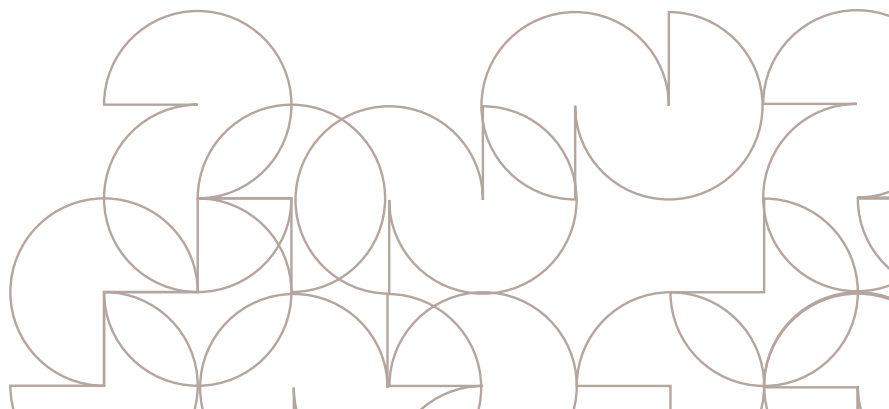
With 2019 just around the corner, we pause for a moment to acknowledge the important milestones of the current year – from summer camp memories with Youth Rally, to the Run for Resilience Ostomy 5K events, to the ongoing dialogue on ostomy education and awareness. The pages of this eNewsletter are filled with your stories, and we thank you for sharing those with us. We truly couldn't do our jobs without you.

We wish you and your families a very safe, happy and healthy holiday season! And we look forward to making new memories together in the year ahead.

Best,

Brian Luedtke

Brian Luedtke
Senior Vice President, The Americas
Hollister Incorporated



HEALTH AND WELLNESS

Recipe for a Healthy Holiday

Ryan Van Voorhis of Nude Dude Food believes healthy can be tasty too

A few months ago, Hollister Secure Start Services eNewsletter featured Ryan Van Voorhis, a chef and co-owner of Nude Dude Food in Chicago, Illinois, who is living with an ostomy. He and his business partner Seth Bradley specialize in private in-home dinner parties and catering that incorporates and substitutes menu items and ingredients for a variety of anti-inflammatory diets. He shares one of his holiday favorites below.



Holiday Squash and Ricotta Empanadas

Makes 10-15 empanadas

Heat a Dutch oven filled with 1-2 inches of vegetable oil, until oil reaches 350 degrees.

Empanada Dough:

1 cup masa
1 cup all purpose flour
1/2 cup blue cornmeal
1/2 teaspoon salt
1/4 teaspoon baking powder
1 1/4 cups warm water

Combine all ingredients in a bowl, and mix to combine. Gently knead until a soft Play-Doh-like dough comes together. If the dough feels too dry, add a little water. If the dough feels too wet, add a little flour or cornmeal.

Use a tortilla press lined with parchment paper to press dough into round disks, about 3 inches in diameter and about 1/4 inch thick.

Filling:

1 cup roasted fall squash (red kuri or butternut work well)
1/2 cup whole milk ricotta cheese (homemade is best)
1/4 cup toasted pumpkin seeds
Salt and pepper to taste

Combine all ingredients in a small bowl, and gently fold to mix and incorporate.

To Assemble:

Place a rounded tablespoon or so of filling into the middle of one of the disks of dough. Fold one side over onto the other to create a half-moon shape. Gently pinch the seams together and use a fork to press the edges together further and create a lined pattern with the tines of the fork. Gently drop the empanadas into the hot oil, and fry until crisp, about 3 minutes. Remove to a frying rack or a plate lined with paper towels to drain.

WHAT'S SO FUNNY?

Another Year, Another Reason to Live and Laugh

Brenda reflects on the joys, mishaps and insights of 2018

The last few leaves are hanging on the maple tree, flurries of snowflakes tease throughout the day, and I know the end of the year is near. It's the time I typically reflect on the highlights and low times of the year, and reluctantly notice that life is moving forward, even when precious ones have left us earthly beings behind.



Brenda's travels have led her to exciting locations such as Vietnam.

was in my own airport, just 12 minutes from my home. My first plane had mechanical difficulties, which kept us sitting on the tarmac for an hour before we got off and rerouted. I was relieved that they found me another flight since I had to speak the next morning in North Carolina. As I sat waiting for that plane, I noticed on the board that the scheduled time to leave was delayed an hour because of (you guessed it) mechanical difficulties again. I thought, "Do I have a black cloud over my head?"

The other day I counted how many countries and states I have visited, which included all 50 states and 36 countries. A great deal of my travel has been done in the last 23 years, while living with a colostomy. I've been biking, swimming, dancing, kayaking, hiking and more. I can't think of anything I have not been able to do because of my ostomy. I have never sky dived or bungee jumped without one and I can pretty much tell you I won't be doing either with one. The same goes for the Mrs. America Pageant or the Boston Marathon.

Recently, though, I had the worst travel day ever, and it



Laughter is easy when Brenda can spend time with her grandchild

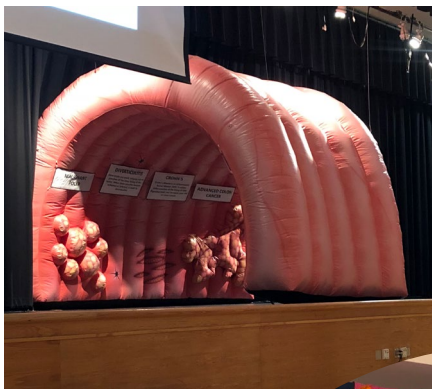
That day I stood in lines for at least 4 hours waiting to get rescheduled and the best they could do for me was a morning flight. So I found another airline, called the client, and we came up with another connection which was only 90 minutes away from my final destination. Everything looked great until we landed in Atlanta and I realized that my next plane was boarding for Raleigh at the same time. I had to run, and it wasn't pretty. I made it just before they closed the door. Did I mention that I never have problems with my ostomy when I fly? Well, not that day. I had my first problem at the airport. Got it cleaned up before disaster struck. Problem number two happened when I had to retrieve my suitcase, go through security again, and almost run to my gate with a blowout case of diarrhea. And, of course, I had a window seat.

(continued on the next page)

WHAT'S SO FUNNY?

Another Year, Another Reason to Live and Laugh

(continued)



Brenda enjoys speaking on location even if the travel is sometimes a challenge



JOY can be found in many places and with many different people

Instead, I went to the flight attendants with a look of terror explaining I was having a medical problem and needed to get in the bathroom immediately. “Not possible,” I was informed since they were taking off momentarily. They were kind enough to find me an aisle seat, and pillows in plastic to hold over my abdomen to mask the odor. Usually a funny person, I had very little humor left at that moment. I fully understood why having an ostomy was called a disability. I did not have the ability to change anything at that moment. By the time I reached my hotel bed, it was 3:30 a.m. Luckily I felt pretty good after four hours of sleep and I made it to my talk, which was the first of eight over the next five days.

What I have found over and over again since I had my colostomy 23 years ago was that life changed for me depending on how I reacted to it. Instead of completely falling apart due to my travel mishaps that day, I reminded myself that I was fortunate it had been years since I had an accident, and that I was going to speak to people about a subject I was passionate about—colon cancer screening. It was a dose of humility for me to recognize how blessed I am to have survived cancer, and to see my kids, and now my grandchild grow up. Sure, it was a tough day, but the next day brought great laughs and love and a reason to keep on going. Poop in my pants won't stop me! And I hope it never stops you from doing the things you want to do. My advice is to always have enough supplies when traveling; it sure has helped me.

So let the adventures continue. Travel and new experiences keep life from being dull, and meeting people from all over the world breaks down barriers. At year-end I reflect on all of these experiences, both good and bad, and continue to be grateful for another precious day. I have to get over myself and get back to living and laughing. I hope you do the same.



Brenda Elsagher is a loud and proud member of the ostomy community and a good friend of Hollister Incorporated. She is an international keynote speaker, author and comedian.

Her books include: *If the Battle is Over, Why am I Still in Uniform?*; *I'd Like to Buy a Bowel Please!*; *Bedpan Banter*; *It's in the Bag and Under the Covers*; and *Your Glasses Are on Top of Your Head*. You can find out more about her at livingandlaughing.com.

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

NEWS FROM HOLLISTER INCORPORATED

Know Your Insurance

Understanding the ins and outs is just a click away

Whether you've had your ostomy for a number of years or are just embarking on surgery, insurance can be a big concern. Will it cover all or part of my ostomy supplies? What about out-of-pocket expenses? What has changed in recent years? As the New Year approaches, it's more important than ever to understand your insurance options.

Hollister understands how confusing insurance coverage can be, and has created an easy-to-understand webinar that can be found on the UOAA (United Ostomy Associations of America) website and in the link at right. The webinar shares key terms that can help you interpret your policy. We also provide a comprehensive section on Medicare, followed by explanations of Medicaid, other insurers, and managed care. Let us help you better understand your options. Just click on the link to begin.



[View the Webinar](#)



[Update My Information Now](#)

Stay Connected

Let us know how you are doing

Once you join Hollister Secure Start services, you're always a member. That means weeks, months or years from now, you can rely on our team to answer questions that may come up about managing your ostomy. Did you find what you were looking for in our Ask the Expert article about convexity? If you have questions about accessories or other areas of your life as an ostomy user, we can help! We are always hard at work on finding new solutions to help you throughout your ostomy journey.

Click on the button at left and share your contact information so we can be sure our records are up-to-date. It only takes a few moments—for a lifetime of personalized care. We look forward to hearing from you soon!

Share Your Story

It might give someone the courage to reach out

Sometimes sharing a story can create an instant connection. It can let people know that there's someone out there who shares the same experiences. Maybe hearing about the support you got from the ostomy community will give someone the impetus to reach out. In this issue of Hollister Secure Start Services eNewsletter, Dan Shockley shared his story of meeting a special someone on social media who was also a veteran with an ostomy. Is your story the one that changes someone's life?

Have you...

- **Traveled somewhere exciting since ostomy surgery?**
- **Been inspired by an ostomy community event?**
- **Learned new ways to care for your ostomy?**

Share your story with us. We may just profile you in one of our upcoming eNewsletters and give someone the courage they're searching for.

Submit your story today at
securestartnewsletter@hollister.com.



“My outlook is: another day, another positive testimony.” *—Dan Shockley*

We're here to help! If you haven't already enrolled, call us today at **1.888.808.7456** or visit our website at **securestartservices.com/ostomyenroll** to get started.

Hollister Secure Start Services

eNewsletter

Resources

Hollister Secure Start Services

1.888.808.7456

www.securestartservices.com

Hollister Facebook Page 

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)

952.378.1237

www.coloncancercoalition.org

Bladder Cancer Advocacy Network (BCAN)

888.901.2226

www.bcan.org

Friends of Ostomates Worldwide-USA

www.fowusa.org

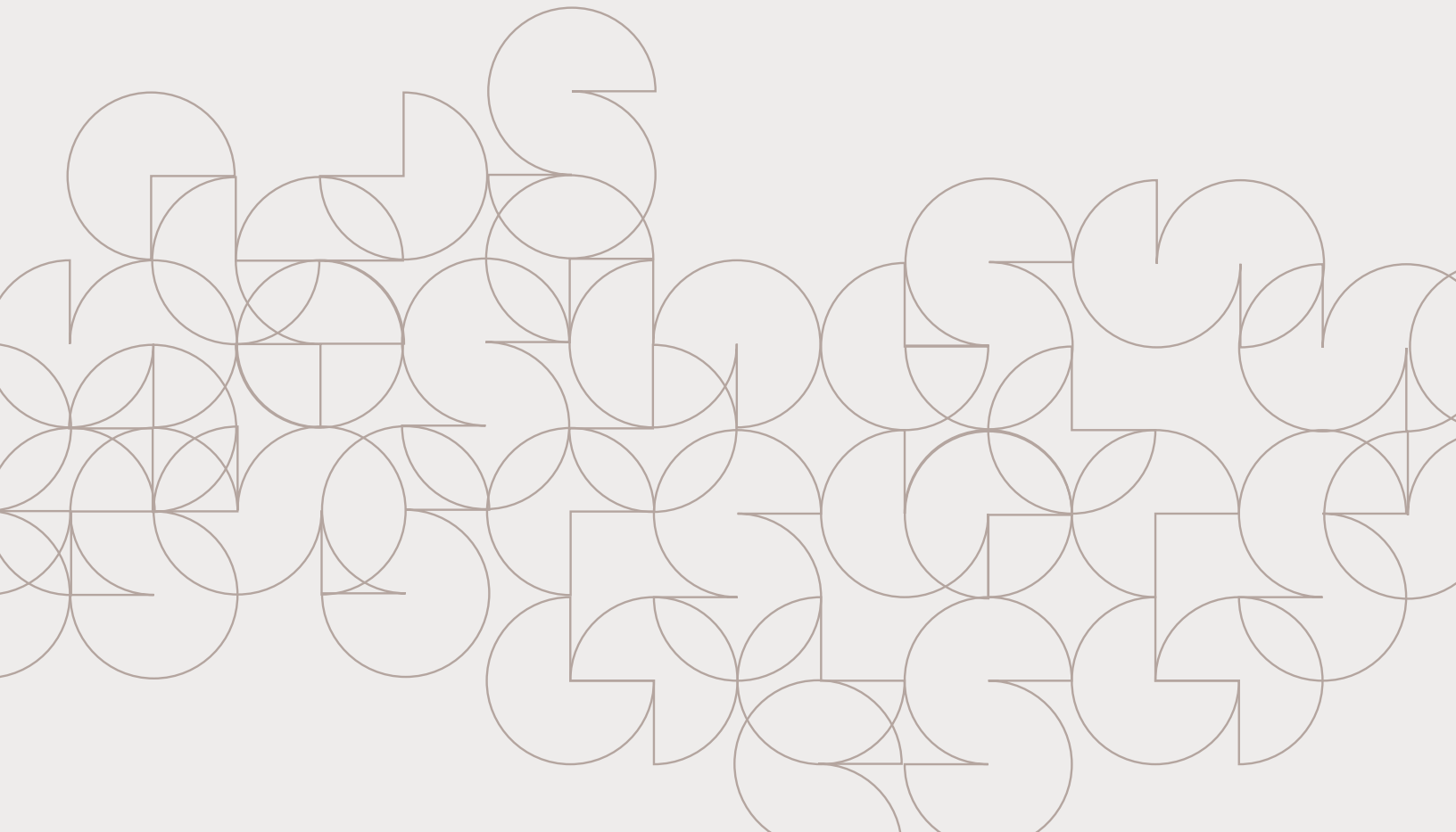
Youth Rally

www.youthrally.org

Run For Resilience

www.ostomy5k.org

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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