

Secure | Start

A Quarterly Newsletter for People with Ostomies



Surf a Whole New Wave of Support

The Hollister customer-centric website makes a splash this spring

It's finally here. A website geared specifically toward you and your needs. Easy to navigate. Wonderfully comprehensive. Beautifully designed. Support is now just a click away for Hollister consumers, healthcare professionals and distribution partners.

Mark Kennedy, Senior Product Manager at Hollister Incorporated, and his team redesigned the site with everyone in mind: "More and more people are doing research on the Internet about health concerns. We want to have a presence online to give specific information and support to people with ostomies and to get feedback from them."

The home page is now a portal to three specific groups: consumers, healthcare professionals and distribution partners. Click on "Consumers" and find the Hollister Educational Theater you've come to trust, as well as a whole host of new features. The innovative product converter allows you to type in the stock number of a competitor's product and instantly receive a comparable Hollister product. A hyperlink then leads to the e-catalog where you can request a free sample. People with ostomies interested in being a part of the clinical evaluation of a product in development can sign up on the site or share ideas and concerns on the bulletin board. Your input helps all of us.

Continued on page 4



Attention to Detail. Attention to Life.

Announcements/ What's New 1

—Surf a Whole New Wave
of Support

Personal Profile 2

—Keep Climbing

Ask Brenda 3

—Learn the Three Rs

Announcements/ What's New 4

—Introducing New Improved
Adapt Barrier Rings
—UOAA Spring Conference
—World Ostomy Day
Photo Contest

Clinical Education Corner 5

—Real-life Solutions

FAQs 5

—Your Lifestyle Doesn't
Have to Change

Someone You Should Know at Hollister 6

—Joy Boarini

Chapter Profile 6

—Southwestern Spice

Report from Overseas 7

—Hollister Reaches Out
to Iraq

Announcements/ What's New 8

—Hollister Celebrates
85 Years of Support



Personal Profile

Keep Climbing

Gary Sobol believes no mountain is too high...if you pace yourself

Gary Sobol was one mile from the top of Pikes Peak. Twelve grueling miles through lightning, snow and marble-sized hail were starting to take their toll—but he wasn't about to stop running. As he thought about how far he had come since his ileostomy the previous October, his eyes filled with tears, and he pressed on.

The 66-year-old runner/hiker didn't run the Pikes Peak Ascent Race alone. Hollister was with him every step of the way. In fact, Gary attributes being able to resume his active lifestyle to his **New Image** drainable pouch with **Lock 'n Roll** closure and **Flextend** skin barrier. "There are a lot of times when I forget that I have an ostomy, and that's just confidence that was earned by having a great product," says Gary.

When he first learned of his diagnosis, he was devastated. People told him that an ostomy would be life changing. He set out to prove them wrong and began training again just a few months after surgery. His wife, Anne, a former nurse, was his lifeline. She researched Hollister products that could keep up with Gary—and they did—all the way to the finish line.

Gary urges people with ostomies to keep going. "If you want to let your ostomy change your life you can, but you don't have to. Just pace yourself and everything will be fine. You can do everything you did before; you just have to plan differently." Gary plans to run the round trip Pikes Peak Ascent Race in August and the Leadville Trail 100 in 2007, a 100-mile run in the Rockies. At this rate, nothing can stop him, thanks to Anne, Hollister and products that go the extra mile.

Ask Brenda

Learn the Three Rs

It's never too late to go back to school when you're your own teacher

By Brenda Elsagher



As kids we all learned the three Rs—reading, writing and arithmetic. Now as people living with ostomies, we have our own version of the three Rs: Rest, Reassurance and Rejoice.

Rest. Heed the advice of your medical team and take it easy while you mend. It's a great excuse to catch up on that soap opera you used to watch years ago (and you probably haven't missed much). Maybe you finally have time for scrapbooking or stamping. Once the drug effects of surgery wear off and you can concentrate, you might even pick up a novel. For many of us, until our cancer or bowel disease came along, we never slowed down.

The required deceleration was an unexpected gift to me. I had been working hard for too long and I really needed to rest. Okay, I admit a life-threatening seven-hour surgery followed by three months of recuperation is drastic, but it worked.

I think next time I'll try a Hawaiian vacation complete with body surfing and any drink with an umbrella in it. The body is amazing when it comes to healing, and an integral part of that process is rest.

Reassurance. Go to support group meetings and learn about all the new products available to you. If that's not reassuring, I don't know what is. Most ostomy support meetings have a WOC nurse involved who gives an annual talk and will often answer questions as well. When Debbie Hull was new to her ostomy, she received a notice to attend an appliance fair. She thought it was unusual that an ostomy group would be linked to refrigerators and stoves. She had to laugh at herself when she learned there was another meaning for the word *appliance*. These appliance fairs are led by representatives of ostomy product companies who teach us more about the newest technology and offer samples so that we can experiment with new pouching systems.

Encouragement spreads from one person to another as we share tips on how something worked for us or how we got through a difficult situation. Support might come in the form of a nod of understanding as you explain the "crap" you are dealing with each day. Eventually we relax and believe our loved ones when they say that our pouch doesn't matter, and we still feel loved and reassured. I felt my husband's apathy to my pouch right away, but watch out if I left extra lights on!

It's comforting to know you're not alone. Read the national magazine *Phoenix*, your local ostomy group newsletters and books by nurses, doctors and patients. I am proud to tell you about my new book, *I'd Like to Buy a Bowel Please*. It's filled with stories from 80 people who have some connection to ostomies. After reading the stories and interviewing each contributor, I became aware of the indomitable spirit that lies within these people, their caretakers and family members.

Rejoice. Look for the positive in each day. Take time to do things you long put off—and I don't mean the ironing or caulking the windows. Take a class that interests you, like yoga or beginning computer. Spend time with people that lift your spirits and give you energy. Be pleased with each tiny indication of healing, and exultant with the huge leaps of recovery from disease to survival. And last but not least, celebrate your success in taking care of your ostomy requirements—you've come a long way baby!

Brenda Elsagher has had her ostomy for ten years, a national speaker and author of the book *If the Battle Is Over, Why Am I Still in Uniform?* Her latest book, *I'd Like to Buy a Bowel Please*, can be ordered at www.livingandlaughing.com. Comments and questions are always encouraged! Simply go to Brenda@livingandlaughing.com.

Encouragement spreads from one person to another as we share tips on what worked for us or how we got through a difficult situation.

Customer–Centric Website

(Continued from front cover)

Clinicians will find a whole new world of opportunity on the site. An online continuing education program designed by Hollister WOC nurses Joy Boarini and Ginger Salvadalena offers six detailed modules that earn clinicians credits. Distribution partners can also call the site home, with marketing programs and online calendars.

Kennedy looks forward to getting feedback on the site and is already prepared to add things at a moment's notice. "The site is relatively easy to use and can be changed quickly so we can be responsive to customer needs," adds Mark with a smile, happy to have built a house that so many people can call home.

Announcements/What's New World Ostomy Day Photo Contest



Mark your calendars. World Ostomy Day is October 7 and Hollister is focusing on you with an exciting contest! This year's theme is "Living Life to the Full" and we want to see just how you do it. Submit a photo of you, a colleague or your chapter in action—having fun, vacationing, playing with your grandchildren—anything that shows you living life to the hilt. We'll choose 20 winning photos from around the globe and award the photographers' chapters with \$250! Submit photos to Al Maslov at wod2006pc@hollister.com or Hollister Incorporated, 2000 Hollister Drive, Libertyville, IL 60048. The deadline is August 1, so get out the camera today! Questions? Call Al at 847.680.2140.

Announcements/What's New

Introducing New Improved Adapt Barrier Rings

Adapt Barrier Rings have been upgraded with advanced technology to provide even more flexibility, durability and comfort. Thanks to **Flextend M** Skin Barrier ("M" for Moldable), a new barrier formulation, the new rings will better



conform to irregularities in the skin and track changes during movement. Flextend M Skin Barrier allows the rings to stretch easily and can be compressed to make tapered edges. They also maintain their shape, keep their integrity when wet and can be snapped apart and then reformed to make a smaller ring. The best part? Flextend M Skin Barrier conforms to the skin and adheres even with skin flexing. Adapt Barrier Rings can be stacked, stretched and used with two- or one-piece pouching systems. They can also be stretched to match the shape of the stoma without flaking or breaking. Call toll free 1.800.323.4060 to learn more.

Stock No.	Outer Diameter
7805	2" (48 mm)
7806	4" (98 mm)
Box of 10 HCPCS: A4385	

Announcements/What's New

UOAA Spring Conference

Need a boost? Curious about new products? Want to share stories and concerns? Come to the UOAA regional conference in Mount Laurel, New Jersey, April 21–23. The ostomy support groups in the Delaware Valley region really know how to mix business with pleasure and can't wait to show you. Meet representatives from Hollister and try out the latest and greatest products. Visit a WOC nurse at a special Stoma Clinic to discuss ostomy pouching or skin problems. Attend educational sessions, dine and dance at the banquet and enjoy keynote speaker Barbara Barrie, author and stage and TV star. To register, go to www.uoaa.org. See you there!



Paris Purnell

Clinical Education Corner

Real-life Solutions

New Lifestyle booklets answer the hard questions

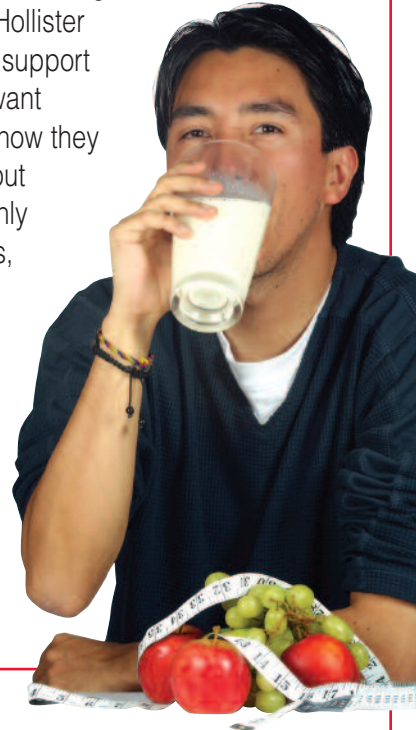
You've had your surgery. You found Hollister products that work for you. You're back in the swing of things, but each day a new question arises. How do I travel with my ostomy? What's the best workout for me? Does sex have to change? Hollister answers these questions and more in a new series of Lifestyle booklets.

Paris Purnell, Ostomy Clinical Manager at Hollister Incorporated, is behind this exciting new support system. "The 'Understanding' and 'What's Right' series of educational materials are indispensable for people with new ostomies, but there was not a lot out there for the more experienced person with an ostomy who wants information in greater detail," Paris explained.

With the help of the Hollister clinical team, Paris is developing seven booklets in all: *Healthy Eating, Skin Care, Sex, Personal and Professional Relationships, Travel, Sports and Fitness, Pregnancy and Childbirth.* *Skin Care* will be first out of the gate in March and promises to include practical advice from how to get the best wear from your ostomy products to caring for skin around your stoma. The others, projected for a June launch, will include the same brand of candid wisdom, along with useful tips.

These useful guides will be available in easy printable formats on the Hollister website for use by anyone with an ostomy as well as clinicians, doctors and

salespeople. Paris' goal is to make Hollister a one-stop support system: "I want people to know they can reach out to us, not only for products, but for help with their day-to-day lives."



Frequently Asked Questions

Your Lifestyle Doesn't Have to Change

Q: Why do I have so much gas in my pouch?

A: It's common to have more gas than usual as your bowel begins to function again. Other gas in your pouch is usually the result of swallowed air or foods and beverages such as beans, beer, soda, cabbage and onions. Consider a pouch with an integrated filter that will allow gas out of the pouch, but not the odor.

Q: Can I return to swimming following ostomy surgery?

A: When your doctor says it's appropriate, you may resume your normal sports and activities! Prior to swimming, it's advisable to empty your pouch. Some people feel more secure by reinforcing the edges of their skin barrier with waterproof tape.

Q: What do I need to think about before returning to work?

A: Just make sure that you have a release from your physician to return to your job. It's a good idea to have an emergency kit available at work in case you need to change your pouch.

Q: Now that we're retired, we like to travel. Does anything have to change because of my ostomy?

A: Once you have recovered, your ostomy should not limit your travel. Simply plan ahead. When flying, pack supplies in your carry-on luggage. Cut your skin barrier in advance so that you don't have to carry scissors. Going away for an extended period of time? Notify your supplier so that your products can be shipped to another address, or locate a supplier in the town where you will be staying. Remember to store your products in a cool, dry place.

Q: Can I take a bath or shower now that I have an ostomy?

A: Once your incisions have healed and your doctor has approved, you may shower or bathe with your pouch on or off—the choice is yours. If your pouch is off when you bathe, be sure that your skin is clean of any soap residue and is thoroughly dried before applying your next pouching system.



Someone You Should Know at Hollister

Joy Boarini

Manager, Clinical Education and Professional Services

Nineteen years ago, Hollister hired Joy Boarini as Sales Education Manager in the corporate office. According to Joy, "Hollister took a risk because it was the first time there had ever been a clinician in that role." On the other hand, Joy took a risk, too. She had always worked for a hospital, ran an ET school and had patient interaction. Sure, she used Hollister products in her profession, but how could she provide value to a corporation? The risk paid off for both.

Joy believes there is a greater need for clinicians in a corporate setting now than

when she first joined Hollister. "Patients spend fewer days in the hospital, there is a shortage of nurses, clinicians must care for more patients in less time, and more and more people look to manufacturers to become the link between hospital and home through educational materials and continuing education (CE) programs. Hollister provides the continuum to interconnect all the pieces." Hollister now has eight clinicians who work closely with customers, led by Joy.

Though her duties as sales education

manager range from product development to marketing communications and beyond, Joy still interacts with patients and clinicians. She speaks at conferences, provides product in-services at hospitals, develops clinical posters and literature, guest lectures at ET schools and educates Hollister employees who interface with customers.

Joy enjoys her job, "I accepted the Hollister position because it presented a challenge. Nearly 20 years later, it still offers challenges, every day, and I love it."

Chapter Profile

Southwestern Spice

The Tucson, Arizona ostomy support group cooks up a delicious blend of events

For the past seven years, as part of their annual Ostomy Health Care Expo, the Ostomy Support Group-Tucson, AZ (OSG-TAZ) invites people with ostomies to bring a brown bag filled with their daily prescription medications, vitamins and supplements. Volunteer pre-doctoral pharmacy students from The University of Arizona College of Pharmacy provide individual medication counseling to each brown bagger. They also offer screenings for cholesterol levels, hypertension and asthma.



Pre-doctoral University of Arizona pharmacy students providing counseling

OSG-TAZ officers, chapter President Sandy Rogers, coordinator of student services for the Pharmacy College, and V.P. Jack Arndt, retired U. of A. Pharmacy College professor, help make these activities available to the local ostomy community. They also arrange monthly support group programs, which include speakers from local health care agencies, area hospitals, WOC/ET nurses and others.

If a speaker cancels, Jack's 41 years of teaching experience comes in handy. He recently provided a lecture and demo on how to take care of yourself if you have a urostomy. "Although I have a urostomy and the majority of chapter members have either a colostomy or ileostomy, it must have gone over pretty well, because I kept everyone's attention throughout the entire presentation," Jack chuckled.

The OSG-TAZ newsletter is aptly named *The Courier* because members are always on the run to provide support.

Ten percent are Certified Ostomy Visitors and make about 50 visits per year to people with ostomies, answer approximately 320 telephone inquiries and provide free ostomy products to roughly 25 needy individuals. If you're ever in Tucson, make it a point to run into them.

Hollister Reaches Out to Iraq



One little girl brings together two very different worlds at war

It was an ordinary day for Jim Hurley, Senior Sales Specialist at Hollister Incorporated, until he got a call from Linda Smithson at East Tennessee Children's Hospital. A six-year-old girl from Iraq, Hajer Salam Yousef, was soon to undergo surgery in hopes of reversing the colostomy she was given at birth. Linda, the Nurse Educator caring for Hajer and her family, asked Jim if Hollister would donate ostomy supplies immediately and provide more when the girl returned to Iraq. He was soon to become another link in the chain of compassion that brought Hajer to Knoxville, Tennessee.

Lt. Col. Kim Dees, a member of the Knoxville-based 278th Regimental Combat Team and a physician's assistant, met Hajer and her father at a clinic he set up to care for Iraqi civilians in Balad Ruz. The family was getting only five colostomy pouches per month from the local hospital. Hajer often missed school and her friends were afraid to play with her for fear of embarrassing accidents. Her stoma was susceptible to infection due to the squalid living conditions and her father begged for help. Dees took one look at the beautiful, vibrant little girl and knew what he had to do.

Dees contacted his friend, Deneas Cochran, a Nurse Manager in Knoxville, who asked Dr. Alan Anderson and his partner, Dr. Alan Kennedy, if they would operate on Hajer pro bono. Everything came together on both sides of the world. Thanks to the Palestine Children's Relief

Fund, Hajer and her mother arrived in Knoxville and into the arms of the Muslim community and the staff of the East Tennessee Children's Hospital.



Hajer and Kim Dees

Hajer often missed school and her friends were afraid to play with her for fear of embarrassing accidents.

Jim Hurley made it his mission to help Hajer manage her ostomy more comfortably. She had been using products comparable to the Hollister **Pouchkins** Two-Piece Pediatric Drainable Pouch and Pouchkins Two-Piece Pediatric Cut-to-Fit Skin Barrier. Jim knew immediately why she was having problems. Her skin barrier was made of a material which has a short wear time. She needed something that would hold up for many hours of six-year-old fun and games in her hot climate. He recommended the **New Image** Drainable Mini-Pouch and Flextend skin barrier.

Jim's next call was to Mark Kennedy, Senior Product Manager at Hollister Incorporated. Would Hollister become a part of Hajer's chain of compassion? Mark immediately sent a two-month supply of products, as well as a *Managing Your Ostomy* booklet in Arabic for Hajer's mother. Though trade between the United States and Iraq is strained, Mark is working to find a way to get a permanent supply of products to Hajer and her family through the Hollister global network.

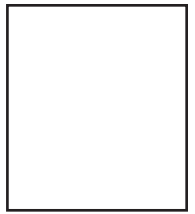
Hajer went home with hope. Although doctors could not reverse her colostomy, they reconstructed her ostomy for better location and function. Hajer's quality of life will improve tremendously, just as she has improved the lives of each person who met her on her journey, according to Jim Hurley: "Understanding what the people in that country are going through made me want to help her. If this family can go back and get the word out that we are really not as bad a country as they perceive us to be, maybe their image of us will change and it will bring together our two worlds in peace."



Hajer and her father smile for the camera.



Hollister Incorporated
 2000 Hollister Drive
 Libertyville, Illinois 60048-9812



Secure Start

Resources

United Ostomy Associations of America, Inc. (UOAA)

1.800.826.0826
 info@uoaa.org
 www.uoaa.org

Wound, Ostomy and Continence Nurses Society (WOCN)

1.888.224.9626
 www.wocn.org

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

1.800.932.3637 or
 212.685.3440
 www.ccfa.org

General Information

Hollister Customer Care **1.800.323.4060**

Call to subscribe to
Secure Start newsletter
1.800.323.4060

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Announcements/What's New Hollister Celebrates 85 Years of Support

This year marks our 85th anniversary and we're celebrating. It takes a community to provide families with hope and confidence. Hollister is honored to be a part of this circle of care—sharing advances through our products and services and developing trusted bonds with the people we help. For eight decades, Hollister has been making a difference where it matters, playing a role in making life more rewarding and dignified. As we continue to develop products and services, our goal remains the same—to promote independence and quality of life. We look forward to providing you with much more in the decades to come. Thank you for letting us be involved in your lives.