

# Secure | Start

A Quarterly Newsletter for People with Ostomies

## Custom Comfort

*Hollister skin barriers offer personalized solutions*

Everybody's different, and people with ostomies are no exception. Some have dry skin while others have oily skin. One person has liquid output, while another has formed discharge. Someone in a dry, cool climate perspires much less than someone in a warm, humid climate. One plays golf while another prefers swimming. All of these factors affect the adhesion and wear time of a pouching system. Hollister Incorporated has addressed this issue with a complete line of skin barriers, sometimes known as "wafers," "flanges," or "disks."

"Every individual is unique, so we understand that a cookie cutter approach may not provide the range of performance we need for our products," explains Michael Taylor, Principal Research Scientist in the Research and Development Department.

Michael and his team knew that reliable adhesion of the skin barrier is critical and worked tirelessly (and continue working) to understand the unique properties of skin around the stoma site. They took their findings and developed skin barriers based on the needs of people with different skin types, change frequency, activity levels, and stoma discharge. After extensive laboratory testing to ensure quality and performance, Hollister performed clinical studies to get valuable feedback and suggestions from actual customers.

The result is the broadest range of skin barrier products in the industry. In fact, Hollister has a long tradition of developing skin barriers, starting with the original **Karaya 5**-based products. The three main existing skin barrier types; **SoftFlex**, **FlexWear**, and **Flexextend**, were developed to provide even more options for people with ostomies. The latest skin barrier, **Flexextend M**, is used in **Adapt** Barrier Rings to meet the need for a moldable accessory.

Speaking of accessories, Michael and his team took adhesion a step further and developed a wide range of skin barrier accessories, like the previously mentioned **Adapt** Barrier Rings, **Adapt** Convex Barriers, and **Adapt** Barrier Strips. These work to further improve the fit of the skin barrier for an even greater level of customization. You can be sure that Michael and his team are not stopping there.

"We know there are always opportunities for improvements and new product designs to meet the needs of customers," concludes Michael. "It is very rewarding to know that our efforts may help improve their quality of life."

Want to learn more about skin barriers? Simply call Hollister and ask for a Consumer Specialist who can discuss the customized alternatives with you.

 **Hollister**

Attention to Detail. Attention to Life.

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## Resources

### United Ostomy Associations of America, Inc. (UOAA)

1.800.826.0826

info@uoaa.org uoaa.org

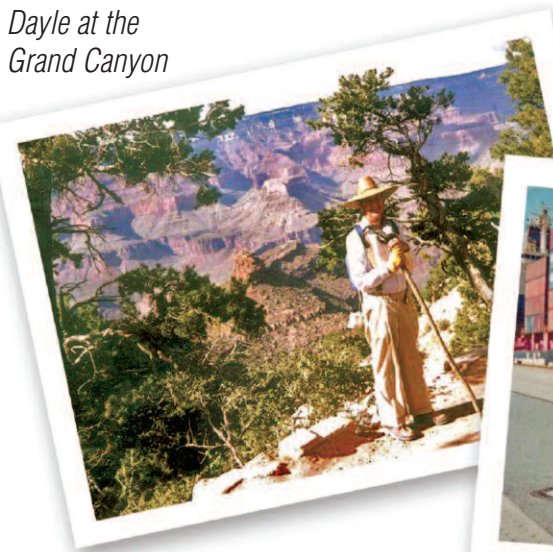
### Wound, Ostomy and Continence Nurses Society (WOCN)

1.888.224.9626 wocn.org

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

1.800.932.2423 ccfa.org

Dayle at the  
Grand Canyon



Dayle Winnie has the adventure of  
a lifetime on a German freighter

## Personal Profile

# Hit the Ground Running

## Dayle Winnie refuses to slow down after an ileostomy

Dayle Winnie was only 33 years old when he was blind-sided by a severe case of ulcerative colitis. This six-foot-tall technical engineer from Texas wrestled with the decision to have an ostomy until he was a mere 87 pounds and out of options. A visitor from the local ostomy support group helped tip the scales. After three weeks in the hospital and several more at home, Dayle was ready to begin a new life.

"Once the difficult recovery period was behind me, I hit the ground running and never looked back in 41 years," explains Dayle.

Within a few months of his surgery, Dayle earned private and commercial pilot's licenses, learned to snow ski, climbed the masts of Navy destroyers to inspect antennas, hiked to the bottom of the Grand Canyon, and took up skydiving. However his most memorable adventure was a trip around the world on a German freighter.

"I estimated the ostomy supplies I would need and doubled them," Dayle recalls. "Luckily, I experienced no unusual ostomy problems during the trip."

The Hollister **Premier** One-Piece Drainable Pouching System with **Flextend** Skin Barrier helps provide Dayle with the carefree security needed to take on the world. His greatest support, however, is his high school sweetheart and wife of 52 years who never wavered or lost faith in him. The retired couple looks forward to yet another adventure in July, this time in Rome with their two daughters and families.

"Maybe I did some of these things to prove that an ostomy wasn't going to limit what I could do," concludes Dayle. "But my life after surgery has been one awesome adventure after another."

Laugh with Brenda

# Barrier-Free Humor

*Brenda breaks down mind barriers with laughter*



If only life could be solved as easily as a stoma leak. Barriers are the hot topic in this issue, and they have always been useful in my life. I put the barrier up when I close the doors of my office so everyone at home knows I am working. Barriers are installed in our city jails to keep the nasty people away for our protection. Some barriers are meant to come down, like the Berlin Wall, the prison camps, and racism. Others are awe-inspiring, like the Great Barrier Reef in Australia.

However, some barriers are unseen, like those of fear, worry, and ignorance. The barriers that put thoughts in our heads, like “Will he ever love me with an ostomy?” “I can’t play sports anymore.” “Everyone will be able to tell I have an ileostomy under my clothes.” “I’ll never be able to go on a 3-day bike ride, walk for breast cancer, wear a bathing suit, or play with my grandchildren.”

A lot of us might have felt that way before we got our life-saving surgery. Those barriers are much more difficult to deal with than the one we put around our stoma to keep from leaking.

Living with a colostomy since 1995, I am fortunate that many people before me endured pouching systems that were less than desirable. It was only months while using the one-piece that the two-piece became popular, making it very easy to clean a pouch. Next to come along were pouches designed with filters, which work great for me. Those changes happened in a short amount of time, and the improvements never cease to amaze me.

Skin barriers have drastically improved the lives of many people living with ostomies. They secure the area around the stoma so leakage doesn’t make the pouching system fail. They mold with the body and individual bodily contours. When I first got the ostomy, I used a lot of paste around my stoma. That works great for some people, but a skin barrier is an even better choice. Skin barriers are easy to work with, are less messy, and less taxing

on the skin. When I was first getting used to my colostomy, I had the worst issues with skin breakdown. I couldn’t get a good seal. I was trying every pouch I could get my hands on, along with paste, glue, tape, and prayers. I write about it in my first book, *If the Battle is Over, Why am I Still in Uniform?* In the beginning, when my skin was so compromised, my pouch would slide off, and I had to resecure it several times a day. I thought I would never get to leave the house again and probably die early. I couldn’t think about life goals, and barely could think about my children. My life revolved around getting that pouch to stay on. Over time, I was able to find ways to make it work.

Your likelihood of finding something that works for you is much greater these days thanks to the various skin barrier choices. But first get over your barriers of negative thinking. Seek help if you need it, try something new and ask your local WOC Nurse UOAA support group ([UOAA.org](http://UOAA.org)) or online communities like [C3Life.com](http://C3Life.com) for help. Other people living with ostomies are some of your best resources.

Now that I’m thinking about it, there are some barriers I think would come in handy, like a padlock that secures the refrigerator when my daily calorie intake is complete; invisible tape for my mouth (my husband would love that); or a force field that wards off bacteria, bullets, insults, or tax auditors. Don’t let your mind put up barriers, try something new...and don’t forget to lighten up in the process—you *will* get through this tough time.

Brenda Elsagher is a comic, national keynote speaker, and author of three books: *If the Battle is Over, Why am I Still in Uniform?*; *I’d Like to Buy a Bowel Please!*; and recently released *Bedpan Banter*. Her books can be ordered online at [livingandlaughing.com](http://livingandlaughing.com) or by phone at 1.952.882.9882. Brenda also writes a blog on [C3Life.com](http://C3Life.com). Check it out!



*Brenda thinks some barriers would come in handy, like on the refrigerator*



## Talking Points

# A New Decade Brings New Policy Changes\*

By Deanna Eaves, Reimbursement Manager, Hollister Incorporated

As with each New Year past, I recently found myself sitting down with the latest version of Medicare's Ostomy Policy to see what's new for 2010.

There are very few changes to the policy this year. The first is a new HCPCS billing code. In the past, the code used to bill adhesive remover wipes was A4365. One unit was billed for every 50 remover wipes ordered. This year the code has been changed to A4456 and with this change, one unit will equal one wipe.

This change should not impact you directly unless you personally submit your insurance claims for your supply orders. It does make it easier for an insurer to vary the amount of remover wipes allowed per month. Currently, there is no maximum quantity allowed for this code by Medicare, which means you are allowed what is "reasonable and necessary." In other words, you can get the amount your physician deems appropriate.

The other alteration to the policy is more of a clarification of the re-order process. The new language places specific parameters on the ordering of refills. I am providing the actual language from the policy for your information below:

*Provision of ostomy supplies should be limited to a 1-month supply for a patient in a nursing facility and a 3-month supply for a patient at home.*

*A supplier must not dispense more than a 3-month quantity of supplies and accessories at a time. The beneficiary or caregiver must specifically request new items before they are dispensed. **The supplier must not***

*automatically dispense a quantity of items on a predetermined regular basis, even if the beneficiary has "authorized" this in advance. As referenced in the Program Integrity Manual (Internet-Only Manual, CMS Pub. 100-8, Chapter 4.26.1) "Contact with the beneficiary or designee regarding refills should take place no sooner than approximately 7 days prior to the delivery/shipping date. For subsequent deliveries of refills, the supplier should deliver the DMEPOS product no sooner than approximately 5 days prior to the end of usage for the current product."*

Though it doesn't pertain to policy, there is another change that I would like to bring to your attention. The Hollister Karaya 5 skin barrier products have recently been reviewed by the organization responsible for the correct assignment of HCPCS billing codes for Medicare. They have decided that there is indeed some convexity in these barriers and have therefore changed the billing codes used for these products. If you currently use Karaya 5 products, your supplier may be asking your physician for a new physician order that specifies the changed HCPCS code. Your supplier should take care of this for you, but I wanted you to be aware of the situation.

On another note, I wanted to call your attention to another project I have been working on. Based on your feedback, we have created a Reimbursement Guide, which is available online, [hollister.com/us/files/pdfs/ostomy\\_reimbursement.pdf](http://hollister.com/us/files/pdfs/ostomy_reimbursement.pdf). The Guide features helpful information about Standard Medicare and a summary of basic reimbursement guidelines. We appreciate your feedback and wanted to let you know we are listening.



## Announcements/What's New World Ostomy Day 2010 Calendar

From the 20 winning photographs, 12 photos were chosen for the 2010 World Ostomy Day Calendar. (photo contest details on the back cover.)

Download the calendar here  
[hollister.com/us/ostomy/virtual/wod\\_calendar.asp](http://hollister.com/us/ostomy/virtual/wod_calendar.asp)

## Secure Start Book Club

# *bag lady: A Memoir*

*A triumphant true story of loss, illness, and recovery by Sandra Benitez*

If you notice that the title of Sandra Benitez's book is in lower case, it's not an error. It's because she now considers herself a bag lady, last in the long list of her identities. It's because after over 30 years of living with inflammatory bowel disease and later ulcerative colitis, her ileostomy metaphorically symbolizes an unburdening of the baggage that kept her on the rollercoaster of self-doubt.

Benitez is now first and foremost a gifted storyteller. *bag lady: A Memoir* reads like fiction set against the magical backdrop of memory and Latin American folklore. We first meet Benitez as she is about to go into surgery. As her surgeon works his magic, Benitez works hers in poetic flashback.

The daughter of an American diplomat and a Puerto Rican beauty, Benitez's story takes place among the lush landscapes of El Salvador and Mexico City, told through the dreamy eyes of a child. Peppered among the tales is the harsh reality of escalating "stomach problems" and later divorce, separation

from her sons, injury, addiction, and the death of her parents.

Through it all, Benitez forges ahead, the path leading her to a wonderful second husband, enlightening drug and alcohol treatment, an ileostomy, and finally self-forgiveness. A book that could have been a real downer, *bag lady: A Memoir* is honest, hopeful, and often hilarious; especially when Benitez explains mishaps with her pouch on a book tour.

*bag lady: A Memoir* is a book for anyone who enjoys getting lost in a good story. It ends with a list of helpful organizations and books for those with ostomies. But its very existence provides healing for broken hearts and spirits, whether one has a stoma or not.



## Personal Profile

# Back in the Swim

*Lisa Gausman won't let her ostomy weigh her down anymore*

For a few magical hours in Cancun, Mexico, Lisa Gausman forgot all about her ostomy. The weather was perfect, the water warm, and she and her son fulfilled their dream at last—swimming with the dolphins. Their first family vacation was an adventure Lisa will never forget. But it was a long time coming.

Lisa was diagnosed with Crohn's disease at age 18 and after a colostomy, and later a jejunostomy, she wondered if her life would ever seem normal. Her mom, WOC Nurses, and husband stood by her side. But even after a successful pregnancy through in vitro fertilization, she felt low from time to time.

"My biggest challenge was psychological," explains Lisa. "Because I was in my

early twenties, the surgeries impacted my body image and outlook on life."

Then four and a half years ago, Lisa found herself in a treatment center after a drug overdose. She attributes her recovery to a WOC Nurse who had known her since she was 18 years old.

"She told me 'This is your life, and you can overdose or learn to live with it,'" recalls Lisa.

Soon afterwards, Lisa signed up with her local chapter of the UOAC in Calgary, Canada and took on the newsletter. She also chairs the 20/40s young people's

support group and speaks to medical students at the university about her experiences. Her greatest passion is volunteering at the Canadian Ostomy Youth Camp where she shares her story in between daring rides on the zip line. Her advice to others is simple: "Seek out support; it's what turned things around for me," shares Lisa. "It's such a weight taken off of you when you're not weighed down with a secret."



## Personal Profile

# A Whole New Adventure

## Sue Chapman keeps kayaking after a colostomy

Sue Chapman specializes in adventure. As co-owner of Swamp Girls Kayak Tours, her days are spent on the waters of the Savannah National Wildlife Refuge giving tours and teaching. But in May of 2009, when a rare pelvic cancer and ensuing colostomy threatened to capsize her, this Girl Scout and nature guide found herself in uncharted waters.

The closest WOC Nurse was 150 miles away in Charleston, South Carolina and the home care nurses had no clue as to how to care for Sue's ostomy. And to top it off, her local ostomy support group had gone fishing for the summer.

"I had to rely on the Hollister **Secure Start** Program," explains Sue. "My program

coordinator, Sean Roche, listened to the fear in my voice and my frustrations with home health care and immediately provided assistance with products until I found one that worked for me."

Her Hollister **New Image** Two-Piece Pouching System led to her recovery along with a local registered wound care nurse who heard of Sue's plight and offered assistance—gratis. Soon Sue was back in the water slowly working up her strength and endurance while friends and family kept her business going. She is up to paddling 6–8 miles a week but proceeds with caution, armed with a hernia belt.

"The biggest things I had to learn were

patience and overcoming my fear," says Sue. "It's all about rehabbing yourself and recovering your skills."

Sue is now an active member of the Ostomy Association of the Low Country and makes herself available 24/7 for those in the same boat, especially in the summer. If you ever find yourself near the backwaters of South Carolina, give Sue a holler at [swampgirls.com](http://swampgirls.com) for the adventure of a lifetime.



## Announcements/What's New

# Hollister Introduces New Premier Cut-to-Fit and Pre-Sized Skin Barriers

### New Cut-to-Fit Skin Barriers

Stock Number	Skin Barrier	Pouch Color	AF300 Filter	Closure Type	HCPCS Code	Barrier Opening	Pouch Length	Box Quantity
8031	FlexWear	Ultra-Clear		Lock 'n Roll	<b>A5061</b>	up to 2½" (64 mm)	12" (30 cm)	10
8081	FlexWear	Transparent	●	Lock 'n Roll	<b>A4424</b>	up to 2½" (64 mm)	12" (30 cm)	10
8131	FlexWear	Ultra-Clear		Clamp	<b>A5061</b>	up to 2½" (64 mm)	12" (30 cm)	10
8181	FlexWear	Beige	●	Lock 'n Roll	<b>A4424</b>	up to 2½" (64 mm)	12" (30 cm)	10
8331	FlexWear	Transparent	●	Lock 'n Roll	<b>Pending</b>	up to 2½" (64 mm)	12" (30 cm)	10

FlexWear pre-sized Skin Barriers with AF300 Filter and Lock 'n Roll Closure also available. Refer to product catalog for other Premier product options.

Hollister Incorporated is pleased to announce the addition of thirteen new SKUs to the **Premier** One-Piece Drainable Product line. This launch includes **FlexWear**, a Standard Wear Skin Barrier, which perfectly balances gentleness and durability. These new tape bordered products come with and without a **Lock 'n Roll** Closure, with and without the **AF300**

Filter, and in cut-to-fit or pre-sized options. Also included in this launch is a product exclusive to Hollister. This One-Piece Pouching System has a **FlexWear** (Extended Wear) Skin Barrier with Tape, **AF300** Filter, **Lock 'n Roll** Closure, and cut-to-fit option.

"We know that having the right skin barrier to meet the needs of an individual is a very

important detail," explains Lenita Gipson, Associate Product Manager, Ostomy. "The **Premier** One-Piece Product Portfolio offers a comprehensive range of choices with a variety of pouch types and sizes to successfully meet the unique needs of those that use our products."



## Ask the Expert

# Secure Solutions

*Skin barriers are the answer to many different questions*

Joy Boarini, MSN, WOC Nurse, Clinical Education Manager

The skin barrier is the most important part of any pouching system. If the skin barrier fails, the entire pouching system fails. No one skin barrier works for everyone. If you are having issues with your skin or wear time, you need to know that you have options available. It's important to ask the right questions.

**Q: How do I know I have the right skin barrier?**

**A:** The skin barrier is designed to protect your skin and adhere your pouching system. If you find that your skin is irritated or that you get unpredictable or less-than-desired wear time, you may need to consider a different skin barrier.

**Q: My skin is a bit sensitive. Is there a skin barrier designed for me?**

**A:** Yes. The **SoftFlex** Skin Barrier is gentle to the skin and allows for frequent pouch changes. If your skin is sensitive, this might work well for you. In addition, this barrier is available without tape border.

**Q: I have a urostomy, what skin barrier option might work for me?**

**A:** Because urine is always liquid, extended wear skin barriers, like the **Flextend** Skin Barrier, are recommended. These skin barriers are durable and have a high resistance to erosion. When it comes in contact with liquid, the **Flextend** Skin Barrier is designed to swell and form a seal between the skin and the stoma. If you use or need an additional seal around your stoma, **Adapt** Barrier Rings are a good option. Rings are more durable than paste and better withstand erosion.

**Q: The skin barrier they used in the hospital doesn't seem to work as well when I got home. Am I doing something wrong?**

**A:** Not necessarily. When you transition from the hospital to home a lot of things change. Your stoma and abdomen may change as the swelling goes down. You may need to adjust the opening in your skin barrier or later select a pre-sized opening. Your output also changes as you alter your diet and that may impact how effectively your barrier resists erosion. You may want to try an extended wear skin barrier. Also, as you become more active, perspire, or experience a climate change, you place more stress on the skin barrier. This again may lead you to switch to an extended wear skin barrier, one with a tape border; or convexity if recommended.

**Q: Would changing my skin barrier help improve my wear time?**

**A:** Having a skin barrier that is right for you is important. It may mean simply changing the formulation or "recipe" of the skin barrier. For example, you may need to change from a standard wear skin barrier to an extended wear skin barrier like the **Flextend** Skin Barrier. These skin barriers are more resistant to erosion and create a better adhesive contact with the skin. Going from a flat skin barrier to a convex skin barrier may also help if recommended.

## Our Favorite Things

# Web of Support

*C3Life.com creates a community of healing and hope*



The wait is over. Finally, there's a one-stop website for people with ostomies looking for information, support, and peer connections. **C3Life.com** is a site dedicated to helping people with ostomies—as well as their friends, families, and caregivers—live their lives to the fullest. On **C3Life.com**, you'll find a wealth of features, including:

- Lifestyle, product, and health-related information and resources
- Inspiring personal stories and blogs
- Interesting Forum discussions
- "Ask the Clinician Panel" questions and responses
- Useful hints and tips
- News articles and event listings
- Photos and videos
- Links to Facebook™ and Twitter™

Join the C3Life Community today. There's no need to feel alone when help is just a few clicks away!

*C3Life.com is supported by Hollister Incorporated.*



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## Secure Start

### General Information

**Hollister Consumer Programs**  
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**[C3Life.com](http://C3Life.com)**

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 Swamp Girls Kayak Tours is a trademark of Swamp Girls Kayak Tours  
 Twitter is a trademark of Twitter, Inc.

## Announcements/What's New

### Congratulations to Our Photo Contest Winners

As promised, we are proud to highlight a few more of our photo contest winners. About 600 people from 19 countries entered The Hollister Photo Contest and nine Americans each won \$250 for their IOA Chapter. This year's theme was "Reaching Out"—as evidenced below.



*Aamena, USA*



*Dale, USA*



*Ann, USA*