

Secure Start Hollister

A Quarterly Newsletter for People with Ostomies

Customer Care

Introducing Hollister Customer Service Center

The 25 members of Hollister's Customer Service Center go out of their way to be sure every customer has the best product for his or her lifestyle.

The Customer Service Center is comprised of three customer teams: one focused on hospital customers, one on distributor/retail customers and one on the consumers who actually use Hollister products.

"Service is an extension of our high-quality products. Our goal is to help people feel better about this big adjustment," says Linda Blackwell, Director of Customer Service. "People may have been sent home from the hospital with just two or three pouches and lots of questions."

Within the Customer Service Center, the Consumer Team led by Manager Sabi Baig answers about 5,000 phone calls and 400 e-mails a month from people who use Hollister products. In most cases, customers



Hollister's Customer Service Department, from left: Mary Rome, Lourdes Bosque, Joshua Cox, Sabi Baig (manager), Rita Troha, Linnea Allen and Linda Blackwell (director).

get immediate answers, and no response takes longer than 24 hours.

"We can provide tips or product recommendations to improve how people with ostomies cope," says Blackwell. "Also, we keep people updated on product changes – we can often help long-term customers be more comfortable and secure with newer products."

For more clinical questions, the Customer Service Center teams consult Hollister's professional nursing staff.

"We don't give clinical advice, but we can make a direct connection to a Wound, Ostomy and Continence (WOC) nurse on staff," Blackwell says. "For problems that can't be dealt with over the phone, we'll arrange a consultation with a WOC nurse right where the caller lives. All our services are free of charge."

Even though Customer Service Center employees have up to 20 years' experience, their training is ongoing.

"We have monthly clinical presentations, monthly marketing updates and training tips, and we work hard to keep our customers current on upcoming product line changes," Blackwell says. "Also, every month we attend area ostomy club meetings to keep ourselves fresh and to get consumers' concerns and opinions in a face-to-face setting."

Many of those consumers know just who to call with a question, because the Customer Service Center representatives offer their names and phone extensions to every caller.

"This department's work excites me, because people with experience and compassion are giving the best service you can possibly give," says Blackwell. "At Hollister, we truly care about our customers. Each day we live our mission of unconditional customer satisfaction."

Hollister supports UOA events for all ages

Young adults between 18 and 30 who have ostomies have different interests from those of children or older adults. This year, with the help of Hollister, they also had their own national conference. Hollister was present for the annual Youth Rally for 11- to 17-year-olds with ostomies and the annual United Ostomy Association (UOA) conference in Las Vegas, as well.

Hollister was one of three main sponsors of the UOA-supported Young Adult Conference in St. Paul, MN, in July. Nearly 100 attendees discussed sports, nutrition, social and dating situations, college and employment concerns. They also learned about the latest ostomy products, and offered their feedback on the products they use or would like to see.

"We highlighted our New Image Two-Piece Pouching System with Lock 'n Roll Closure," says Heather Czarnetzki, Hollister Associate Product Manager, Ostomy. "It was a huge hit as an alternative to rigid pouch clamps, and this was a great chance for us to get a perspective on the needs of customers of different ages. Taras Mandzj, from our Research and Development department, and LaDonna Cleveland, a sales specialist, both attended the conference and received excellent feedback on our new products."

Manufacturer discussion groups were part of the programming arranged by Monica Sagastume, program chair. Sagastume, 22, has had a J-pouch for seven years and had an ileostomy four years before that.

"I really wanted to reach a lot of people who hadn't been involved in UOA before," she says. "People of this age are

leading a totally different lifestyle from people who are older, and I wanted to let them know there were other people they could talk to who were having the same experiences. This couldn't have happened without Hollister."

Sagastume was a UOA Youth Rally camper for four years and has been a counselor for the younger group three years.

JoAnne Sisco was program chair for this year's Youth Rally, also in St. Paul. The rally, for young people ages 11 to 17, included a canoe trip down the Mississippi River, karaoke and a trip to an amusement park as well as educational activities presented in game show formats.

"This camp is about independence," says Sisco, who has had two ostomies since birth. "Many of the kids have never met anyone with similar conditions and many have missed a lot of school because of multiple hospitalizations. They develop a support network and keep in touch through e-mail."

This year's UOA annual conference featured age- and subject-based programming for teens, young adults and 30-plus groups, as well as enhanced programming for continent diversions.

"This programming enriched the conference for all 700 attendees," says Nancy Italia, UOA Executive Director. "We are providing a seamless flow of services for all ages, from birth to maturity, and we're expecting word of that will spread, with even better results in coming years."



Games, contests, awards and rewards added to the excitement at UOA summer events.



Dancing, canoeing or just having fun being together, those who attend UOA-sponsored events have a summer to remember.



And the winners were...

Five lucky winners received tickets to Celine Dion's Las Vegas show in Hollister's UOA convention giveaway, while Sarah Maill, Hexham, Northumberland, UK, walked away from the Young Adult Conference with a Nike Sport Digital Audio Player.

The Celine Dion ticket winners were:

Susan Downs, Arlington, TX

Allen Weller, Hendersonville, TN

Elizabeth Burris, High Ridge, MO

Fred Brown, Overland Park, KS

Don Binder, Los Angeles, CA

Look for us online!

Did you miss an issue of *Secure Start*?

The newsletter is now available online, so you have access to every issue when you need it. Go to

www.hollister.com

and click on "News and Events" to find current and past issues.





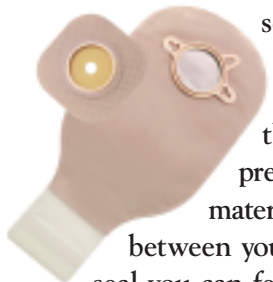
Types of Pouches

By Ginger Salvadalena
Clinical Education Specialist

Many types of ostomy pouches are available, and you can choose the type that's best for you. The main types are **drainable**, **closed**, and **urostomy** pouches.

Drainable pouches

are best for an ileostomy or colostomy that needs to be emptied more than twice a day. A clip or closure at the bottom of the pouch allows you to empty the pouch easily. You can choose the type of closure system that is best for you. The newest is New Image Two-Piece Pouching System with Lock 'n Roll closure. The pouch contains an integrated soft closure that can be sealed simply by rolling up the bottom of the pouch three times and pressing the closure material together between your fingers with a seal you can feel. The Lock 'n Roll closure system is available on New Image drainable pouches and New Image drainable pouches with filter. It provides customers a more secure, clearer, easier-to-use closure system.



Hollister's team of experienced ostomy (WOC) clinicians — all of whom are registered nurses — includes, from left, Joy Boarini, Lynn Sacramento, Heather Budorick and Ginger Salvadalena.

Urostomy pouches

are for stomas that drain urine. These pouches have spouts or spigots made specifically for draining urine. They can be attached to a bedside drainage bag at night.



Closed pouches are an option for occasional use by anyone. If you have a colostomy you may choose to wear only closed pouches. If you use a closed pouch, you can simply remove it rather than draining from the bottom. It is smaller than a drainable pouch and has no clip or closure. Closed pouches are especially nice for use during:



- Active sports
- Swimming and water sports
- Sex and intimacy
- Whenever a smaller, more discreet pouch is needed

You may choose to use a closed pouch all the time or just at certain times of the day. Closed pouches are available in one- and two-piece systems, and may be Medicare reimbursable at 60 pouches per month. Please check with your ostomy supplier for details.

Hollister Incorporated has skilled customer service staff to assist you with questions about our products. Additionally, we have nurses who specialize in wound, ostomy and continence care (WOC nurses) who provide support and information. Some of the most frequently asked questions include:

Q How long should I expect my skin barrier to last between changes?

A Skin barriers usually require changing about twice a week, but many factors — including the type of stoma drainage, skin condition around the stoma, the type of skin barrier you use and any skin products you may use underneath the skin barrier — can influence wear time.

Q What is the best skin barrier?

A People have different preferences. You'll want the best fit possible, regardless of which product you choose. Hollister's FlexTend skin barriers are the most resistant to liquid stoma discharge (urine and ileostomy fluid) and can often be worn for a week or more. Hollister's FlexWear skin barriers are designed to be changed once or twice a week and work well if your drainage is liquid or soft; SoftFlex skin barriers are designed to limit skin damage and can be changed once or twice a day. They are suited for more formed discharge.

Q How do I decide which skin barrier to use?

A Your stoma and drainage will help determine which type of barrier you choose. If your stoma sticks out at least an inch from your body, you have a hernia or a deep crease, you may prefer a flat skin barrier. If your stoma sticks out less than an inch, or if you have soft skin or a slight crease, a **convex skin barrier** may be your choice. Convex skin barriers also offer a more secure fit if there is a dip or indented area around your stoma.

Hollister skin barriers come with or without tape around the edges. Both adhere well to skin, and personal preference will determine whether you choose tape or not.

If you have a question regarding Hollister products or ostomy care, call 1-800-323-4060.

Patient Profile

Chris Nash

Hollister products help Canadian runner go the distance in Boston

Chris Nash celebrated the millennium by having a colostomy. Three years later, he celebrated spring by finishing the 2003 Boston Marathon in 3 hours and 17 minutes.

Nash credits Hollister sponsorship with helping him get to the starting line and Hollister's New Image two-piece pouching system with helping him go the distance.

"My plan was to wear a two-piece pouch and duck into some bushes somewhere, click the full one off, click another one on and keep going," says the high school math and physical education teacher from Kingston, Ontario, Canada. "Then I'd just throw the full one in the trash somewhere along the way."

That plan worked well in the 8 a.m. Ottawa marathon he ran in 2002 to qualify for the Boston event. In Boston, where the race begins at noon, his pouch didn't start to fill until he became the 2,000th runner to cross the finish line.

"It was the most exhilarating thing I've ever done," he says. "Boston is the mecca, the biggie - it's the one to do, and it was such a rush."

Nash left the hospital using Hollister products, but has experimented to determine which of those products best suit his extremely active lifestyle.

"I use a lighter, one-piece closed pouch in summer, and switch to a two-piece in winter and for training," he says.

Before he was diagnosed with colon cancer at 34, Nash and his wife, Tracey,

lived in downtown Toronto. He was doing sales and computer consulting in a cutthroat business environment.

While he was recovering from surgery, Tracey was offered a job in Kingston - their hometown.

"A week or two later, we put our house on the market and it sold in a day," Nash says. "I went to Kingston Teacher's College and a year later had my teaching credentials."

Now he spends a lot of time with their son, Riley, 5, and has added triathlons to his competitive events - although the chlorine in swimming pools reduces pouch wear.

Once he's finished savoring his Boston experience, Nash will do more marathons.

"My goal is to break three hours," he says. "I'll actually have to shoot for 2:55, to give me time to change the pouch."



Resources

United Ostomy Association (UOA)

19772 MacArthur Blvd.
Suite 200
Irvine, CA 92612-2405
1-800-826-0826
www.uoa.org

Wound, Ostomy, and Continence Nurses Society (WOCN)

4700 West Lake Ave.
Glenview, IL 60025
1-888-224-9626
www.wocn.org

Crohn's & Colitis Foundation of America, Inc. (CCFA)

National Headquarters
386 Park Avenue South
New York, NY 10016-8804
1-800-343-3637 or
212-685-3440 for NY
www.ccfa.org

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