

FREE SAMPLES ▶ *Reassure® Easy-Tab™ Undergarments* (Pg. 2 for details)

INFO PRO[™]

N E W S L E T T E R

The Professional's Resource for Incontinence Products Information

INSIDE June 2010 Vol. 14 - No. 3

- World Continence Comes Home **Route to...**
- Your Turn: Loving Caregiving – Nurse Educator
- Helping Diabetics Remember – Social Worker
- **FEATURED INSIDE:** – Discharge Planner
- Reassure® Easy-Tab™ Undergarments** – Rehab Staff
- _____

When You Ask, You Change A Life!

Whenver you see a patient, you have the opportunity to begin a potentially life-changing dialogue on incontinence and regaining control. The week of **June 21 – 27, 2010** will be an especially opportune time to reach out to the community and raise awareness of incontinence. It has been designated **World Continence Week USA** by the **International Continence Society (ICS)**.



According to **Diane K. Newman**, RNC, MSN, CRNP, FAAN, BCIA-PMDB, former chair of the ICS Continence Promotion Committee, a staggering number of incontinent men and women are unaware of the treatment options available. Hence, the theme of 2010 World Continence Week USA is *"We're Asking."*

"World Continence Week's objective is not only to open people's eyes to how many suffer from incontinence, but to let them know that they have options," says Newman.

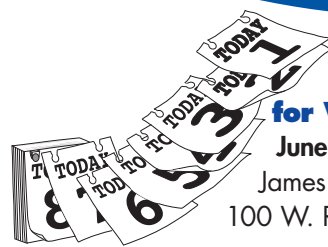
Add Your Voice To World Continence Week USA

To mark the week, several public events are scheduled. HDIS encourages you to share the information with your patients. Talk about incontinence with community groups to which you belong and continue to ask those life-changing questions!

You can learn more about WCW USA and obtain downloads, including a poster for display, from the web site:

www.worldcontinenceweek-usa.org

Using the enclosed **Fax Back** form, you can order free patient education brochures, sample request cards, and more to hand out to your patients and community.



HEALTH FAIR for World Continence Week USA

June 23 – 11 - 2 pm

James R. Thompson Center
100 W. Randolph St., Chicago, IL

Events will take place in other cities throughout the week.

For complete details, visit www.worldcontinenceweek-usa.org

All events are free and open to the public.



Whose Mail Contained A Scentsational Cherry Blossom Gift Package?

And why did that individual love caregiving so?
It's all inside...just turn to pg. 3!

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

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1-800-2MY-HOME® (1-800-269-4663)
info@hdis.com • www.hdis.com

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

There's No Buttoned-Down Thinking Here!

Reassure®'s New
**Easy-Tab™ Undergarment Offers
 Custom Fit, More Freedom**

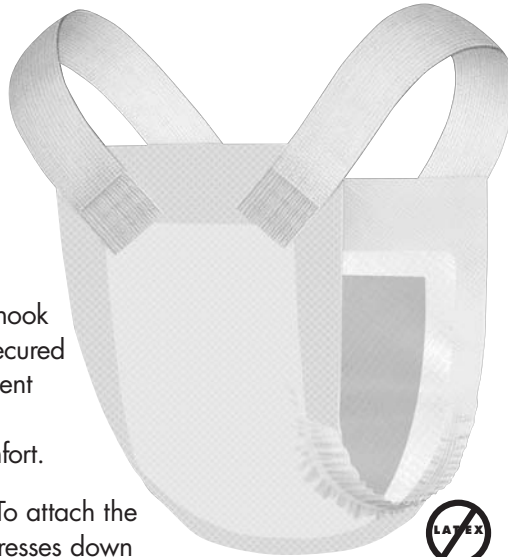
Even with reduced manual dexterity, your patients can have an effortless, custom fit every time with new **Reassure® Easy-Tab™ Undergarments**.

Easy-Tab™ straps, with micro-hook tabs on each end, can be secured anywhere on the undergarment and easily readjusted for a custom fit and complete comfort.

No buttons to manipulate...To attach the straps, your patient simply presses down each tab with a light rub, and the micro-hooks will securely catch onto the cloth-like cover. The new closures offer greater comfort and more freedom...

- Changes are quicker and easier... whether your patient is standing, seated, or lying down.
- Your patients will love the advantage of not having to undress to put on a new undergarment.

See for yourself with our free sample offer... **Reassure® Easy-Tab™ Undergarments** are a friendly option for patients who have experienced loss of function or vision.



Two sets of straps are included in each product bag.

Reassure® Easy-Tab™ Undergarment
Moderate to Heavy Protection

- **Skin-Soft™ Lining** quickly pulls moisture away from the skin and reduces risk of irritation
- **Gel-Dry™ Polymer** locks away liquids and neutralizes odors
- **Hook & Loop Straps** for an adjustable, custom fit
- Ultra-quiet, cloth-like outer layer
- Open sides provide air flow to the skin and create a discreet profile
- Gentle leg gathers help prevent side leaks
- One size fits all up to 54 in. waist/hip



Also Available...
 The **Reassure® Belted Undergarment** provides all of the above benefits, with traditional button straps.

Undergarments hard to find on retail shelves?
 Let your patients know: There's never cause for worry with free home delivery from **HDIS**.
 The products they need are always in stock and ready to ship.

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

FREE! **Reassure® Easy-Tab™ Undergarments** **FREE!**

• **5 Twin-Packs, plus 1 Easy-Tab™ Strap Set per Twin-Pack** •

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

HDIS thanks everyone who took part in our National Nurses Week Appreciation Drawing, announced in the April edition of InfoPro

We're pleased to announce...The winner of a Bath & Body Works® Signature Essentials Gift Set is...

Kathy Mattox, RN, BSN, CRRN

"I love to care for the patients! Most of all, I love giving unconditional love!" Kathy wrote in response to the entry question, "I love caregiving because..."

Every entrant's response was heartwarming, inspiring, and a testament to the adage, "We make a living by what we get, but we make a life by what we give."*

Many of you wrote that you receive much more than you give – and that describes our experience with patients who put their trust in us to find a solution to their needs. We're humbled to be a friend to you and your patients.

*Sir Winston Churchill

Here are more responses to our "I love caregiving because..." drawing:

"I love to see the pride of accomplishment on the residents' faces when they do something they thought they could not do." - K.D., Denville, NJ

"A gentle touch with a smile can brighten someone's day and make my day very meaningful." - J.Z., East Brunswick, NJ

"As a handicapped person myself, I find many clients are grateful for information I can share, and [I also love caregiving because of] what I still learn from them." – O.F., Escondido, CA

"It makes me realize how fortunate I am, shows me courage in action, and humbles me to be able to give back." - JM, Scranton, PA

HDIS Diabetes Care

You Make Life With Diabetes Healthier, HDIS Makes It Easier

When life gets busy, your patients might forget self-care routines. Or, they might not realize that they're eligible for services under their Medicare or private insurance benefits, including...

- Annual eye exams Semi-annual foot exams
- Flu and pneumonia vaccines
- Self-management training Nutrition counseling

When your patients forget to take care of themselves, you can rely on HDIS to help them remember – just as we would for our own families. With each contact, we offer encouraging words and reminders. Looking out for them, helping them to stay on course... it's what family does.

Personalized Care. Delivered.™

To talk with an **HDIS Medical Supplies Specialist**, call **1-866-2MY-HOME®** (1-866-269-4663)

Your patients have unique needs. To provide them with the best technology, we're continually adding new meters to our selection...with patient-friendly features like these...

CLEVER CHOICE™ Auto-Code Voice

Clever Choice™ Auto-Code Voice
Now the visually impaired can hear their results, with built-in audio.



TRUE2go™

TRUE2go™
The world's smallest meter system is ready to travel. Twists onto the top of a strips vial for ease in testing.



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

See HDIS (Booth 901) at the 2010 WOCN/WCET Joint Conference, June 13 - 15!

June 21 – 27, 2010

World Continence Week USA

(For events and details, turn to the article on pg. 1.)

July 10 – 15, 2010

Alzheimer's Association

Annual International Conference

Honolulu, HI

www.alz.org

(312) 335-5790

July 17 – 21, 2010

National Association of Area Agencies on Aging

Annual Conference & Trade Show

St. Louis, MO

www.n4a.org

(202) 872-0888

August 16 – 18, 2010

Florida Council on Aging

Annual Conference

Orlando, FL

www.fcoa.org

(850) 222-8877

**900+
 Expected
 to Attend!**

August 23 – 27, 2010

International Continence Society &

International Urogynecological Association

Joint Annual Meeting

Toronto, ON, Canada

www.icsoffice.org

011-44-117-9444881

Visit HDIS!

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!

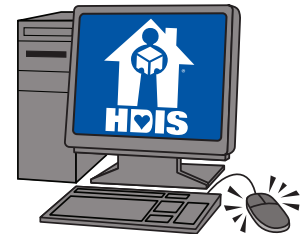
Congratulations to our latest winner...

Shelly Peters, Iowa



HDIS.com Remodeled... Product Searches Now Easier

When patients ask which brand to choose, guide them to www.HDIS.com – where it's now easier than ever to find, learn about, and compare needed products.



Patients can search by...

- Product type • Brand • Gender • Absorbency

There are more product photos and package sizes to choose from, plus many other new services that will make life easier for your patients and their caregivers.

Some things, of course, never change. Your patients can always pick up the phone – and get friendly, knowledgeable service from the people they know and trust... our Customer Care Representatives.



www.HDIS.com

1-800-2MY-HOME® (1-800-269-4663)

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

GET
Urologicals, ADLs,
& Mobility Aids:
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 Packs & More

- | | | | |
|----|----|----|---|
| 1 | | | Reassure® Easy-Tab™ Undergarments NEW! |
| 1 | | | Reassure® Premium Underpads with Tapes |
| 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 |

\$45
in coupons!



Brochures With Money-Saving Offer:

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

Posters: (16" x 20")

- | | | |
|---|---|---|
| 1 | 5 | <i>Pelvic Floor Muscles (Male/Female)</i> |
| 1 | 5 | <i>Guide To Managing Incontinence</i> |

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

"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"

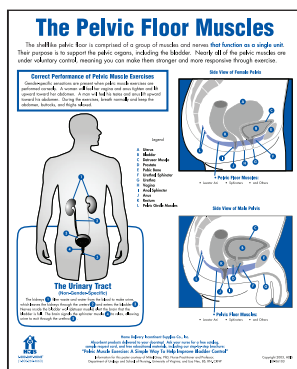
Explains our mission to provide quality products and caring service to people with bladder control needs. Describes our friendly, knowledgeable Customer Care Representatives, our discreet home delivery service and convenient Personalized Delivery Plan™.

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.

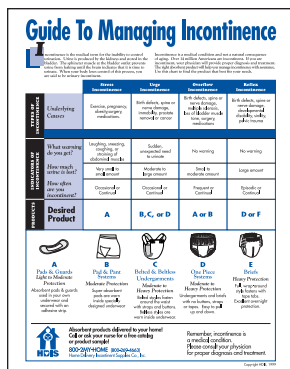
"The Pelvic Floor Muscles"

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)