

Secure Start

A Quarterly Newsletter for People with Ostomies

Learning Curve

Education makes the difference between surviving with an ostomy and living with one

Remember when you learned to ride a bike? Skinned knees and a hurt ego were all part of the process, but that didn't stop you from hopping on again. Life is full of these learning experiences and it seems like just when we get comfortable with the way things are, something new appears on the horizon. Living with an ostomy is no different, and even the most experienced people can learn something new every day.

"Experience is one teacher," explains Joy Boarini, Sales Education Manager at Hollister. "But it's important to back it up with support from knowledgeable professionals."

In the hospital, patients initially learn basic ostomy care skills from a WOC Nurse, but time is limited. Perfecting those skills and learning to live with an ostomy continues after discharge and throughout life. Hollister can help with that journey. As adults, we all learn in different ways. So, a variety of learning tools are available, ranging from instructional booklets—such as the *Understanding Your Ostomy* series—to the *Ostomy Educational Theatre* DVD and other online materials. These different tools and formats help support the continued learning needs of someone with an ostomy.

Attending ostomy support group meetings is another way to keep the flame of knowledge burning. Joy remembers when a young woman came up to her after a presentation and shared that she learned more in that hour than she had in the last four years of living with her ostomy.

New to the whole process? Start off on the right foot. The **Secure Start** Program is an invaluable support program for people with ostomies and their families, providing a continuum of care from preoperative teaching through surgery and their return home. Your **Secure Start** Coordinator will provide a wealth of information, practical tips, and one-on-one support.

"Keep yourself open to new possibilities," concludes Joy. "Even if you think you know it all, there's always something new out there."

Thirsting for more knowledge? Simply call Hollister and ask for a Consumer Specialist who can plug you in to the ongoing process of living with an ostomy.



Secure Start

General Information

Hollister Consumer Programs
1.888.740.8999

Call to subscribe to
Secure Start newsletter
1.888.740.8999

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Announcements/What's New

Share Your Favorite Holiday Moment

The **Secure Start** Newsletter wants to hear from you! Please write to us and describe how you lived life to the fullest this holiday season. It could be about spending a touching moment with grandchildren, an amazing holiday party, or a special getaway with your spouse or friends. Be creative! Send along a digital photo or two if you like (but this is not necessary). We will feature some of these stories in our spring issue. Please send them to Stacey.Klemstein@Hollister.com. Happy Holidays!

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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)
1.800.932.2423 www.ccfa.org

Personal Profile

Believe in Miracles

Seeds of faith blossom into support for Howard Mirosh



Howard Mirosh lives life to the fullest on vacation at Morro Bay, California

In July of 2006, Howard Mirosh was diagnosed with stage four colon cancer that had metastasized to his liver. At 42 years old, this vital trader was told that his days were numbered, but his faith told him otherwise. After much prayer and a new oncologist who believed in mind over matter, the cancer in his liver disappeared, but an ileostomy was necessary. Now, just one month after surgery, he reflects back on all of his miracles.

"I realized that part of the recovery is sharing with others," explains Howard.

His local ostomy support group became his shoulder, classroom, and role model. Months before his surgery, he quizzed others living with ileostomies. His new friend, Frank, from the ostomy support group even traveled from Orange County to be with him in the hospital. Before surgery, his WOC Nurse, Linda Zech, sat with him for three hours to answer questions and became his lifeline afterwards.

"Every time I prayed for guidance, someone would show up," says Howard.

On his first day home after surgery, Howard had an accident with his pouching system and had to change it himself. Luckily, his Hollister **Secure Start** Program Coordinator, Jeff Eriksson, had sent him the "How to Use an Ostomy Pouching System" DVD, which successfully walked him through the crisis. Jeff is also on call for invaluable advice, support, and product samples.

Howard attributes his speedy recovery to education and more education. He advises others to research everything that is going to happen during and after surgery and highly recommends *The Ostomy Book: Living Comfortably with Colostomies, Ileostomies, and Urostomies* by Barbara Dorr Mullen and Kerry Anne McGinn. Most important, believes Howard, is to have faith and a good support system.

"My wife Jannine has been my support even when my faith wavered," concludes Howard. "She always believed I would get better and I did."

Ask Brenda

It's Never Too Late!

You can teach old dogs new tricks if you bribe them with humor



"For my 40th birthday, I'm going to do standup comedy!" I declared in front of my friends after a jumbo margarita. But within weeks, I started having a relentless pain in my rear end—and no, it wasn't my husband; I thought it must be a hemorrhoid. I made an appointment and six weeks after my vow to become a comic, I was diagnosed with cancer of the rectum. I didn't see anything funny about that... at first. Three weeks later, I had surgery to have my "plumbing rearranged."

Reminded of my goal as I recouped from surgery, a friend came over to type funny stories since sitting was a challenge. You see why I had to become a standup comic? I couldn't sit down! I took a class to learn how to write and perform comedy. Months later, three days after my 40th birthday party, I performed standup comedy at the club. Encouraged to try out for the Twin Cities Funniest Person contest, this non-hip mom was in shock when I achieved the title over 150 other contestants and won \$1000.

Next, at age 41, after owning my own business for twenty years, I had the itch to go to college. The class entitled "How to Write a Major Project" propelled me into writing about my experience with an ostomy. A year later, my first book, *If the Battle is Over, Why am I Still in Uniform?* was published. Shortly after that, Hollister became supportive in helping me spread the word about colon cancer prevention and how to have an amazing life living with an ostomy.

Hollister encourages new ideas and long-range vision from the patient's perspective and helped sponsor my second book, *I'd Like to Buy a Bowel Please!* This May, *Bedpan Banter* will be published, which will include inspiring and humorous general medical stories from various writers. Hollister has given thousands of books away to help educate health professionals and the general public all over the world about living an abundant life with an ostomy.

In 2006, Hollister joined *Get Your Guts in Gear: The Ride for Crohn's and Colitis*. Not only did they sponsor the event, but sent manager Mark Kennedy to do the three-day, 210-mile ride

in Seattle with me. I was grateful that he fit it into his busy schedule and he was a joy and support on the ride.

One program Hollister has now, which they didn't have 13 years ago when I got a colostomy, is called the **Secure Start** Program. Designed with the patient in mind, the WOC Nurse prescribes the right products before patients leave the hospital. A few days later, they receive their kit along with awesome phone support.

Writing this column for the **Secure Start** Newsletter is a joy. I get e-mails and phone calls from readers across the country. Also, if you haven't checked out www.C3Life.com, please do. I write a weekly blog with true tales of my exciting day-to-day reality; not too earth shaking, but hopefully a little witty.

"I wouldn't want my rectum back if it meant trading in the great experiences and friendships I've had along the way."

When I received the awful news about having colorectal cancer, I wouldn't have thought that I'd have a fantastic life. I don't think I'd even want my rectum back if it meant I'd have to trade in the experiences I've had or the great people I've met along the way. For some reason, I always had the courage to talk about this difficult subject. Too many people are afraid to leave their homes and live their lives. Bowel diseases are a part of our human condition. Get out there and go after what you want! Thank

you, Hollister, for taking such an active role in helping patients deal with our medical issues positively...the encouraging impact on my life continues.

Check out my website at www.livingandlaughing.com! It's packed with more stories, tons of free articles and there's a place to order books. You can even watch a video of me if you need a laugh.

Brenda Elsagher is a national keynote speaker, author of *If the Battle is Over, Why Am I Still in Uniform?* and *I'd Like to Buy a Bowel Please!* Are you a closet writer? Please submit a funny or inspiring medical story to Brenda for her next book, *Bedpan Banter*. Go to www.livingandlaughing.com for more details. She also welcomes comments and questions at 1.952.882.9882.

Announcements/What's New

New Options for Oval Cut-to-Fit Skin Barrier

Hollister is excited to announce that oval cut-to-fit skin barriers are now available on select closed and drainable **Premier** One-Piece Pouching Systems. The oval **SoftFlex** Standard Wear Skin Barrier provides a wider cutting surface area side to side (3" x 2.5"). The pouching system also offers additional advantages with the enhanced performance of the new **AF300** Ostomy Filter, and soft, beige **ComfortWear** Pouch Panels.



Closed Pouch Drainable Pouch

	Transparent Stock No	Beige Stock No
Closed Pouch	82402	82302
Drainable Pouch	88402	88302

Ostomy Educational Theatre Update

Are you a visual learner? Then the Ostomy Educational Theatre is for you. Available as a DVD or over the web, 19 modules walk you, family members, and nurses through key skills related to managing an ostomy. Originally designed in 2004, this invaluable tool has been recently updated with a fresh new look, more ostomy tips and brand new products. Choose from:

- How to Choose an Ostomy Pouching System
- How to Use an Ostomy Pouching System

Make sure to check them out at www.hollister.com.

Chapter Profile

Minnesota Nice

OAMA supports and plays with genuine caring and friendship



Carl Brazier

When Brenda Elsagher walked into her first meeting of the Ostomy Association of the Minneapolis Area, she thought she was in the wrong place.

"People were laughing and smiling and looked normal," chuckles Brenda. "They were so dear and kind to me that I immediately stopped being so self-obsessed and had fun."

Today, Brenda and her co-president of OAMA, Carol Larson, make sure that every new member has this impression. Approximately 225 people call the association home. They meet every third Monday at the United Methodist Church of Peace in Richfield. Even though they invite professionals such as doctors, WOC nurses, authors and psychologists to speak, they've recently created more time for sharing.

"I think all of us would say that this is a safe environment in which we can talk about our ostomy problems and know the people there will understand," explains Carol. "It is a welcoming, fun time for us all."

Talk about fun! OAMA always mixes support with a rollicking good time. A few years ago, Brenda spearheaded a "Comics for a Cause" fundraiser and an October ostomy fair found members hobnobbing with vendors, gathering information, and enjoying live music. The highlight was their main speaker, Sandra Benitez, author of *Bag Lady*, who wrote about her journey with an ileostomy. And all look forward to the "antless" picnic every June.



Amy Finley, Carol Larson and Karen Bazany at the National Ostomy Conference

A bimonthly newsletter keeps members informed, amused, and connected. Pages are filled with inspiring member profiles, tips, special interest stories, advertising, and valuable links. Trained members are always on call to meet with ostomy patients pre- or post-operatively for advice and reassurance, which is what OAMA does best.



"The association did so much for me, that now it's my turn to give back," concludes Brenda. "I want to be the one who encourages others through the rough times."

Members at an OAMA chapter meeting, Brenda Elsagher at the UOA conference in Anaheim, CA.

Frequently Asked Questions

Back to Basics

Check your ostomy IQ and see if you make the grade

Hollister will be introducing a new Ostomy Care Tip, *The Routine Care of Your Ostomy*, at the end of 2008. This helpful educational tool revisits some of the basics of ostomy care. This is a great resource if you have recently had ostomy surgery or if you've had your stoma for a while and want a helpful review. If you would like a copy for yourself or to distribute at an ostomy chapter meeting, please visit www.hollister.com. Below is a quiz on some of the topics covered in the Ostomy Care Tip. How is your ostomy IQ?

- Initial contact of a skin barrier can be improved by**
a) warming it with a hair dryer b) applying gentle pressure
c) using adhesive tape
- The best time to change your pouch for routine care is**
a) after a meal b) when it leaks c) first thing in the morning
- Red or broken skin around the stoma is normal.**
a) True b) False
- For most, routine skin care around the stoma requires**
a) soap and water b) rubbing alcohol c) just water
- If you are having skin irritation or pouching problems, you should contact your**
a) gastroenterologist b) pharmacist c) WOC Nurse
- Wear time for your ostomy pouching system should be**
a) at least one week b) fairly consistent
c) variable from week to week
- Most people with an ostomy find it very difficult to travel.**
a) True b) False
- The purpose of a skin barrier is to**
a) protect the skin b) hold your pouching system in place
c) heal irritated skin
- Apply a two-piece skin barrier**
a) while in the shower b) in a diamond shape
c) from top to bottom
- You can shower or bathe with your pouch on.**
a) True b) False

Scoring your ostomy IQ

9-10 correct: A+! Move to the head of the class!
6-8 correct: B+! You may need some extra time in study hall!
Less than 6 correct: C+! You may need to stay after school!
 Answers: 1. b, 2. c, 3. b, 4. c, 5. c, 6. b, 7. b, 8. a & b, 9. b, 10. a



Someone You Should Know at Hollister

Vigdis Hannestad

Global Clinical Services Manager

Vigdis Hannestad has the best of many worlds. One day she can be found in her office in Fredensborg, Denmark working with the marketing and sales departments to identify clinical and educational needs for Hollister and its European counterpart, Dansac. Another day she is across the country getting feedback from customers, WOC Nurses and wholesalers. And on yet another day she is spanning the globe working closely with other Hollister teams.

She heads up a staff of two Global Clinical Managers and a Clinical Marketing Coordinator. Together, they support overall marketing strategies, corporate requirements, business plans and financial evaluations. But by far, the favorite part of their job is meeting with customers and listening to their stories to help develop educational materials to make lives easier.

These materials include Dansac's "Life With a Stoma" brochure and an exciting new booklet for teens, which offers tips and advice

for young people with ostomies. Vigdis and her team also help develop Hollister Case Studies for WOC Nurses which reflect clinical and laboratory findings related to product performance and clinical experience.

"The feedback we get from the customers is 150% positive," says Vigdis. "They feel that the materials bring value to themselves as well as the nurses who support them."

This high-energy manager is also an ET Nurse, which gives her the hands-on know-how and compassion needed to understand the customer's needs. She trained at the Cleveland Clinic in Ohio and worked in various hospital and home care settings before getting her marketing degree and joining Hollister in 1999.

"My favorite part about working with Hollister is identifying unmet needs and being able to meet them," concludes Vigdis. "I want to continue to bring our customers quality products, quality services, and quality programs to make their lives more rewarding."

Talking Points

Continuing Education

Hollister provides a whole syllabus of learning opportunities

Whether you are about to enroll in Ostomy 101 or feel like you've already earned your advanced degree, there's so much to learn about living with an ostomy. Hollister provides all the tools you need in many different formats. Simply go to www.hollister.com to learn more about any of these learning opportunities.

Instructional Booklets

These informative guides provide a more in-depth review of information important for the person with an ostomy. Booklets in languages other than English are available online.

Understanding Your Ostomy Series

A starting place for a person who is about to undergo or recently had colostomy, ileostomy, or urostomy surgery.

What's Right for Me? Series

Booklets targeted to people with ostomies after they leave the hospital, when questions arise about product selection and life with an ostomy.

Pediatric Series

Perfect for parents, caregivers, and children who face ostomy surgery—includes *Can They Still Wiggle and Giggle?* coloring book and *Caring For Your Child With An Ostomy*.

Lifestyle Series

Designed for the more experienced person living with a stoma who wants detailed information on very specific topics such as good eating habits, love and sex, skin care, sports and fitness and more. These are only available online.



Ostomy Care Tips

These easy-to-use sheets provide brief instructions on the use of specific products or provide instructional information related to specific ostomy products or procedures. Features may include photos or drawings, frequently asked questions, and ordering information. Examples are **Adapt Lubricating Deodorant**, **Adapt Paste**, **Using Convexity**, **Colostomy Irrigation**, and the brand new **Routine Care of Your Ostomy**. Go online to view the entire library and download PDFs.

Ostomy Educational Theatre

This educational tool, available as a DVD or on the Web, provides an opportunity for a person with an ostomy, family member or nurse to actually see key skills related to managing an ostomy and product use. There are 19 modules. Recently updated to include new information!



Hollister provides all the tools you need in many different formats.



Shadow Buddies

Available exclusively from Hollister, this educational tool was developed by a mom who had a son who wanted a friend "just like me." The Ostomy **Shadow Buddies** dolls have a stoma and heart-shaped eyes for love. They are available in light, medium, and dark skin tones, and male and female versions.

Secure Start Program

The **Secure Start** Program helps a patient and their family through the continuum of care from preoperative teaching through surgery and their return to home with education and support. Start adjusting to life with an ostomy today! Simply contact one of our **Secure Start** Coordinators at 1.888.808.7456.



Report from across the Border

Canada

A northern light that shines brightly for people with ostomies



From left to right: Elizabeth Lindner, Shelly Lendt, Scott Holloway, Gigi Elkie, Karen Spencer, Jane Osoko, Robert Bannerman

Canada is a land of wonder, from towering icebergs along the coastline of Newfoundland to the breathtaking Rocky Mountains in the West. Two languages coexist peaceably and thriving metropolises are home to people of many ethnicities. Though Canada is the second largest country in the world by area, she has a friendly small town feel for people with ostomies thanks to Hollister Ltd., the Canadian branch of Hollister Incorporated.

The head office is located just north of Toronto in Aurora, Ontario, which is also the location of the Canadian distribution center. The Canadian team is comprised of 46 associates in customer service, sales, marketing, IT, finance, clinical, and distribution. To celebrate Canada's 50 years of service this year, Hollister Ltd. is hosting receptions in major cities across the country for customers, ET Nurses, and retailers during which the team presents a video about Hollister's journey and commitment to excellence.

"We want to celebrate this milestone with the people who mean so much to us and thank them for their support," explains Karen Spencer, Clinical Education Manager.

Karen, who lives in Calgary, and her counterpart, Tarik Alam, in Montreal, provide clinical expertise to customers, ET Nurses, clinicians, and the Hollister team. This dynamic duo makes sure that each individual gets the personal touch that has made Hollister Ltd. known throughout Canada. Karen remembers the call from a young bride-to-be who wanted to wear a closed pouch without a filter on her wedding day to manage her ileostomy. The customer service, marketing, and distribution

teams worked around the clock to ensure she had the pouch she needed to walk down the aisle in complete confidence and comfort.

"This example of teamwork and the ability to make a difference in people's lives, remind me that I am working for a company that truly cares about the people who use our products," beams Karen.

There are 55,000 to 60,000 people with ostomies in Canada. The country has socialized healthcare, but support varies provincially. Approximately 300 ET Nurses provide that support in hospitals and the community. Reimbursement for products varies from province to province as well, from 100% coverage to none. For this reason, products with a good seal and longer wear time are in high demand. Hollister Ltd. is there to provide.

The UOA of Canada is very active, and many regional groups lobby the government to develop equality from province to province for reimbursement of ostomy supplies. Karen, Tarik, and members of the sales and marketing team attend meetings to present new products and answer questions. They also distribute educational materials and encourage use of their extensive website. Most exciting is the upcoming launch of the Canadian version of the **Secure Start** Program.

The UOA of Canada recently presented Hollister Ltd. with a Corporate Recognition Award for "50 years of providing fine products, encouragement and support to ostomates"—a fitting tribute to a team dedicated to making a difference in the lives of their customers.