

Secure | Start

A Quarterly Newsletter for People with Ostomies



Small Miracles

Even the littlest ostomy accessory can make a big difference in your quality of life

Whether your passion is golf, world travel, or simply hitting the mall, the right pouching system is your ticket to a full and active life. Lots of time is focused on finding the perfect pouch (and rightly so). But once you've found your match, it's time to focus on accessories. The right ostomy accessory can make a big difference in wear time, improvement in skin care, and overall quality of life.

"Education about accessories is important so you understand their purpose," explains Joy Boarini, Sales Education Manager at Hollister. "By recommending an accessory, we can make a person's life more convenient and dignified."

Joy recalls a conversation with a woman who was going through multiple, time-consuming steps to empty her pouch. Joy recommended putting a teaspoon of **Adapt** Lubricating Deodorant inside the pouch. It not only makes the stool drain easier, but eliminates odor. Just by carrying a small packet of this accessory, in her purse, the woman saved valuable time and eliminated the odor when emptying.

Sometimes a small modification can bring about a big change. For some people, switching from **Adapt** Paste to an **Adapt** Barrier Ring can increase pouch wear time. Often accessories can be used in alternative ways too. For example, the flexible **Adapt** Barrier Ring can be rolled to fill in a gap or crease to create a better pouch seal.

On the flip side, sometimes the use of too many accessories can conversely affect comfort and wear time. Another person was given **Adapt** Stoma Powder in the hospital right after surgery to help with skin irritation. She continued to use it after her skin healed, and since it wasn't necessary, it added time and cost to each pouch change.

"It's important to take a moment to reevaluate the products you are using," continues Joy. "Most accessories are called for under the right conditions, but you may not need them in the long run."

Isn't it time you accessorized your pouching system? Simply call Hollister and ask for a Consumer Specialist who can discuss the exciting alternatives with you. Or check out the Ostomy Educational Theatre or "What's Right For Me" booklets at www.hollister.com for a list of accessories and their uses. Happy accessorizing!



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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**Giving Back to the World***Amit Godbole serves the community that gave him a new life**Amit Godbole grew up in Bombay and now calls New Jersey home*

Amit Godbole had his first colostomy in Bombay, India when he was 11 years old as a result of Hirschsprung's disease. After a series of reversals, he underwent a permanent colostomy at age 17. Money was scarce and the community pulled together to raise the funds needed for his surgeries.

"I always had a smile on my face," reminisces Amit. "The doctors asked me to walk from room to room to speak to elderly ostomy patients to help them adjust."

The restrictive pouching systems available at the time did not suit this active boy. Finally, a doctor recommended Hollister products, but they were only available several bus rides away and in small quantities. Then, in 1993, Amit's family moved to the United States and met their guardian angels. New Jersey pharmacists Bill Wong and Antonio DiSanto ordered the much-needed pouches for Amit (and still do to this day).

"This product came to me as a blessing," says Amit. "Whatever my life is today, it's only because of Hollister and the people who came up with this technology."

The **New Image** Two-Piece Pouching System helped give Amit the confidence to finish high school, earn his associate's degree, and pursue a master's degree in management. He worked for a financial institution for many years and now travels the world for his family's granite import business. His greatest loves, however, are his wife, Priyanka, and two-year-old daughter, Juhi.

Apart from counting his many blessings, Amit uses his free time to host two programs on an Indian radio station in both English and Hindi. It's his way of giving back to the community that rallied to his side so many years ago.

"I want to give my life to people," concludes Amit. "To be a motivator for others, as my family and Hollister have been for me."

Laugh with Brenda

Accessorize the Positive

Brenda offers tips and quips for the fashionista with an ostomy



When a woman thinks of accessories, she might think of earrings and necklaces, perhaps a pretty scarf. Shoes and purses seem more like necessities than accessories, but then again, the pumps with the fish swimming in the heels would fall under just plain silly. Purses on the other hand are practically a requirement, especially if you're a mom. Who else will have the bandage you need, the stick of gum, or the loose change for the toll? It wouldn't surprise me if she had spare diapers, a camera, a tool set, and dinner for four in there. Moms seem to have it all.

Men might think of accessories as the latest piece of hunting or fishing equipment, or that essential putter that will make all the difference in their golf game. I know my nephews used to think clean socks and underwear were accessories on camping trips. They never packed them because, after all, they had to have room for their rods, reels, and bait.

They say accessories make the room. That tapestry you found in Turkey or the Elvis look-a-like doll from your visit to Memphis can add just the right touch. My husband's Egyptian room has moved way past accessorizing and into museum status. If you want to experience a small version of the Cairo museum without ever leaving the USA, just pop on over to the Elsagher household. You'll find a couple of six-foot sarcophaguses there. I told my husband we'll just put a few handles on one of those things and bury him in it. I'm practical and can find a double use for just about everything.

When it comes to living with an ostomy, accessories are another matter. My family would say the best accessory I use when traveling with them is the **m9** Odor Eliminator Spray. It's an amazing room deodorizer. We use it more for my husband than me and he doesn't even have an ostomy!

There is a story from my second book, *I'd Like to Buy a Bowel Please!*, about my friend Shirley who is known as the accessorizing queen (AQ). She is all about glitz and glamour.

We were talking about it being my anniversary of being an ostomate.

In celebration, Shirley suggested we get some bling-bling for my ostomy or at least glitter up my bag. She says, "If you can't lose it, decorate around it. It's all about accessorizing. Who needs a Louis Vuitton bag when you have a Brenda bag already?"

If I was going to ask Shirley for some creative suggestions for accessorizing ostomy appliances, the first thing she'd say is, "Build it around the holiday. Jazz it up girl. Where are those felt stick-on hearts for Valentine's Day? You can get bunnies for spring, sailboats or starfish for summer. Add some decorative leaves for fall and reindeer for winter. I've got you covered. Let's make this fun!"

When I told her there were already fun pouch covers in lots of styles, she was really excited.

"You mean camouflage and sports team covers for men? Rhinestones and lace for the women? Fairytales and cartoons for the kids? I am all over that."

We build our accessories from the inside out. No one has to see them but us, but

we'll feel better. The AQ has boxes of accessories for all occasions. She knows how to make every one of them even more fun with the little extras she wears. It's all non-essential, but it makes a difference. I think she may be on to something there. I'm going to look for some stickers right now. I'll be in Washington DC soon. Maybe some red, white, and blue glitter to liven things up a bit.

Brenda Elsagher is a thirteen-year colorectal cancer survivor and living life well with a colostomy. She is a comic, national keynote speaker and author of three books. You can watch her comedy and order her books (including her latest one, *Bedpan Banter*) through her website at www.livingandlaughing.com.



m9 Odor Eliminator Spray is an amazing hotel room deodorizer

Announcements/ What's New

UOAA Conference Heats Up

The excitement is rising in New Orleans where plans for the second annual UOAA National Conference are heating up. The theme for this year's August 5–8 conference, "Let the Good Times Roll," says it all. Attendees can look forward to parties, an early-morning Fun Run, and unforgettable nights in "The Big Easy." Educational workshops, an ostomy product exhibition, and WOCN stoma clinic will keep everybody informed of the latest and greatest.

If you haven't signed up yet, get on the ball! Don't miss opening night festivities, including "A Taste of New Orleans," sponsored by Hollister Incorporated, and an appearance by veteran race car driver and person with an ostomy, Tim Mitchell. Register online today at www.uoaa.org. See you there with bells on!

Get Your Guts in Gear Goes West

There's still time to sign up for the August 7–9 Get Your Guts in Gear: The Ride for Crohn's & Colitis in the Pacific Northwest. It's a three-day, 210-mile cycling event that raises funds and awareness for Crohn's disease and ulcerative colitis. Can't do August? A new Midwest ride has been added this year! Riders will travel through Northern Illinois and Southern Wisconsin October 2–4. You don't have to ride to make a difference! You can become a crew member, sponsor a rider, or simply make a donation. For more information, go to www.ibdride.org.

Talking Points

Little Things Mean a Lot

*Accessories add comfort, help resolve problems and are thankfully reimbursable**



I'm sure you've heard the saying, "Little things mean a lot." That saying holds true for many people with ostomies who have irregular stomas, skin discomfort, or problematic stoma drainage. In those instances, accessories can make all the difference. However, the question may remain, how are these items reimbursed?

If someone wants to seal the area around a skin barrier opening, they would use a product like **Adapt** Paste, which is billed on a per-ounce basis using billing code A4406 (Ostomy skin barrier, pectin-based, paste). Medicare's usual maximum quantity (the maximum amount a person can receive without additional documentation) is four ounces per month.

The billing code A4385 (Ostomy skin barrier, solid 4" x 4" or equivalent, extended wear, without built-in convexity) is used to bill for items like **Adapt** Barrier Rings and **Adapt** Barrier Strips. The code A4411 (Ostomy skin barrier, solid 4" x 4" or equivalent, extended

wear, with built-in convexity) is used when billing for **Adapt** Convex Barrier Rings. These items are used to fill an uneven surface or gap between the stoma and the skin barrier. Medicare has not published a usual maximum quantity for these codes. Therefore, no additional documentation should be required to obtain a "necessary and reasonable" amount of these products.

Drops that are placed into the Ostomy pouch to eliminate odor (like Hollister **Adapt** Lubricating Deodorant) are billed per ounce using the code A4394 (Ostomy deodorant, with or without lubricant, for use in Ostomy pouch, liquid). Again, Medicare has not published a usual maximum quantity for this code. It should be noted that even though **Adapt** Lubricating Deodorant is billed only as a pouch deodorant, it provides the additional benefit of lubrication, which eases the emptying of a pouch, and helps prevent pouch static and sticking. Both the 8 oz bottle and the 8 mL packets are billed using the same code. When billing the bottle, 8 units of A4394 will be billed and when using the packets (50 per box), 13 units of A4394 will be billed.

Listed below are a few other accessories, their corresponding billing code, and any Medicare usual maximum quantities, when applicable.

Accessory Description	HCPCS code	Medicare Usual Max Qty
Skin gel protective dressing wipes	A5120	150 per 6 months
Adhesive Remover wipes	A4365	No published max qty
Adhesive Remover spray	A4455	16 oz per 6 months
Medical Adhesive	A4364	4 oz per month
Skin barrier powder	A4371	10 oz per 6 months
Ostomy belts	A4367	1 per month



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Secure Start

General
 Information

Hollister Consumer Programs
1.888.740.8999

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 2000 Hollister Drive
 Libertyville, Illinois 60048 USA

www.hollister.com

*The reimbursement information provided by Hollister Incorporated is intended to provide general information relevant to coding and reimbursement of Hollister products only. Reimbursement policies can vary considerably from one insurer to another. Coverage and payment policies for the same insurer, such as Medicare, can vary from one region to another, and may change from time to time. Hollister does not guarantee coverage or payment of products listed in this catalog. This information is designed as a guideline only.

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Announcements/What's New

There's Still Time to Enter The Hollister Photo Contest



Remember that photo of you clowning around with your grandchildren at the beach? How about the one of your support group on that rafting trip?

Enter them in The Hollister Photo Contest and you could win \$250 for your IOA chapter! This year's contest theme is "Reaching Out," and Hollister wants to see just how you do it. Submit a photo of you, a colleague, or your support group — anything that shows you reaching out and living life to the hilt. We'll choose 20 winning photos from around the globe and award each of the photographers' IOAA chapters with \$250! Submit photos to Diane Owen at wod2009pc@hollister.com or Hollister Incorporated, 2000 Hollister Drive, Libertyville, IL 60048. The deadline is August 1, so get out that camera today!

Personal Profile

Finding the Silver Lining

Sue Norby weathers cloudy times with humor

When Sue Norby first had her colostomy surgery six years ago, she struggled with self-image issues. Could everyone tell she wore a pouch? Her husband finally pointed out that she wasn't wearing a sign around her neck. A few years later at her first UOA Conference, she nearly died laughing when the badges prominently proclaimed each attendee's type of ostomy.

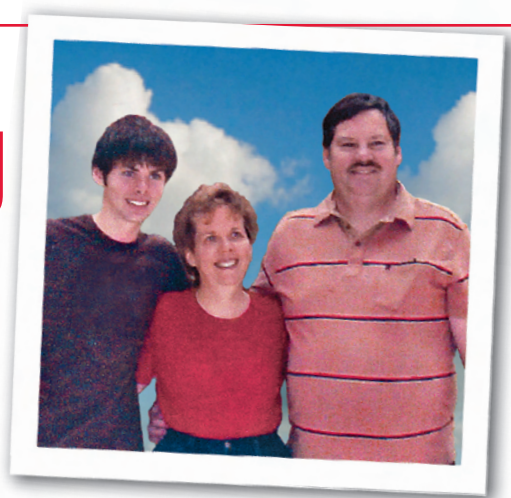
"Now I can finally joke about my ostomy," chuckles Sue. "I look for the silver lining and never sweat the small stuff anymore."

Sue is there for others in a big way. She is the past president and an active member of the Ostomy Association of the Minneapolis Area, as well as a cancer survivors support group. She is often invited to share her experiences with groups of medical students and nurses. If someone with a new ostomy needs advice, Sue is there. She travels extensively with her husband and teenage son and humor is always on the itinerary.

Hollister products facilitate Sue's active lifestyle. She uses the **New Image** Closed End Pouch with filter and irrigates every other day. The **New Image** Cut-to-Fit **Flexend** Skin Barrier, **Adapt** Lubricating Deodorant and **m9** Odor Eliminator Spray are real lifesavers.

As Human Resources Manager for the Minneapolis Public Housing Authority, Sue deals with people every day, but her experience with cancer has given her yet another mission in life.

"I need to be out there educating people, helping them adjust," explains Sue. "If I can help even one other person, I feel fulfilled."



Sue Norby with son Jacob and husband Paul

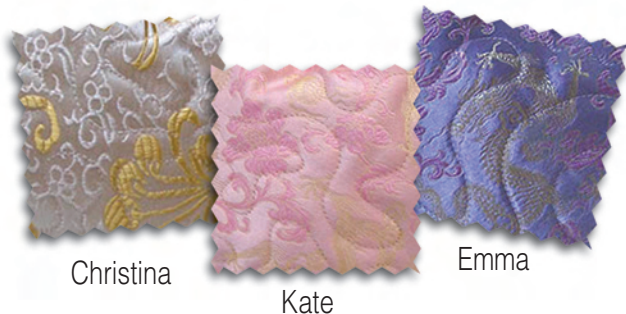
Our Favorite Things

Romance is Here to Stay

My Heart Ties ostomy coverlets are designed for unforgettable intimacy

More than ostomy camouflage, My Heart Ties Ostomy Pouch Covers are luxurious lingerie that provide security and beauty for intimate moments. Developed by a young woman with an ostomy, all are beautifully tailored in luxurious fabrics like silk and rayon, and finished with full linings. Hand wash and air dry.

Original Ostomy Pouch Cover: For use with a Two-Piece Pouching System, this cover works by using a drawstring at the back. Comes in multiple fabrics and retails for \$45. To order, go to www.myheartties.com.



New One-Piece Ostomy Pouch Cover: For use with a One-Piece Pouching System, and works by using a double-sided tape system. Comes in multiple fabrics and retails for \$45. To order, go to www.myheartties.com.

Elizabeth
\$45

Grace
\$45





Frank Moriarty prepares for a hot air balloon ride with family

Personal Profile

Yes He Can

Frank Moriarty campaigns for change on a personal and national level

The 2008 presidential election was monumental for all Americans, but especially for Frank Moriarty. He worried that programs like Social Security and Medicare would disappear, and decided to do something about it. A great deal of time was spent cold-calling and knocking on doors urging people to vote for Barack Obama and Minnesota congressional candidate Ashwin Madia.

"I believe we need to provide medical care for all citizens," explains Frank.

As a person with not just one, but two ostomies, Frank has a personal stake in the future of Medicare. A colostomy in 2002 was quite an adjustment, but his biggest challenge was accepting the fact that he needed a urostomy in 2004.

"I wallowed in a depressed feeling-sorry-for-myself state for 24 hours until my two-year-old grandson walked in and said, 'Hi, Grandpa' and gave me a major

hug," laughs Frank. "That was the end of that pity party."

Frank is on the Hospitality Committee of his local ostomy support group. His advice for novices is to stay as positive as possible and see a WOC Nurse whenever challenges arise. He recommends Hollister products due to the "floating flange" feature that makes installing pouching systems a breeze. He swears by **Adapt** Paste and **Adapt** Barrier Rings.

When not on the campaign trail, Frank can be found on family adventures. Last August, they coerced him into going on an hour-long hot air balloon ride, but working for change is what really puts Frank on cloud nine. He puts it best, "I will continue to work as an active volunteer to protect the future for my children, grandchildren, and this country's less fortunate."

Secure Start Book Club

I'd Like to Buy a Bowel Please!

Ostomy A to Z by Brenda Elsagher

If you happen to read Brenda Elsagher's second book, *I'd Like to Buy a Bowel Please!*, on a train, at the salon, or even around your family, be prepared to get some strange looks followed by bursts of laughter. Jump in and find yourself immersed in the stories of people with ostomies and those who love them.

A survivor of colorectal cancer, Brenda chose to deal with her experience with humor and asked other people to share a funny story relating to their ostomies. Not only did she receive funny stories, but whole box-of-tissue inspirational ones.

Brenda structures the book as a kind of warped glossary of terms of endearment. A key word ushers in each story beginning with "Advantages." According to Brenda, being rectum-free saves on toilet paper! Following are tales of makeshift pouch fixes using duct tape, staples, and key rings. Stories about the reactions of children and dogs, stoma naming (like Benny Goodman and Mick Jagger), and even funny song lyrics will keep you in stitches (or splitting yours).

The hilarity is balanced by touching tales from WOC Nurses, husbands, and wives.



A businessman with an ostomy talks about wearing red socks every day as a reminder to find the beauty and wonder in each day. Brenda ends the book with educational materials and helpful websites relating to ostomies.

In *I'd Like to Buy a Bowel Please!* everyone's a winner in the game of love, laughter, and acceptance. Order it today at www.livingandlaughing.com.

Ask the Expert

Small Answers to Big Questions

Joy Boarini sheds light on the what, when, and how of accessories

The pouching system you use is critical to successful living with an ostomy. However, little things like ostomy accessory items can make a difference when it comes to success or failure of a seal, improvement in skin care, ease of use, or an improved quality of life.

Q: They used paste with my pouch in the hospital. Should I still be using it?

A: Paste serves as a caulk to prevent leakage under your skin barrier. Many people are finding that skin barrier rings are a convenient alternative to paste. Rings are easy to use and are more resistant to stomal discharge – especially urine – than paste.

Q: I have the hardest time emptying my pouch. How can I make this easier?

A: To make pouch emptying easier, try **Adapt** Lubricating Deodorant. It eliminates odor but also makes the stool in the pouch drain easier. Put about a teaspoon into the inside of the pouch each time you empty your pouch. The inside of the pouch becomes slippery. This product is covered by Medicare and most insurances.

Q: What is the purpose of those wipes the nurse showed me? Do they make my pouch stick better?

A: There are different kinds of “wipes.”
1. Cleaners: Be sure the wipe you are using is approved for use under an ostomy skin barrier. Some of them contain ingredients (e.g., lanolin) which may interfere with the adhesive sticking to your skin.

2. Adhesive Removers: These are useful when separating an adhesive from your skin or removing adhesive residue. Remember to wash this off your skin after using it.

3. Sealants: These products place a protective film on your skin to make adhesive removal easier. Be sure to allow it to dry before applying your pouching system. Note that these products can sometimes decrease wear time with an extended-wear skin barrier.

Q: Will stoma powder help my pouch adhere better?

A: Stoma powder is intended to be used when the skin is broken or weeping due to an injury. It helps absorb excess moisture which can interfere with a good pouch seal. The powder should be discontinued when the skin recovers and is intact. Excess powder can actually interfere with a good pouch seal.

Q: I have a urostomy and cleaning my bedside bag is a hassle. Any ideas?

A: Using a bedside collector is useful at night. Every morning, you should empty and clean it. The **m9** Cleaner/Decrystallizer is easier to use than other products such as vinegar or bleach, which may decrease the life of your bedside collector. **m9** Cleaner/Decrystallizer cleans, eliminates odors and prevents crystals which can build up. It comes with a convenient wash bottle. This product is covered by Medicare and most insurances.

Announcements/What's New

Youth Rally to Rock Boulder



The excitement is about to avalanche! Young people from all corners of the country are planning to gather in Boulder Colorado July 11–16 for the 2009 Youth Rally. This life-changing summer camp for adolescents age 11–17 with bladder and bowel dysfunction will take place on the University of Colorado's Boulder campus. Educational sessions and peer support discussions are designed to help campers build independence, confidence, and a positive sense of self. Dances, picnics, days at the pool, and Denver's Elitch Gardens amusement park will give them an opportunity to let loose and bond with others who share the same challenges.

Counselors, many who are also former campers, volunteer their time, and WOC nurses are available to assist campers with self-care and questions that arise. All leave with a wonderful new network of friends and the valuable realization that they are not alone. Last year, 100 campers attended the Youth Rally, and committee members are committed to exceeding that number this year.

Know a young person with an ostomy or continent diversion who is ready to have the time of his or her life? Go to **www.rally4youth.org** and make the summer of 2009 one to remember forever.