

FREE SAMPLES ► *Reassure® Premium Underpads with Tapes* (See pg. 2)

InfoPro™

NEWSLETTER

INSIDE April 2010 Vol. 14 - No. 2

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 - Smoking Is Down, But...
 - **FEATURED INSIDE:**
Underpads for All Needs
- Route to...**
- Nurse Educator
 - Social Worker
 - Discharge Planner
 - Rehab Staff

The Professional's Resource for Incontinence Products Information

National Nurses Week

Thank You for Choosing Nursing!
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Thank You for Choosing Nursing!



Whose life – including our own – hasn't at some point been positively touched by a nurse? On behalf of our customers...and from all of us at **HDIS**, thank you for choosing nursing!

Not a day goes by without our customers sharing their appreciation for healthcare professionals who took the time to care and help. In fact, many of our customers first heard about our home-delivered products from you! Your example has helped inspire us to do all we can to make life easier for those with healthcare needs.

HDIS Appreciates Nurses: Enter To Win Our Thank-You Gift!

With **National Nurses Week** just days away (May 6 - 10), we're taking this opportunity to say "thank you" for your selfless dedication. As a professional caregiver, you've faced many a challenging day – at this time, we hope you enjoy remembering why you love it. Let us lavish a little care on you, the caregivers, with a special drawing for...



Write your response on our **Fax Back** form (see picture) in the lines provided. Please include your phone number and e-mail, so that we may contact you, if you've won. Responses may be printed in an upcoming issue.



One entry will be randomly drawn for a Bath & Body Works® Signature Essentials Gift Set! Don't delay – the drawing will take place May 15, 2010.

Bath & Body Works® Signature Essentials Gift Set In Cherry Blossom



To win this fragrant gift set, simply share from your heart:

"I love caregiving because _____."

Your answer enters you in our drawing!

All InfoPro® readers, whether nurses, physical therapists, social workers, or other professional caregivers, are invited to enter. One entry per person, please.

"We're Here To Help." "We're Here To Help." "We're Here To Help." "We're Here To Help."

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info@hdis.com • www.hdis.com

Home Delivery Incontinent Supplies Co., Inc.
9385 Dielman Ind. Drive
Olivette, MO 63132

What's Up With Underpads? HDIS Offers A Range Of Choices... Including *Reassure*® Premium Underpads Now With Tapes!

The range of choices in underpads has expanded again, and your patients will benefit from skin-friendly features. Whatever choice you make, HDIS will deliver direct to their doorsteps, free of shipping charges.

Help for Caregivers. Underpads add more than extra protection: Whether placed on a bed or favorite chair, underpads also help control odors and save caregivers time in linen changes and cleanup.

Reassure® Premium Underpads Now Available with Tapes

Two adhesive tapes secure this new style of *Reassure*® Premium Underpads and help prevent shifting or bunching, for greater comfort. The Premium Underpads also offer:

- Quilted top for extra comfort
- *Gel-Dry™* Polymer inside to lock away moisture and odor
- Waterproof backing

Original *Reassure*® Underpads complete the line. Their *Skin-Soft™* Lining is smooth to the touch.

Underpads can help your patients maintain healthier skin. When comfort at less cost is important, *Reassure*® is the right choice. **Take advantage of our free sample offer today!**

Reassure® Premium Underpad with Tapes

(Size: 30" x 36")



Three Styles from Reassure® for Beds or Chairs

Style	Size
Premium Underpads with Tapes	30" x 36"
Premium Underpads	30" x 36" 23" x 36"
Underpads	23" x 36" 23" x 24" 17" x 24"

Get a **FREE** Sample Pack...Only from HDIS!

Reassure® Premium Underpads with Tapes

FREE!

FREE!

- **10 Free Samples (5 twin-packs)•**

Order your **FREE SAMPLE PACK** by Faxing the enclosed Fax Back form.



More Underpad Choices From HDIS

Tuckables® Underpads with Barrier Wings Cover a Twin Bed

Tuckables® Underpads offer barrier wings that tuck under each side of a twin-size or hospital bed mattress. The wings hold the underpad in place and help prevent bunching for improved comfort. It also features:

- Soft, nonwoven topsheet that stays drier and won't stick to skin
- Super-absorbent polymer inside to gel liquids and reduce odor
- Length of 70", enabling caregivers to use it as a drawsheet



Tuckables® Underpad with Barrier Wings (Sizes: 36" x 70" or 26" x 70")

Priva® Reusable Underpads Can Be Laundered at Home

Priva® Reusable Bed & Chair Protectors can be machine-washed and dried 200 to 300 times and are bleach-safe. The cotton/poly or polyester velour linings will remain soft, thick, and comfortable for sensitive skin. **Priva® Protectors** offer several absorbencies and other features...

- Vinyl backing and absorbent inner layer shields beds, furniture, wheelchairs, and car seats
- Bed protectors include styles with handles for patient positioning or tuck-in wings to prevent pad movement
- Chair pads come in popular colors for discretion



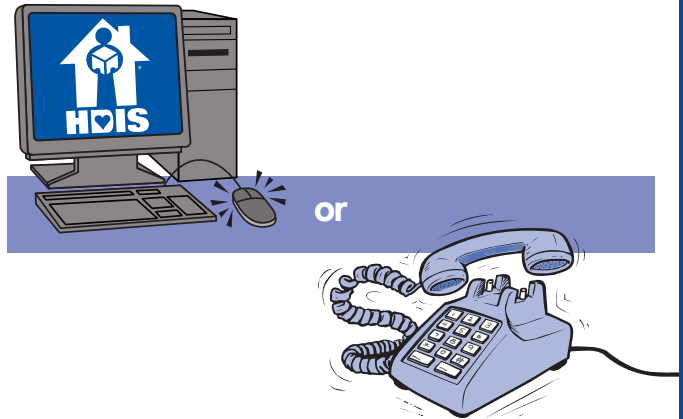
Priva® Reusable Bed & Chair Protectors (Sizes: 34" x 52", 34" x 36", or 21" x 22")

Patients can compare disposable underpad brands with a low-cost Variety Pack from HDIS.

Glacier-Cut Mountains, Scenic Lakes, And...HDIS!

Welcome, professionals and Medicaid patients residing in beautiful New Hampshire! **HDIS** is ready to help you with a wide range of incontinence and home care products – and with our free delivery right to your patients' doorsteps, you'll no longer worry about how they'll get needed products.

Visit www.HDISmedicaid.com



Call toll-free **1-800-367-8360**

Our dedicated **Medicaid Specialists** are ready to listen and help. Just ask Dianna, from Maryland, who wrote us...

"Thank you very much for all the help in figuring out how to meet my daughter's needs, the sample products, and your patience. Most of all, thank you for the friendly voice at the end of the phone line."

Now Serving
New Hampshire!



HDIS is an approved Medicaid provider in these states:

Arkansas Colorado Idaho Illinois Iowa Louisiana
Maryland Minnesota Missouri New Hampshire
New Jersey New York Ohio Texas Virginia Washington

Checking Our Calendar Checking Our Calendar Checking Our Now Accepting Registrations Now Accepting Registrations Now Accepting

May 12 – 15, 2010

American Geriatrics Society
 Annual Scientific Meeting
 Orlando, FL
www.americangeriatrics.org
 (212) 308-1414

May 29 – June 3, 2010

American Urological Association
 Annual Meeting
 San Francisco, CA
www.aug2010.org
 1-800-908-9414

June 12 – 16, 2010

**National Association Directors of Nursing
 Administration in Long Term Care**
 Annual Conference
 Atlanta, GA
www.nadona.org
 1-800-222-0539



June 12 – 16, 2010

**Wound, Ostomy & Continence
 Nurses Society & WCET**
 Joint Annual Conference
 Phoenix, AZ
www.wocn.org
 1-888-224-9626



June 20 – 26, 2010

World Continence Week USA
 Look for educational events across the nation
 capped by a health awareness expo in Chicago!
 To learn more, visit...
www.worldcontinenceweek-usa.org

July 17 – 21, 2010

National Association of Area Agencies on Aging
 Annual Conference & Trade Show
 St. Louis, MO
www.n4a.org
 (202) 872-0888



Visit & Win!

Visit our exhibit booth
 for a warm welcome and...

- The Latest Products • Educational Brochures and Posters
- Friendly, Knowledgeable HDIS Representatives
 - Free, Customized Patient Samples
- A Beautiful Gift Basket to Win!

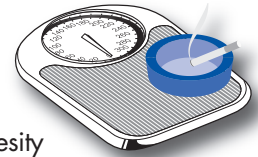
HDIS ships everything back home for you...
 So register for your chance to win!

Congratulations to our latest winner...

Melissa Morrison, Liverpool, TX

Health Gains Up In Smoke?

Fewer people smoke these days, and that's good news for longevity. However, the negative effects of obesity are cancelling out these health gains and could hold back our life expectancy, according to a new study¹.



While smoker's cough has long been associated with stress incontinence, excess weight also puts patients at risk for incontinence. As a healthcare professional, you educate your patients and influence their health choices. Studies like this present an opportunity to communicate the importance of both health goals to your patients – and help ensure years of quality life.

Trust HDIS to be a resource
 for your patients' home health needs.
 Visit our sister site: www.HDIShealthcare.com
 (or call 1-877-2MY-HOME® {1-877-269-4663})
 where we provide aids to daily living.

¹Stewart, S.T., Cutler, D.M., & Rosen, A.B. (2009) Forecasting the Effects of Obesity and Smoking on U.S. Life Expectancy. *New England Journal of Medicine*, 361: 2252-60.

“We’re Here To Help.” “We’re Here To Help.” “We’re Here To Help.” “We’re Here To Help.”

**WIN
A Gift Set
For Nurses' Week!**
See Entry Form Below.

Order Free Samples & More!



Fax this order form to receive **FREE** samples, catalogs, and educational tools. First, check your address and make changes below. For questions about your order, please provide:

Phone: (_____) _____

E-mail: _____

Address or Contact Change? Please print it here.

Name _____

Title or Dept. _____

Clinic or Agency _____

Address _____

City _____ State _____ ZIP _____



Phone _____

E-mail _____

Circle A Quantity For Each Item Desired

(Over for item descriptions. Please allow 4 to 6 weeks for delivery.)

Free Samples and More

- 1 Reassure® Premium Underpads with Tapes **NEW!**
- 1 Depend® Underwear for Women Sample Pack
- 1 TENA® for Men Protective Underwear Sample Pack
- 20 40 80 **REQUEST CARD FOR FREE CUSTOM SAMPLES**
- 5 10 20 **2010 HDIS Catalog with Money-Saving Coupons!** 
- 1 5 **2010 HDIS Healthcare™ Catalog**  **NEW!**
Urologicals, ADLs, mobility aids & more. Call for additional catalogs.
- 1 **Product Education Kit**
Please call if you need more than one kit
- 1 5 **Product Selection Guide**
- 1 **InfoPro™ Binder**

\$45
in coupons!

Brochures With Money-Saving Offer:

- 20 40 70 *Resources For Caregivers*
- 20 40 70 *Pelvic Muscle Exercise (PME)*
- 20 40 70 *Layman's Guide To Incontinence*
- 20 40 70 *Management Techniques For Incontinence*
- 20 40 70 *Prostate Disorders And Incontinence*
- 20 40 70 *Multiple Sclerosis And Incontinence*
- 20 40 70 *HDIS And You, Managing Incontinence With Dignity*

Posters: (16" x 20")

- 1 5 *Pelvic Floor Muscles (Male/Female)*
- 1 5 *Guide To Managing Incontinence*

Win A Gift Set!

For National Nurses Week

To enter our drawing for a beautiful gift set, just respond to this question. Please include contact information!

(For details, see pg. 1 of InfoPro™.)

I love caregiving because _____

Phone (_____) _____

E-mail _____

Send This Newsletter To A Colleague...

Know someone who would like to receive this newsletter?

Just clearly print his or her name and address here.

Name _____

Title _____

Clinic or Agency _____

Phone (_____) _____ Ext. _____

Address _____

City _____ State _____ ZIP _____

E-mail _____

FAX to 1-888-874-HDIS (1-888-874-4347) or MAIL in the enclosed postage-paid envelope.

FREE Patient Education Tools

"I have referred so many of my patients and heard nothing but positive feedback."
Susan, Raleigh, NC

HDIS Catalog With \$45 in money-saving coupons!

All the latest products for incontinence and related problems in one great catalog, with 48 full-color pages, new Variety Packs and more.



Product Education Kit

Turn to this essential kit when patients have questions or need help selecting products. Includes a selection chart plus non-sterile samples for display and demonstration.

Product Selection Guide

Comprehensive, handheld guide to leading bladder control brands, organized by product type, capacity and brand.

HDIS Healthcare™ Catalog

Hundreds of high quality, affordably priced products for health and wellness, including urological supplies, mobility equipment, and aids for daily living.

To learn more, call 1-877-2MY-HOME (1-877-269-4663) or visit www.HDIShealthcare.com.



InfoPro™ Binder

The perfect way to organize your InfoPro™ newsletters.

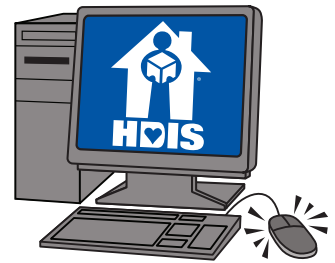
Request Card For Free Custom Samples

A discreet, postage-paid way for your patients to obtain personalized samples and a coupon worth \$3.

Web Site For Patients And Professionals

Your patients can learn about the urinary system, find out why incontinence occurs, get life-enhancing information, and browse our online store of incontinence and related products. Professionals...click the InfoPro™ button to obtain free patient education materials and sample product offers. All of this at... www.hdis.com.

Patients enrolled in Medicaid can find out how to obtain incontinence supplies with no out-of-pocket and free home delivery at www.HDISmedicaid.com.



Brochures With Money-Saving Offer

"Resources For Caregivers"

Explains the many free services HDIS offers to aid caregivers and lists organizations that provide support and referrals.

"Pelvic Muscle Exercise (PME)"

Explains the benefits and modality of PME (Kegel Exercises). Six simple steps plus illustration describe how the reader can do a PME program, with emphasis on finding and using only the correct muscles.

"A Layman's Guide To Incontinence"

Explains the urinary process and types and causes of incontinence. Describes absorbent products and other management techniques.

"Management Techniques For Incontinence"

Provides an overview of therapies and treatments for incontinence, including behavioral changes, medications, medical procedures, catheters and absorbent products.

"Prostate Disorders And Incontinence"

Describes the three categories of prostate disorders and their treatments, including surgical procedures, and the incidence and duration of incontinence with each. Lists behaviors and products that can improve bladder control following surgery.

"Multiple Sclerosis And Incontinence"

Describes the role of the nervous system in the urinary process and the dysfunctions which lead to UI in MS patients. Discusses treatment options and encourages patient to seek a physician's advice.

"HDIS And You, Managing Incontinence With Dignity"

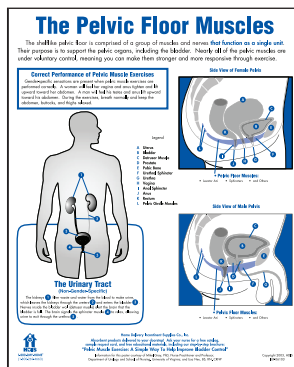
Explains our mission to provide quality products and caring service to people with bladder control needs. Describes our friendly, knowledgeable Customer Care Representatives, our discreet home delivery service and convenient Personalized Delivery Plan™.

Posters

Suitable for hanging with or without frame in a waiting room or lobby, these two-color posters are a generous 16 x 20 inches.

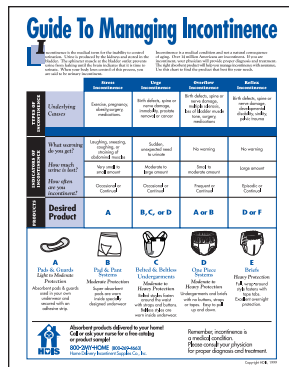
"The Pelvic Floor Muscles"

For every professional who wishes for straightforward, anatomically accurate visuals about muscle retraining, this poster is the perfect patient guide. Developed in consult with leading continence specialists, it includes male and female pelvic floor anatomy, guide to muscle contraction and illustration of the mechanics of urination, all in a friendly, large-print format.



"Guide To Managing Incontinence"

A large-print chart that helps the reader easily find just the right product by following a set of question-based prompts. Products are keyed to their responses, saving the reader both the time and expense of buying and trying out inappropriate products.



1-800-2MY-HOME
(1-800-269-4663)