



Hollister Newsletter September 2022

**Here I sit,
Broken-hearted,
Was having a daydream,
Until my stoma farted!**

Author: Dr Moodie

"Procedure you are signing for is an emergency sigmoidectomy, Hartman's procedure and end colostomy! I am sure I do not have to discuss the complications with you as you probably had experience most of them in your career."

And this, my fellow stoma bearers, is how my pre-op discussion went.

Most will now think that this sounds a bit bizarre but being a surgeon myself this is a procedure and discussion that I have had with many patients over my numerous years in practice. I do hope that most of them were much more in-depth discussions explaining complications, risks, and benefits, and as well as detailed outcomes of the procedure. Despite all the discussion, nothing can prepare you for the final reality.

It has been a long road over the past 4 ½ months, but it is a road that has been well-travelled by many and that will be re-travelled by many on a daily basis. This road is sometimes paved with cobblestones, may be smooth tar, whilst other times it feels like travelling on a corrugated dirt road after a huge rainstorm.

Having been an emergency operation, there was no time to think things through, or to negotiate outcomes. Even though I knew that there was no other option, it still did cross my mind to asked if there was no alternative.

As medical professionals we are faced daily with explaining these procedures to patients, trying to convince them that what we are going to do for them is in their best interest,

and not necessarily what they had in mind.

Now having gone through this myself, I suddenly realised having a stoma has a major impact on your day-to-day functioning initially, but once you're used to it life carries on as normal, besides a few slight adjustments. I think this is a fear that nobody can explain to anyone until you have been there yourself. It is as if urban legends exist about the fears of having an ostomy and that this will mean the end of one's life.

Initially I felt embarrassed when the stoma suddenly decided to pass flatulence and suddenly realize there is REALLY no control. But once again why should this be an embarrassment? Is it not due to society that this is socially unacceptable? Once you've explained to people what is going on it is as if they feel sorry for you. I'm sure most patients with an ostomy, myself included, really do not want a pity party.

Thankfully there are major advancements in technology that allows ostomy care to become an easy exercise. Despite a few minor mishaps, one quickly manages to get control of the situation. Changing stoma bags becomes part of the daily routine, similar to getting up in the morning having your coffee, jumping through the shower and brushing your teeth.

I have been fortunate to have undergone surgery recently for the reversal of my stoma. This too comes with challenges and fears but looking back I really do not think that a stoma means the end of the world. This was also made much easier by having a very supportive family and realised that the

quicker I was comfortable with my stoma the more open about it I was, easily discussing it with people.

I do think it is time that we all stand together and make ostomy's public knowledge. This will remove a large amount of fear among communities, in the long-term decreasing the morbidity and possibly mortality of people.



Ostomy Care
Healthy skin. Positive outcomes.

We are pleased to announce that our CeraPlus™ Ostomy range* has received official dermatological accreditation from the Skin Health Alliance, in the UK.

This accreditation demonstrates our commitment to promoting healthy skins, and will help us deliver on Our Mission to make life more rewarding and dignified for the people who use our products and services.

To read our press release, visit <https://link.hollister.com/SHAPressRelease>.



Contact Us for a Stoma Sticker!

Show Off Your Stoma Sticker!

Thanks for joining us in celebrating ostomy awareness.



Wearing a stoma sticker is a powerful way to educate, start a conversation, or show support for people living with or caring for ostomies.

We suggest you place this sticker over clothes, on your lower right or left side between your navel and hip, where ostomies are typically located.






Share a picture on social media! Tag us and use hashtags **#AllinforOstomy** and **#StomaSticker**.

 **@hollisterincorporated**

 **@hollister_incorporated**

 **@hollisterinc**

Or download a digital sticker by following these easy steps:

1. Open Instagram 
2. Tap on "My Story" icon in top left 
3. Once on the My Stories screen, tap on the Camera icon 
4. Click on the Sticker icon at top of screen 
5. In the search bar, type **#ostomatevoices** and select the Hollister sticker you wish to use (example shown beside) 
6. Tap on Send To and send to either "Your Story" or Friends

Visit our new Website!



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5 Surprising Facts About Peristomal Skin Problems

It might surprise you to know that peristomal skin complications (PSCs) are often not reported to health care providers. Explore some other surprising facts about PSCs.

[Learn more about peristomal skin complications.](#)

When you have an ostomy, the health of your peristomal skin should be one of your highest priorities. Unfortunately, peristomal skin complications (PSCs) are far too common. Here are some eye-opening facts about just how common they are, their impact, and how they are often not reported.

Surprising fact #1: About 75% of people with ostomies develop a Peristomal Skin Complication at some point in their lives.¹

In addition:

- 37% of people with ostomies surveyed developed a PSC within the first 90 days after surgery²
- Of the 37% who developed a PSC, 55% of them did so within their initial hospital stay²
- Peristomal itching was reported by 87% of individuals with stomas³

Surprising fact #2: Many people with Peristomal Skin Complications do not tell their clinicians.

Even though 87% of patients reported experiencing peristomal skin itching, nearly 2/3 of them never talked to their healthcare provider about it.⁴ This seems to indicate that most patients believe skin problems are a normal part of living with a stoma. They may not even recognize they have a problem—or if they do—they often choose not to seek help.

Surprising fact #3: According to research conducted by health economists, Peristomal Skin Complications negatively impact health-related quality of life.

A person living with a stoma without skin complications ranks their own wellbeing about the same as an average person. With even mild PSCs, however, self-reported quality of life starts to decline.⁵

Surprising fact #4: People with severe Peristomal Skin Complications rank their quality of life similar to those with serious medical problems, such as heart failure and breast cancer.

This shows that severe PSCs have a significant negative impact on quality of life.⁵

Surprising fact #5: Peristomal Skin Complications lead to increased health care costs, for both people with ostomies and the health care system.

Individuals with PSCs have higher treatment costs, higher rates of hospital admission, and extended lengths of stay.

What it all means

Some or all of these facts may be surprising to you. What's important is what we can learn from them. Key takeaways are:

- PSCs are very common
- PSCs can have a significant impact, including lowering your quality of life and increasing your healthcare costs
- You may be able to avoid PSCs by following a proven skin care routine and using ostomy products containing skin-nurturing ceramide
- Be sure to report any potential PSC to your doctor or stoma care nurse, even if you're not sure there is an issue (e.g. itching)

1. Richbough L, Thorpe JM, Rapp CG. Difficulties experienced by the ostomate after hospital discharge. J Wound Ostomy Continence Nurs. 2007; 34(1):70-79
2. Taneja, C., Netsch, D., Rolstad, BZ., Inglese, G., Lamerato, L., Oster, G., Clinical and Economic Burden of Peristomal Skin Complications in Patients with Recent Ostomies JWOCN 2017 COL. 44, No. 4 Page 350-357.
3. Consumer Survey of Pruritus, 2016. Hollister Data on file. (n=164)
4. Consumer Survey of Pruritus, 2016. Hollister data on file (n=140)
5. Nichols TR, Pouching System Impact Assessment, 2013. Hollister data on file





The Impact of Skin Complications

Even mild peristomal skin complications (PSCs) can have several negative effects. Explore the impact of these problems, and what you can do to resolve or avoid them.

Learn how peristomal skin complications can affect you.

Although peristomal skin usually starts out healthy, unfortunately, it often doesn't always stay that way. Many factors affect the skin and can cause problems. These issues are called peristomal skin complications, or PSCs, and they can impact your life in several ways.

PSCs can range from mild to moderate to severe. In mild cases, skin is still intact, but there may be redness, itching, or discomfort. In severe cases, the skin is broken and there may be weeping, ulcerations, pain, and bleeding. Even minor PSCs can result in the following:

Soreness and pain

If the skin around your stoma is damaged, it will likely feel sore. Skin damage around the stoma can also be hard to deal with because you need to place the ostomy pouching system over the irritated area.

If your PSC is due to leakage, redness can progress to open raw skin that weeps or even bleeds. This is often very painful. People with ileostomies are at the highest risk of this happening, which can lead to leakage. This is due to digestive enzymes that make ileostomy output very corrosive. However, regardless of your type of ostomy, a change in your stoma or the shape of your abdomen can make your pouching system not fit as well as it used to, leading to leakage.

A cycle of leakage

Stomal output is corrosive to the skin. In turn, this can make it more difficult to get a good skin barrier fit. If your pouching system doesn't fit well around your stoma, leakage can result. Compromised adhesion can lead to further leakage and skin damage. Poor adhesion or an ill-fitting skin barrier can lead to very frequent barrier changes, which can lead to skin stripping. It's a vicious cycle that becomes more difficult to resolve with the severity of the PSC.

Negative impact on your social life

Research suggests that even mild skin complications can have a negative impact on your sense of well-being, especially as it relates to your social life. PSCs can create a fear of leakage and a feeling that your quality of life has been compromised. They also may cause you to isolate yourself, or refrain from participating in activities you once enjoyed.

(continued on the next page)



The Impact of Skin Complications (cont.)

Increased healthcare costs and hospital stays

Having skin complications can also impact your finances, depending on your healthcare coverage and out-of-pocket costs. Studies show that skin problems after ostomy surgery contribute to a higher cost of care. PSCs are also associated with longer stays in the hospital.

A four-year study* of people with different types of ostomies looked at healthcare cost, time spent in the hospital, and readmissions. Compared to those with no skin complications, those that developed a PSC:

- Had a median difference of \$50,000 higher healthcare costs over 120-days
- Stayed in the hospital 54 percent longer initially
- Had higher rates of readmission

Lower quality of life

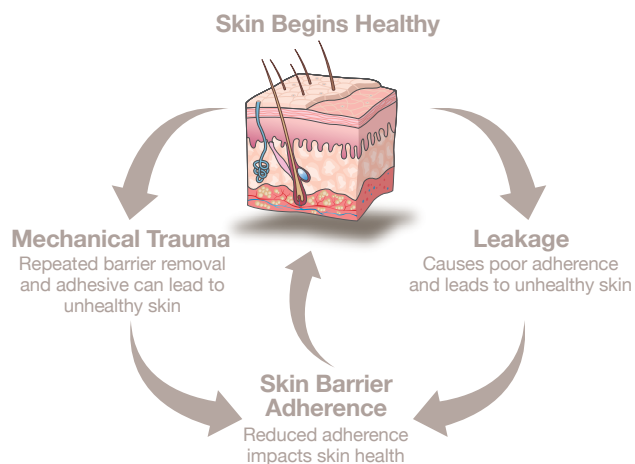
Health economists measure quality of life by surveying people on how they feel about their own well being in key areas. Results show that people with healthy peristomal skin rate their wellbeing about the same as a person without an ostomy, which is great news.

When peristomal skin problems are present, however, self-reported quality of life declines and ranks similarly to other severe health problems, especially as PSCs worsen. This affirms that PSCs have a significant impact on your quality of life.

The good news

Although PSCs are a common occurrence, there are steps you can take to ensure skin health. In addition to [routine care of your peristomal skin](#), selecting products infused with ceramide has been shown to have a positive impact on peristomal skin health.

Your healthcare team can also educate you in how to maintain healthy peristomal skin. If you do experience a PSC, contact your stoma care nurse immediately.



*Taneja, C., Netsch, D., Rolstad, BZ., Inglese, G., Lamerato, L., Oster, G., Clinical and Economic Burden of Peristomal Skin Complications in Patients with Recent Ostomies JWOCN 2017 COL. 44, No. 4 Page 350-357.



New Box Artwork Highlights CeraPlus™ Portfolio Helping To Protect Skin From Day One



CeraPlus™ Ostomy Portfolio packaging gets a bold new look inspired by our devotion to protect skin from Day 1

CeraPlus™ Ostomy Portfolio is an advanced line of Ostomy products that **Protects Skin from Day 1**. The CeraPlus™ Portfolio fits all stoma types, enhancing security, healthy skin, and quality of life.

The CeraPlus™ Ostomy Portfolio packaging is getting a bold new look, to reinforce our high-quality CeraPlus™ products. The Shield icon visually communicates the benefits of protection, security and confidence. The simple, clean dot pattern represents an abstract texture of healthy skin.

The new packaging supports our **Global Environmental Policy**; improving our sustainability by including recyclable materials and inks that are plant based.

Look out for the new Hollister CeraPlus™ Ostomy Portfolio packaging.

If you have any questions or concerns, please [contact us](#).

[Request a sample of CeraPlus™ Ostomy Products](#)



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Where a Soft Convex Skin Barrier May Improve Fit

Case 1: Parastomal hernia with flush stoma¹

A parastomal hernia may create a bulge on the abdomen. When convexity is clinically indicated, a firm rigid convex barrier may pose the potential for pressure related skin damage.

A flexible soft convex barrier may be an appropriate solution.



Case 2: Firm abdomen with pressure injury from use of firm rigid convexity^{2,4}

Pressure ulcers may be more likely when a firm convex barrier is pressing against the skin for a prolonged period of time, especially with the addition of an ostomy belt.

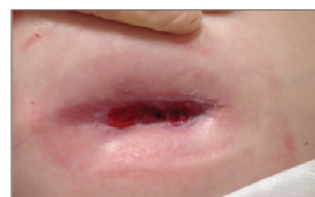
A flexible soft convex barrier may provide the correct fit while removing the cause of pressure.



Case 3: Stoma located in a crease³

A firm rigid convex barrier may not conform to the abdominal contours and "pop off" when used in a creased area.

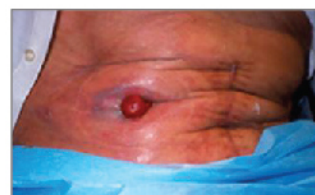
A flexible soft convex barrier may be considered a more appropriate fit.



Case 4: Stoma located in abdominal folds^{2,3}

Abdominal folds can compromise the seal of the barrier. A convex shape can enhance the barrier fit.

A flexible soft convex barrier may match to the correct depth of the folds, conform to the abdominal contours and provide less peristomal pressure.



Case 5: Stoma height less than 20mm (2cm)³

A stoma that does not protrude above the skin may cause leakage problems under the skin barrier.

A flexible soft convex barrier may provide the right depth of convexity to help with stoma protrusion.



Case 6: Immediate post-op stoma with firm distended abdomen and off-centered lumen at risk for mucocutaneous separation^{2,5}

A mucocutaneous separation may occur as a result of poor healing, infection, or excessive tension at the mucocutaneous junction.

A flexible soft convex barrier may help achieve a correct fit with less pressure at the base of the stoma.



Case 7: Loop stoma³

The distal limb (arrow) of a loop stoma may discharge mucous which can undermine the barrier seal.

A flexible soft convex barrier may help provide the right fit with less pressure around the stoma to minimize undermining.



Case 8: Pyoderma gangrenosum^{2,4}

Trauma to the peristomal skin may initiate and aggravate a pyoderma gangrenosum ulcer. Efforts should be made to alleviate pressure and friction.

A flexible soft convex barrier may provide less pressure than firm convexity.



Where a Soft Convex Skin Barrier May Improve Fit

Hollister Soft Convex Barrier Options



Premier™ One-Piece Soft Convex Pouching System

Options:

- CeraPlus Skin Barrier with Remois Technology* Formulation
- Flextend Skin Barrier Formulation
- Cut-to-Fit
- Pre-Sized
- Drainable Pouch
- Urostomy Pouch



New Image™ Two-Piece Soft Convex Pouching System

Options:

- CeraPlus Skin Barrier Formulation
- Cut-to-Fit
- Pre-Sized



Adapt™ Round Convex Barrier Rings

Options:

- Flextend Barrier Infused with Ceramide
- Flextend Barrier Formulation

References:

- 1 Turnbull, G. The Ostomy Files: Parastomal Hernia *Ostomy Wound Management* Volume 49- Issue 11 – November 2003
- 2 J.C. Colwell, M.T. Goldberg, & J.E. Carmel (Eds.). (2004). *Fecal & Urinary Diversions: Management Principles*. In Chapter 12 and Chapter 14. St. Louis, MO: Elsevier Mosby
- 3 J.C. Colwell, M.T. Goldberg, & J.E. Carvel (Eds.). (2015). *WOCN® Society Core Curriculum Ostomy Management*. In Chapter 10. Philadelphia, PA: Wolters Kluwer
- 4 J.E. Carmel, J.C. Colwell, M.T. Goldberg (Eds.), *WOCN Society Core Curriculum Ostomy Management* p 181, 186. Philadelphia: Wolters Kluwer. 2016
- 5 External Stoma and Peristomal Complications following Radical Cystectomy and Ileal Conduit Diversion: A Systematic Review - Szymanski, K.M., St-Cyr, D., Alam, T., Kassouf, W. *WOCN Society Core Curriculum Ostomy Management*. p. 192. Philadelphia, PA: Wolters Kluwer. 2010

Routine follow-up with your healthcare professional is recommended.



Prior to use, be sure to read the Instructions for Use for information regarding Intended Use, Contraindications, Warnings, Precautions, and Instructions for use.

Not all products are CE marked.

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*Remois is a technology of Alcare Co., Ltd.

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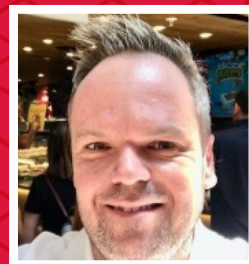
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Pieter Rossouw

Stomalthery Nurse

Pieter recently joined Hartmann South Africa as a Stomalthery Nurse in the Western Cape. For the last 20 years, Pieter was part of the Worcester Provincial Hospital team. Most recently he was responsible for the Stoma and Woundcare clinic in the Out Patient Department. He has valuable experience in both stoma and wound care.



Get to know Pieter in 20 questions

Which name do you prefer we use to address you?

Pieter

How would you describe yourself to your colleagues?

Hardworking and very passionate about what I'm doing. Patient care is a big thing for me.

What is your most used emoji, meme or GIF?



You have to sing karaoke, what song do you pick?

Loslappie by Kurt Darren as no one will know when I go off tune.

What's the most embarrassing fashion trend you used to rock?

I have a tracksuit top that is frayed at the sleeves. It is so comfortable, so I only wear it at home.

Does your current car have a name? If so, what is it?

No, I don't have a name for it, but my sister calls it the Blue Steel.

If you had to eat one meal every day for the rest of your life what would it be?

I can eat soup every day.

What's the best piece of advice you've ever been given?

It's more a lesson that I've learned. Things aren't always what they seem.

What are you currently reading and what is it about?

Nothing at the moment.

What do you enjoy doing in your spare time?

I'm an avid Swatch collector. I'm also a cricket fan but I don't play as often due to time constraints.

You can have anyone fictional as your imaginary friend, who would you choose and why?

It would be Snoopy because of the Swatch Peanuts collection.

What did you want to be when you were a child?

A medical doctor.

What languages do you know how to speak?

English and Afrikaans

If you could only eat one dessert for the rest of your life, what would it be and why?

I don't really have a sweet tooth, but I like any baked pudding with custard like malva pudding or a telefoon poeding.

If you could live anywhere in the world for a year, where would it be and why?

I would go to the USA to explore the places I see on TV all the time. I would probably start off at the Dallas Museum to see the Southfork Ranch from the TV series.

Would you rather lose all of your money or all of your pictures?

That's a tough one. It depends whether I lose month's salary or my life savings. If it's a month's salary I'm fine to lose my money. If, however it involves my savings, then I can take new photos!

What is one thing we would never guess about you?

I'm super shy. My career has however helped with my shyness.

When is your birthday or do you not celebrate it?

30th March, but I'm not big on birthdays.

What is your favourite quote?

I fight to heal and create to inspire.

What is the first thing you would buy if you won R250 million playing Powerball?

I'd buy my dream house with a beautiful view.

