

INFO PRO™ NEWSLETTER

The Professional's Resource for Incontinence Products Information

INSIDE December 2010 Vol. 14 - No. 6

- HDDS Awarded Medicare Contracts
- Medicare Patients Face Deadline
- Bladder-Neutral Foods & Drinks
- Breakthrough for Dry, Irritated Skin

- Route to...**
- Nurse Educator
 - Social Worker
 - Case Manager
 - Rehab Staff

*1 In Every 10 Of Your Patients Could Be A Diabetic!
So We're Extending Our Personalized Customer Care
To Patients With Diabetes...
To Help Make Daily Testing Easier –
And Now Less Costly*

Many of your patients may struggle to manage both diabetes and incontinence. In the US population age 20 and older, the prevalence of diabetes alone is 1 in every 10 persons. Of those who are age 60 and older, nearly 1 in 4 has diabetes.¹

**Home Delivery Diabetic Supplies:
Extending HDIS' Personalized Care**

Home Delivery Diabetic Supplies (HDDS) offers personalized care to your patients with diabetes. HDDS is the official name of HDIS' Diabetes Care Department, where our Diabetes Care Specialists continue to do all they can to make life easier for patients and caregivers.



**Medicare Beneficiaries Save More Than 50% of Co-Pays
with Home Delivery Diabetic Supplies**

Starting January 1, 2011, Original Medicare beneficiaries residing in areas of the Medicare Competitive Bidding Program can save more than 50% of their current out-of-pocket costs for home-delivered diabetes testing supplies from HDDS. (continued on page 3)



**HDDS
Has Been Awarded
Medicare Provider Contracts
For Diabetes Testing Supplies In
All 9 Competitive Bid Program Areas**

Program Starts Jan. 1, 2011

Before this Date

Beneficiaries in the 9 Regions
Must Choose a Contracted Supplier
Like HDDS
In Order to Keep
Medicare Coverage for Supplies AND
Save More Than 50% of Out-of-Pocket Costs

During this time of transition, your Original Medicare patients must switch to a contracted provider like HDDS. You can be confident in recommending HDDS to provide their supplies with the utmost in caring and knowledgeable service. *Just have patients call us today...*

**Home Delivery Diabetic Supplies
1-866-2MY-HOME® (1-866-269-4663)**

(continued on page 3, "Competitive Bidding Details")

¹National Institutes of Health (2007). **Prevalence of Diagnosed and Undiagnosed Diabetes among People Ages 20 Years or Older, United States.**

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

The Path To Healthier Skin Begins Deep With Omega-6 Fatty Acid

A Breakthrough in Diabetic Skin Care

Recommended by diabetes educators, **DiabetiCare™ Foot Cream with Borage Oil** can relieve the chronically dry, cracked skin that plagues diabetics in just days.

Works deep down at the cause...DiabetiCare™ contains Borage Oil, the richest source of gamma-linolenic acid (GLA), an Omega-6 fatty acid that is essential for skin cell membranes to retain adequate moisture.¹ Diabetes can impair the body's ability to produce this fatty acid, leaving diabetics at risk for developing chronic dry skin.

DiabetiCare's™ formulation is clinically proven to promote the growth of new skin cells to prevent future dryness...with demonstrated efficacy for patients:

- 82% reported reduction in redness
- 77% reported reduction in itching
- 78% reported improvement in softness

"Patients have come back stating that this lotion has made such a difference in the feel of their skin."

- C. Poret, MSN, RN, CNS

"...more effective than a prescription cream. I highly recommend it!"

- K. Hill, RN, Diabetes Educator



Clinically Proven
DiabetiCare™ Foot Cream with Borage Oil
Fragrance-free

You can help your patients reduce the risk of dry, cracked skin and associated infections. Let them know that **DiabetiCare™** can be delivered direct to their doorsteps, with free shipping, just by calling toll-free:

HDSS
1-866-2MY-HOME® (1-866-269-4663)

¹Nissen, H.P., Blitz, H., and Muggli, R. (1995). The effects of gamma-Linolenic Acid on Skin Smoothness, Humidity and TEWL - A Clinical Study. *Inform.* 6;4:519. (For more studies, write us using the enclosed fax form.)

NEW Free Sample Offer
ONLY From HDIS!
50 FREE SAMPLES!

Reassure® Personal Cleansing Washcloths with Aloe in Convenient, Individual Travel Packs

Thick • Soft • Strong • **Extra-Large (9½ x 12 in.)**
Premoistened for Gentle, Rinse-Free Cleansing • Hypoallergenic and Alcohol-Free
Improves Patient Self-Care



GET YOUR 50 FREE SAMPLES
with the enclosed order form – fax it today!



Just In Time For The Holidays... Foods And Drinks That Are Bladder-Neutral

Q. "The bladder irritants list printed in your last issue was very helpful. I would also like to give my patients a list of foods that are bladder-friendly. Do you have one?"

A. We're pleased that your patients benefited from our list of bladder-irritating foods and beverages. Any professional or patient is welcome to a copy of this list, which appeared in the October edition of **InfoPro™**. Simply make a note on the enclosed fax form, and we'll send as many as you need.

Many foods and drinks are bladder-neutral for most people. Focusing on the "can-have's" can help calm your patient's bladder and give a boost to her outlook, too.

Acid, caffeine, spices, and carbonation are some of the chief causes of bladder irritation and urgency. When patients choose foods and beverages without these traits, the risk of irritation is reduced. Here are just a few...

- Meats (non-spicy), fish, and eggs
- Breads (except rye)
- Pasta, rice, and potatoes
- Certain beans, such as pinto, kidney, and green
- Cruciferous and green vegetables
- Peas, corn, and carrots
- Processed, non-aged cheese
- Imitation sour cream
- White chocolate
- Blueberries, blackberries, and cranberries
- Pears, apricots, and watermelon

Water is, by far, the most healthful beverage for the bladder. Many experts also put pear, apple, cherry, and cranberry juices on the non-irritant list.

Every bladder is unique, of course. What one person can tolerate; another might find irritating. Interstitial cystitis sufferers also will differ with some of these recommendations. The elimination method can help patients determine their individual triggers.

This list provides a place to start, a resource to help kick off the New Year in a positive way...by focusing on the many things your patient **can have**.

HDDS Makes Testing Easier, Less Costly (continued from pg. 1)

When your patients order diabetes testing supplies from HDDS, they'll save money – more than 50% – on their out-of-pocket expenses and receive advanced products with features that make testing easier and compliance more likely.

Our Diabetes Care Specialists help patients choose the supplies and technology that fit their testing needs and lifestyle. With **HDDS**, your patients always receive...

- Ongoing support
- Wider selection
- Free home delivery
- Freedom from paperwork
- Guaranteed satisfaction

When you want to be sure patients are getting the products they need and the attention they deserve, trust them to...



CLEVER CHOICE™ Pro
Auto-Code



CLEVER CHOICE™ mini

HDDS
1-866-2MY-HOME® (1-866-269-4663)

Competitive Bidding Details (continued from pg. 1)

Provider contracts were awarded to accredited suppliers who met quality standards and had successful bids. As an accredited Medicare provider, **HDDS** won contracts in all 9 of the current program areas...

- Charlotte-Gastonia-Concord (North Carolina and South Carolina)
- Cincinnati-Middletown (Ohio, Kentucky, and Indiana)
- Cleveland-Elyria-Mentor (Ohio)
- Dallas-Fort Worth-Arlington (Texas)
- Kansas City (Missouri and Kansas)
- Miami-Fort Lauderdale-Pompano Beach (Florida)
- Orlando-Kissimmee (Florida)
- Pittsburgh (Pennsylvania)
- Riverside-San Bernardino-Ontario (California)

For more information, including a zip code lookup, visit HDDS at:

www.TryHDDS.com

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

February 16 – 19, 2011

**American Academy of Hospice and Palliative
 Medicine & Hospice and Palliative Nurses Assn.**
 2011 AAHPM & HPNA Assembly
 Vancouver, British Columbia, Canada
www.hpna.org
 (412) 787-9301

March 1 – 5, 2011

Society for Urodynamics and Female Urology
 Winter Meeting
 Phoenix, AZ
www.sufu.org.com
 (847) 517-7225

March 10 – 12, 2011

Society of Urologic Nurses and Associates
 Symposium on Incontinence & Pelvic Floor Disorders
 New Orleans, LA
www.suna.org
 1-888-827-7862

**Visit HDIS'
 Booth!**

April 12- 13, 2011

Simon Foundation
 Conference, "Innovating for Continence:
 The Engineering Challenge"
 Chicago, IL
www.simonfoundation.org
 (847) 864-3913

April 26 – 30, 2011

American Society on Aging
 Annual Conference
 San Francisco, CA
www.agingconference.org
 (415) 974-9600

**Visit HDIS'
 Booth!**

Medicaid News

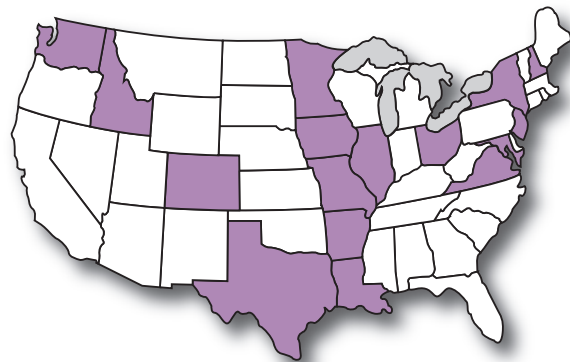
As The New Year Begins... It's Time For Annual Visits

A reminder from our family of friendly, knowledgeable Medicaid Specialists...For Medicaid patients in most states, an annual office visit is necessary to continue benefits for incontinence products.

We're always here to help your patients get the products that are right for their needs, quickly and easily. To refer your patient for personalized service, just call us toll-free...

HDIS Medicaid

1-800-367-8360 • www.HDISMedicaid.com



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

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 Drawing!

**HDIS ships everything back home for you...
 So register for your chance to win!
 Congratulations to our latest winners...**

Charlotte Lyons
 Jacqueline Pittman, CRRN
 Gina Vitigliano, RN

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

Sign Up Today for Time-Saving Resources
INFOPRO.HDIS.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 Reassure® Personal Cleansing Washcloth Travel Packs (50 individually packaged samples)

20 40 80 REQUEST CARD FOR FREE CUSTOM SAMPLES

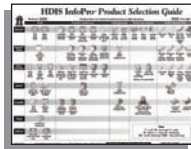
5 10 20 2010/2011 HDIS Catalog..... **\$40** in coupons! with Money-Saving Coupons!



1 5 2010 HDIS HealthCare™ Catalog
 Urologicals, Diabetes Supplies, ADLs & more.
 Call for additional catalogs.

1 Complete Product Education Kit
 Includes brochures, products, and much more!
 Please call if you need additional kits.

1 5 **ALL NEW!** Product Selection Guide
 with More Pictures, Plus Easier to Use!



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

1 **InfoPro™ Binder**

Your Turn...

E-mail: INFOPRO@HDIS.com

We recently announced that InfoPro® has a new web site to serve you: www.INFOPRO.HDIS.com. Please let us know... What do you like or dislike about the site?

What would you like to find at this site? _____

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

"Thank you. It is very helpful for our patients to be able to look at different products before deciding."

– Lana, Denver, CO

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.

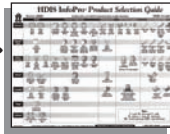


Request Card For Free Custom Samples

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

Product Selection Guide....**ALL NEW!**

Comprehensive, handheld guide to leading bladder control brands, organized by product type, capacity and brand. Now it's easier than ever to choose the right product!



HDIS HealthCare™ Catalog.....

Hundreds of high quality, affordably priced products for health and wellness, including urological supplies, mobility equipment, aids for daily living, and diabetic supplies. **To learn more, call 1-877-2MY-HOME® (1-877-269-4663) or visit www.HDIShealthcare.com.**



Complete Product Education Kit

Turn to this essential kit when patients have questions or need help selecting products. Includes 10 copies of each brochure, 20 referral cards for free custom samples, a selection guide, plus a variety of products for display and demo.

InfoPro™ Binder

The perfect way to organize your InfoPro™ newsletters.

Web Sites For Patients And Professionals

Your patients can learn about incontinence and how to manage it, plus buy absorbent products and many related items from our online store at **HDIS.com**.

Professionals, get easy access to free education materials, sample offers, and more at **INFOPRO.HDIS.comNEW!.....**



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"

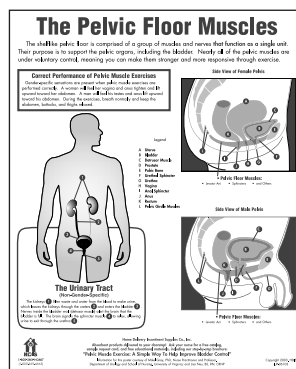
Explains our mission to provide quality products and caring service to people with bladder control needs. Describes our friendly, knowledgeable Customer Care Representatives, our discreet home delivery service and convenient Personalized Delivery Plan™.

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.

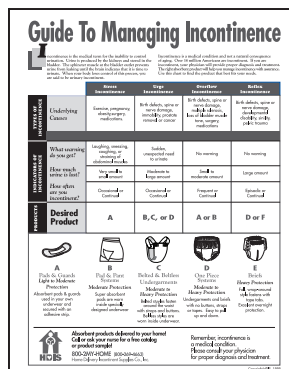
"The Pelvic Floor Muscles"

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)