

INFO PRO™

NEWSLETTER

INSIDE August 2010 Vol. 14 - No. 4

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 - Medicare Billing for Catheters
 - Medicaid Regulations Update
 - **FEATURED INSIDE:**
Depend® Underwear for Men
- Route to...**
- Nurse Educator
 - Social Worker
 - Discharge Planner
 - Rehab Staff

The Professional's Resource for Incontinence Products Information

Prostate Cancer Awareness Month Thirty Days To Change His Life September 1 – 30, 2010

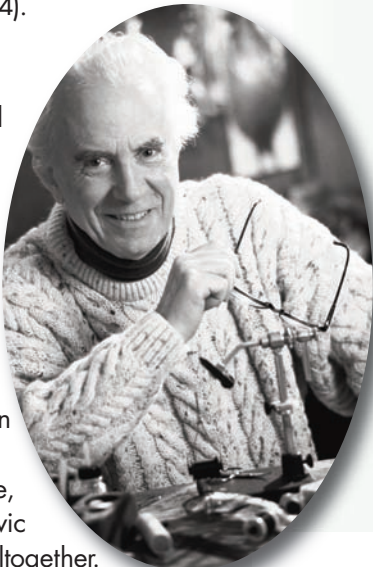
September 2010 will be a life-changing, even life-saving, time for many men fortunate enough to receive prostate cancer education and screening from healthcare professionals like you. As you mark this observance, **HDIS** will be ready with solutions for your patients...and support for you! To aid earlier detection of prostate cancer, **HDIS** offers action points to share with your patients (continued on pg. 4).

Exercise for a Life Free of Leaks

More than 200,000 men will be diagnosed with prostate cancer in 2010. Thankfully, most will be successfully treated. For those who are recovering from any prostate disorder, **HDIS** is committed to providing personalized care and solutions... from education materials to products for containing bladder leaks.

Dale's* surgery for prostate cancer had taken place more than a year ago. His urinary leakage, which at first had been bothersome, had ceased. Dale began to neglect his pelvic floor muscle exercises; then stopped them altogether. Soon after, the leaks returned...

In an effort to put the experience behind them, many men, like Dale, forget that these exercises are a part of life. Succeeding office visits are opportunities to re-engage and educate.



You can keep visible reminders at hand – from your waiting room to exam rooms – with **InfoPro™**'s free patient education materials.

Solutions for Patients – Support for You

Pelvic Muscle Exercise Brochure

Includes: Instructions for PME
How the exercises work

The Pelvic Floor Muscles Poster

Includes: Male and female anatomy
Large, easy-to-understand print

Prostate Disorders and Incontinence Brochure

Includes: Types of disorders and treatments
Steps to regain bladder control

HDIS also provides a wide selection of incontinence products to help him manage while healing.

To order these free materials, simply circle a quantity on the enclosed order form and drop the form into your fax machine. When they arrive, put them in patient areas, where they can stimulate life-changing conversations.

*Name changed to protect identity.

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

Masculine Design Teams Up With Maximum Protection In Depend® Underwear For Men

Designed just for him, **Depend® Underwear for Men** fit and look like his regular underwear. With brief-like features and super-plus absorbency, they enable him to focus on life, while feeling secure.

Day or night, they're worn like underwear: Your patient simply takes a pair in hand, steps in, and pulls them on – or off. He'll wear them confidently... with these features:

- 1. Super-plus absorbency** where men need it most, with an **ABSORB-LOC®** core that gels fluids and neutralizes odor.
- 2. Blue-trimmed elastic waistband** for a snug fit and the look of regular underwear. A blue bar on the inner waistband indicates back of pant.
- 3. Cloth-like material** is soft, quiet, and breathable for cooler wearing.
- 4. Brief-like leg openings** help protect against leakage and provide a snug, comfortable fit.

Depend® Underwear for Men supports a more active return to wellness and continence, especially following prostate cancer surgery.



Depend® Underwear for Men also comes in masculine prints and colors. Also available... **Depend® Underwear for Women**

*What's more, the **Depend®** brand is joining the fight...*

By partnering with **ZERO – the Project to End Prostate Cancer**

During 2010, Depend® and the Kimberly-Clark Corporation will donate a portion of the proceeds from the purchase of Depend® Underwear for Men to ZERO, for education and research.

Put a hard-working player on the team... Introduce your patients to **Depend® Underwear for Men** with a free sample bag from HDIS.

Depend® Underwear for Men In Super-Plus Absorbency

Size	Waist
S/M	28 in. – 40 in.
L/XL	38 in. – 64 in.

2 Free Sample Bags for Your Patients - A Total of 24 Free Pairs!

**Depend®
Underwear for Men**
12 Pairs FREE
(3 twin-packs each of sizes S/M & L/XL)

FREE!

FREE!

FREE!

**Depend®
Underwear for Women**
12 Pairs FREE
(2 twin-packs each of sizes S/M, L, & XL)

**GET BOTH FREE SAMPLE BAGS
with the enclosed order form – fax it today!**





We're Here To Help With...

Medicare & Insurance Billing

Q. "Do you bill Medicare and private insurance for catheters?"

A. Yes, we do! We want to help your patients get the right products at the lowest cost. For catheters – or any other products



Coloplast® Intermittent and External Catheters



that are eligible for review – we provide non-assigned or assigned billing of Medicare and most major insurance carriers. Medicaid billing is also available in certain states (see the map and accompanying list on this page).

Be sure to tell your patients about our expanded selection of urologic products. Responding to requests from nurses and patients, **HDIS HealthCare™** offers intermittent and external catheters, and all supplies, from industry leaders, such as...

**Coloplast® • Astra Tech®
Hollister® • Rochester® • And More**

We're here to help. Just ask your patients to call our Medical Supplies Specialists at...
HDIS HealthCare™ 1-877-2MY-HOME® (1-877-269-4663)
www.HDIShealthcare.com

Odor Neutralizers in Men's Products

Q. "I know that 'odor control' is often listed on products for women. What about products for male incontinence – do they provide odor containment, too?"

A. The same odor-neutralizing, liquid-gelling polymer contained in women's incontinence products is also found in men's products, including briefs, guards, and drip collectors. Unlike traditional fillers, this advanced polymer locks away fluids – and odors – as an inert gel.

Even more important...With no more fluid to squeeze out under pressure, your patient's skin stays drier and better protected from irritation.

When you refer your patients to **HDIS**, you can rest assured that they will always receive high-quality products, designed to protect skin and promote a secure, confident lifestyle. Simply ask them to call **1-800-2MY-HOME®** (1-800-269-4663).



Changes To Medicaid: HDIS Goes To Work For You & Your Patient

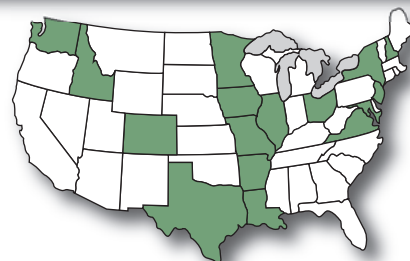
Making sure your patients receive needed supplies without delay or interruption is the goal of our dedicated Medicaid Specialists.

When individual states change their Medicaid program regulations, we go into action, determining how the changes affect you and your patients and what actions, if any, are needed to implement them with the least burden.

Recently, two states announced such changes, and our Medicaid Specialists went to work calling healthcare providers, when necessary, to inform and to request needed information. *Working with you – it's just part of how we deliver efficient, high-quality service to you and your patients.*

New Jersey Medicaid requires prior authorization for all incontinence supplies, as of April 1, 2010. By obtaining prescriptions from providers, **HDIS** can submit requests for prior authorization on behalf of your patients.

Virginia Medicaid changed the billing unit for incontinence supplies from "per case" to "100 each," after July 1, 2010. If authorization for a greater quantity is needed, **HDIS** will take care to contact providers.



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

Do you have Medicaid patients who need help getting the right products?

We're here to help!
HDIS Medicaid 1-800-367-8360



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

August 20 – 21, 2010

**Us TOO International Prostate Cancer
Education & Support Network**
International Summit & Symposium
Chicago, IL
www.ustoo.org
(630) 795-1002

**For PCa Patients
& Families**

September 22 – 25, 2010

Gerontological Advanced Practice Nurses Association
Annual Conference
Albuquerque, NM
www.gapna.org
1-866-355-1392

September 26 – 29, 2010

National Association of State Units on Aging
Annual Home & Community-Based
Services Conference
Atlanta, GA
www.nasua.org
(202) 898-2578

September 29 – October 2, 2010

Association of Rehabilitation Nurses
Annual Conference
Orlando, FL
www.rehabnurse.org
1-800-229-7530

**Visit HDIS
at Booth 509**

September 29 – October 2, 2010

American Urogynecologic Society
Annual Meeting
Long Beach, CA
www.augs.org
(202) 367-1167

October 2 – 6, 2010

National Association for Home Care & Hospice
Annual Meeting and Expo
Dallas, TX
www.nahc.org
(202) 547-7424

October 8 – 11, 2010

Society of Urologic Nurses and Associates
Annual Conference
Boston, MA
www.suna.org
1-888-827-7862

**Visit HDIS
at Booth 220**

October 14 – 17, 2010

National Gerontological Nursing Association
Annual Convention
Palm Springs, CA
www.ngna.org
1-800-723-0560

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 winners...

Lisa Hansen, RN, BSN, CWOCN
Peggy Tonan

Prostate Cancer Awareness Month (cont'd. from pg. 1)

Action Points To Share In September

To aid in early detection of prostate cancer, the **American Urological Association** recommends that all men:

- ✓ Get a prostate-specific antigen (PSA) test at age 40
- ✓ Ask a physician how often to retest
- ✓ Track the rate of change in PSA scores from year to year
- ✓ Work with their doctors to investigate changes in scores or urinary habits



Clip & Copy. Courtesy of 1-800-2MY-HOME®.

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

ADLs,
Urologicals,
Mobility Aids at
HDIShealthcare.com

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 Sample Bags & More

- 1 Depend® Underwear for Men (12 pairs)
- 1 Depend® Underwear for Women (12 pairs)
- 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
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

\$40
in coupons!

NEW!



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

Questions?

E-mail: infopro@hdis.com

From "Which product should I choose?" to "What about my special needs?", your patients cast a lot of questions your way. Write them here and we'll make sure you get answers.

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

"As a nurse case manager, I appreciate your product samples, which I distribute among my patients."

Bobbie, RN, Traverse City, MI

HDIS Catalog With \$40 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.

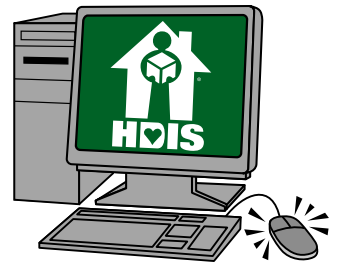
Request Card For Free Custom Samples

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...you can obtain free patient education materials and sample product offers. All of this at... www.hdis.com and infopro.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"

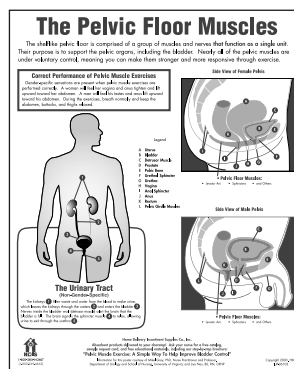
Explains our mission to provide quality products and caring service to people with bladder control needs. Describes our friendly, knowledgeable Customer Care Representatives, our discreet home delivery service and convenient Personalized Delivery Plan™.

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.

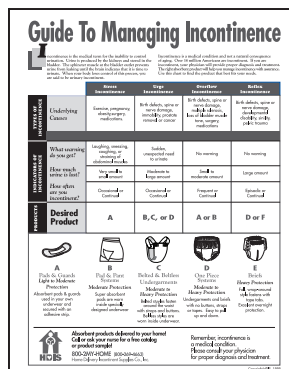
"The Pelvic Floor Muscles"

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)