



Secure Start

A Quarterly Newsletter for People with Ostomies

Shadow Buddies

a labor of love for patients nationwide

What started as an effort to give her son, Miles, a friend has turned into a labor of love for Marty Postlethwait – one that has benefited more than 350,000 people in eight years.

Miles, now 17, was born with midline congenital birth defects that have necessitated 37 major surgeries, including a colostomy shortly after he was born.

The idea for Shadow Buddies was born a few years later, when Miles wished he had a friend who was just like him.

“He and I set out to design something to comfort him,” Marty says. “Now it comforts thousands.”

Shadow Buddies are soft, washable, condition-specific dolls for people with any of 23 conditions – including ostomy. Hollister orders more than 1,500 ostomy dolls a year for children who are having ostomies, and supplies little pouches so the children and their parents can practice changing them.

“Shadow Buddies are the only teaching dolls used in hospitals that patients get to keep,” Marty says. “Hollister truly believes in education and support for children and families.”

Marty is founder and president of the Shadow Buddies Foundation, which now has a staff of three and works with 160 hospitals in all 50 states. The dolls, which include long-haired girls and short-haired boys in different skin tones, are targeted for children, “But we supply as many to adults as to children, and Hollister offers gray-haired Shadow Buddies to senior citizens,” says Marty. “Our oldest recipient was 104.”

She adds that as well as loving the dolls for themselves, many seniors use them to educate their families about ostomies.

The dolls are manufactured by a quilting company and sell for \$12 apiece, although the Shadow Buddies Foundation and a number of corporate partners such as Hollister make them available at no cost for families that can’t afford that sum. Hollister



is the exclusive sponsor of the Ostomy Shadow Buddy.

“Hollister has been a great help to us,” Marty says. “They have confidence in what we do and in what the buddies do for patients. They’ve allowed us to get the dolls to patients and they get constant feedback that what we do is very important to people.”

For more information on Shadow Buddies, call 913-642-4646 or visit www.shadowbuddies.com.

Goldie's Fund gives help where it's needed most

When George Horattas wanted to remember his mother by providing free ostomy supplies to people in need, the first company he called was Hollister.

"My mother used Hollister products, so I was familiar with the company," says the Royal Oaks, MI, resident. "I told them my idea, and they were immediately willing to provide a month's supplies to each new patient we get. It has been a big help."

Horattas founded Goldie's Fund, named after his mother, in 2001. The fund was established to help people whose insurance had lapsed or who were waiting to get in government medical assistance programs.

"After surgery, you're trying different products to see what works," he says. "If you're between jobs or waiting for Medicaid to kick in, that period can be even more stressful."

Goldie's Fund pays for and coordinates delivery of ostomy supplies for an average of 90 days – until insurance or government assistance is established. It is the only such organization in the country.



George Horattas, founder of Goldie's Fund.

"A WOC/ET nurse once told me that many patients must choose between groceries and ostomy supplies," Horattas says. "When I researched all my options for a charity in my mother's name it was clear that there is really a need."

Because Horattas didn't want people who were adjusting to living with an ostomy to be faced with lengthy forms and eligibility screenings, he asked hospital WOC/ET nurses, discharge planners and social workers for help in identifying those in need.

Nurses or people with ostomies call Goldie's Fund toll-free at

888-581-5552 or visit the web site at www.goldiesfund.org to enroll.

"Getting the word out has been the biggest challenge, because the media doesn't find this an appealing topic," Horattas says.

Still, since Goldie's Fund began, it has helped well over 50 patients, and news of the organization is spreading. "We've helped people in other states and a hospital in Ohio is very interested in turning some of their fundraising toward Goldie's Fund," Horattas says. "It feels like something is changing and we're starting to grow."



Board members (from left) Marilyn Weiss, Joanne Martin, Carol Anderson and (seated) Marie Maloney.

New What's

Comfort, security and ease of use are standard with New Image Two-Piece Pouching System with Lock 'n Roll Closure. New Image with Tape Borders provide even more peace of mind for those with irregularly shaped, retracted or flush stomas.

The built-in convexity creates a tighter seal regardless of stoma type. The low-profile flanges afford a truly pouchless feel in the most discreet profile available.

For those with tape sensitivity, New Image with Tape Borders is also available with unique tapered barriers in both convex and flat options.

When a drainable New Image Two-Piece pouching system is appropriate, the Lock 'n Roll Closure System sets a new standard for ease of use with state-of-the-art plastic fasteners that roll and lock in place to replace rigid clamps. These easy-to-close, easy-to-empty, easy-to-clean closure systems are the most secure and comfortable options for those who choose drainable pouches.

Regardless of which New Image Two-Piece Pouching System is used – drainable, closed, urostomy pouches with convex or flat skin barriers – the system's patented floating flange

North Suburban ostomy chapter offers support, advice

With roughly 300 members, Chicago's North Suburban Chapter is the second-largest United Ostomy Association (UOA) chapter in the nation. The first official meeting was convened in April 1975, and some of the founding members are still active.

Immediate past president David Rudzin, who is also a member of the national UOA board, recalls the first time he attended a meeting.

"I was 35 years old, and I saw people like me walking and talking and

looking normal," he says. "The biggest impediment to dealing with ostomy is between your ears. That is a stigma that we're trying to break."

The lingering stigma, medical advances and an aging population all contribute to a slowly dwindling membership, but Chicago's North Suburban Chapter works hard to find everyone who would benefit from attending its meetings.

"We have a support network and visiting program, we're online and we run meeting announcements in about 27 publications around Chicago," says Jane Michnik, the current president. "People in their 20s and 30s may not attend meetings as often as some others, but we can put them in touch with each other."

The chapter also supports a subgroup called the "Gladbaggers," who meet quarterly in a social atmosphere to talk about living with their ostomies.



Meetings of Chicago's North Suburban chapter usually attract about 50 members.

At general meetings, doctors and nurses often speak on topics of interest to the group, which allows members to be in touch with medical professionals as well as each other – and Hollister representatives are sometimes asked to give presentations, too.

Whether they're on the program or not, however, Hollister representatives are at the meetings.

"Month after month after month, someone is always there to listen and be a resource," Rudzin says. "Ostomy products may be similar and somewhat interchangeable, but companies are like night and day. Hollister cares, and it shows."

North Suburban Chapter UOA

Meetings 7:30 p.m., fourth Wednesday of each month

Advocate Lutheran General Hospital

10th floor east cafeteria
1775 Dempster St.
Park Ridge, IL
www.uoachicago.org

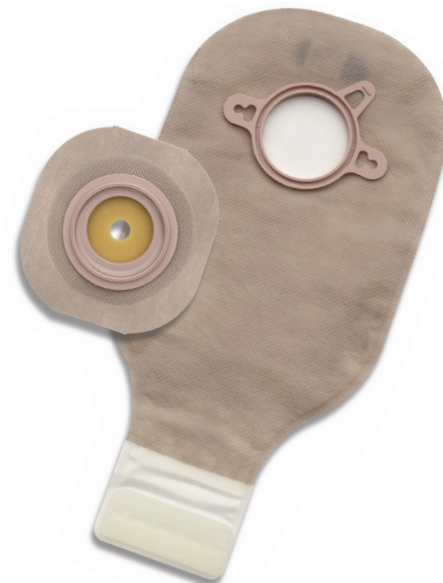
means it can be applied and removed without putting pressure on tender post-operative abdomens. That makes the New Image system ideal for post-operative as well as daily use.

For one-piece comfort and discretion, many people with ostomies choose Premier One-Piece Pouching System with Lock 'n Roll Closure System.

With Flexextend extended-wear skin barriers and patented ComfortWear panels, Premier Pouching Systems are easy to use, discreet and secure. Available with cut-to-fit and pre-sized convexity for irregularly shaped, retracted or flush stomas, Premier

Pouching Systems feature skin barrier and tape already attached to the pouch, meaning users just peel, stick and go.

In cases where more security is required, Adapt Convex Barrier Rings create round or oval convexity and can be adjusted or stacked for deeper convexity. These versatile accessories permit flexible convexity with an extended-wear skin barrier to prevent erosion.



REPORT *from* Overseas

Hollister South Africa



There are an estimated 27,000 people with permanent ostomies in South Africa, and about 60 trained stoma therapists, including three full-time Hollister nurses stationed in Johannesburg, Durban and Pretoria.

“As a stoma nurse, you’re giving a great deal of support to patients and you’re integral to post-surgery rehabilitation,” says Angela Leedham, marketing manager for Hollister, who is a qualified ET (enterostomal therapist). “There are very few institutions in South Africa with full-time ETs, especially in the private sector. Our nurses may cover 10 hospitals, seeing patients in their homes or in outpatient

clinics until they are able to cope with their ostomy care, product usage and care.”

Although Leedham is no longer a practicing nurse, she does occasionally see patients who come to the Hollister Clinic in the Hollister office in Johannesburg.

“It’s not always easy to offer advice regarding products unless you can see what the stoma and peristomal area looks like,” she says. “The advantage of having a clinic here is that we can sort out problems immediately.”

Even when she isn’t seeing patients directly, Leedham is helping them over the telephone.

“Patients in South Africa don’t generally like to talk about their stomas,” she says. “There have been drives to start patient support groups, but they haven’t been very successful, and this may be in part due to the ostomates not being comfortable discussing their stoma with others.”

With few support groups and limited nurse availability, patients often turn to publications such as Hollister’s local newsletter for the additional information they need.

“Government-sector patients receive products from government hospitals, and there are limitations on the number of pouches issued,” Leedham says. “The tendency is to use more drainable pouches, as they can be emptied without needing to discard them.”

Many government-sector patients (about 70 percent of people with ostomies in South Africa) use more established products such as **Karaya**, which are easier to use even in rural areas. Many also use two-piece pouching systems, and Leedham is seeing increased interest in Hollister’s **New Image** pouching systems.

All in all, Leedham says, Hollister employees in South Africa do see themselves as part of the team assisting in patient recovery, helping them to become people with stomas rather than remaining patients.

“People think of South Africa as deepest, darkest Africa, but we have facilities and technologies that are comparable to any found in other first-world countries,” she says. “Patients don’t always live near enough to those facilities to be able to access them for routine questions after surgery, and that’s why at Hollister we try to give patients the information they need about ostomy and ostomy products. We use our skills to ensure patients are fully rehabilitated and integrated back into the mainstream of life.”



Angela Leedham with a patient.

CONVEXITY



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.

People who have challenging ostomy situations have long appreciated the value of convexity as a good product solution.

Convexity, defined as the outward curving of the faceplate – usually the skin barrier – of a pouching system, presses the skin around the stoma to create an improved seal. It is often used to increase the protrusion of the stoma or to support the peristomal skin surface. Convexity can help improve wear time in situations where the stoma is flush or retracted, when there are irregularities in the peristomal skin surface (e.g., creases, scars, depressions), or when the skin is soft with poor muscle tone.

There are some cases, however, where convexity is not appropriate, including deep abdominal skin folds, hernias and some immediate postoperative situations.

Over the years, as product technology evolved, convexity was integrated into disposable pouching systems, using a firm plastic ring that creates a convex shape to the skin barrier. These convex pouching systems are available in one-piece (e.g., Premier One-Piece Pouching System) and two-piece (e.g., New Image Two-Piece Pouching System) alternatives and remain very popular.

Recently a new method for achieving a convex interface became available. Adapt Convex Barrier Rings can be added to the surface of a skin barrier on almost any pouching system. The convex shape of the ring helps achieve the needed form to provide good skin contact and improve wear time.

These rings are made of Flextend Skin Barrier and are soft

and flexible – an advantage over the traditional firm convex pouches. They may be used in some situations where a firm interface wouldn't work. Because they can be stretched to an oval shape for stomas that are not round, they can eliminate the need for cutting while creating a more customized fit and providing excellent skin protection.

Used correctly, a convex skin barrier can improve wear time and solve challenging ostomy situations.



Hollister nurses are trained and ready to help

When people with ostomies face problems they're not sure how to solve, they often turn to Hollister nurses for help.

The highly responsive, WOC-experienced nurses take up to 35 calls a day. In most cases, they respond within 24 hours, assisting with selection and use of appropriate products and providing referrals as required.

"People can have skin problems, complex problems with pouching, or a variety of other concerns," says Ginger Salvadalena, Clinical Education Specialist and a Hollister nurse. "Our nurses all want to be

sure that patients' needs are met. We can't diagnose and treat over the phone, but we can help problem-solve and locate a health-care provider in their own geographic area."

To provide referrals, the Hollister nurses work closely not only with the WOC Nurses Society but also with a nationwide network of nurses, who have been specially trained to serve as consultants and provide education to Hollister product vendors.

"I can find WOC nurses in my directory, but in many cases we know the person to whom we're giving the referral," says Salvadalena.

"If someone is in our clinical education network, we've met and trained them. We can be more confident in making referrals."

Hollister customers can be more confident in selecting products, as well, because some sales reps are nurses, including some WOC nurses. That means Hollister has nurses throughout the sales channel who alleviate problems by educating and training vendors and people with ostomies in the proper use and care of Hollister products.

Hollister nurses follow up with the nurses who get the referrals and

Frequently Asked Questions

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) who provide support and information. Some of the most frequently asked questions include:

Q *I use a two-piece pouching system with a convex insert. Is there an easier way to do this?*

A Yes! Convex inserts have been used with two-piece ostomy systems, but they do require dexterity to place in the skin barrier flange. Both one-piece and two-piece pouches are now available with integrated convexity. The built-in convexity makes the assembly and application of your pouch easier.

Q *I need a product with deep convexity. Is that available?*

A One method for creating a deep convex interface is to add an Adapt Convex Ring to a pouching system that has integrated convexity. This is convenient and usually creates the needed depth without having to special-order a deep convex faceplate.

Nurses *Continued from page 5*

provide samples of the recommended products.

“What’s most important is that the person gets the proper care,” says Salvadalena. “We follow through until we know they have the help and the products they need. That’s Hollister’s philosophy, and that philosophy is what makes the difference.”

906690-B504

Q *The convex pouches I’ve seen are for round stomas. My stoma is oval. What do I do?*

A One way to create oval convexity is to use a cut-to-fit convex skin barrier. This is available in the New Image Two-Piece and Premier One-Piece Pouching Systems. If you do not want to cut, you can use an Adapt Convex Ring. You would stretch the ring slightly to create an oval, convex opening. Then apply the flat part of the ring to your presized, round pouch opening.

Q *The convex systems I’ve seen are too rigid for me. Is there something more flexible?*

A Yes! Adapt Convex Rings can be used with a flat, flexible pouching system. The Adapt Rings create a convex form without rigidity.

Q *Is convexity right for me?*

A Convexity is not for everyone. If you have questions, contact your WOC (ET) nurse or call one of our clinicians from Hollister Incorporated at 1-800-323-4060.

Tell us your story

People with ostomies have experiences that others can learn from. Won't you share yours? Whether you run marathons or just stay busy running your normal active life, we'd love to hear from you. If you're willing to share your story with others, please e-mail Mark Kennedy at mark.kennedy@hollister.com or Barbara Conti at barbara.conti@hollister.com.

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

Hollister Customer Care 1-800-323-4060

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