

HDIS INFO PRO™

NEWSLETTER

INSIDE October 2010 Vol. 14 - No. 5

OUR ANNUAL CAREGIVERS ISSUE
Celebrating November as
National Family Caregivers Month

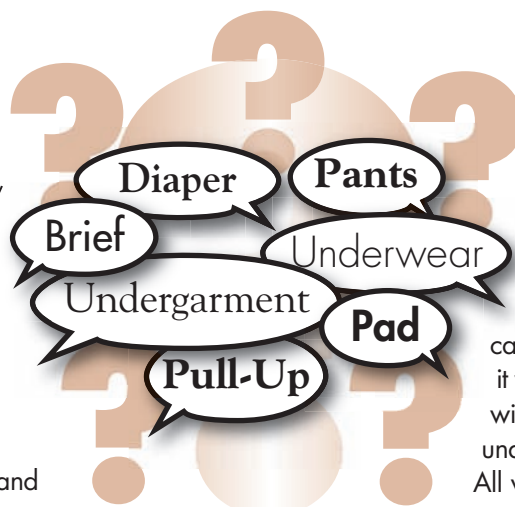
Route to...

- Nurse Educator
- Social Worker
- Discharge Planner
- Rehab Staff
- _____

- Preventing Holiday Stress
- Care Tips to Calm the Urge
- **Improved! TENA® Underwear**
With Super Plus Absorbency

The Professional's Resource for Incontinence Products Information

It Acts Like A Duck, But Should It Ever Be Called A D----?



Diaper. For many adult healthcare practitioners, the very word is revolting, synonymous with loss of independence. Others respond pragmatically: Since adult patients understand the function of diapers, the term works and is not demeaning.

Medicare doesn't use the term diaper in **F315** of the **CMS Manual**, preferring adult brief, protective underwear, pad and like terms. Even so, the literature of some state programs and health organizations refers to diapers or adult diapers.

Recently, the question of what to call incontinence garments played out in an online nursing community thread. While discussing the best ways to communicate about products, some argued that the word "brief" can confuse women residents, who associate it with men. Others stated that residents with declining mental abilities more readily understand "diaper" or "Depend." All wanted terms that are:

- Professional and matter-of-fact
 - Gender-sensitive
 - Value-neutral
 - Easily said, heard, and understood
- (continued on pg. 4)

You Asked – And We Listened...

We've made it easier to access and use HDIS InfoPro™ online:

InfoPro™ now has its own web address...

www.INFOPRO.HDIS.com

It's where busy professionals like you find education materials, product samples, and more tools you need to help patients and clients better manage bladder control needs.



Signing up is easy!

Take advantage of this opportunity to gain access to a free, time-saving resource today. Signing up is now simple and quick.

We're working to bring you even more. **INFOPRO.HDIS.com** will soon be your first stop for news of product advances, conferences, and more to help make your work easier.

Remember, we're here to help YOU.

Let us know what you think – and what you'd like to see on the site.

To submit your comments, use our Fax Back form or feel free to e-mail INFOPRO@HDIS.com



Improved

TENA® Protective Underwear

Now With Super Plus Absorbency and More Comfort

TENA® Protective Underwear for Women and for Men now has **Super Plus absorbency** for patients who need heavy urinary incontinence protection. The gender-specific underwear also offers new design features that enhance fit and security – *and a better fit means more comfort and fewer leaks.*

- 1** **40% more absorbent**, with more Micro Beads™ inside the core to gel fluid and control odors
- 2** Wider crotch and core allow fluid to move away from the body for better security and skin protection
- 3** Redesigned leg openings, with closer fit at the back, for better protection and comfort



A range of sizes – including a new Extra-Large size for women – enables more individuals to find their best fit...

Women's Size	Waist (in.)	Men's Size	Waist (in.)
S/M	29 – 40 in.	M/L	34 – 50 in.
L	37 – 50 in.	XL	44 – 64 in.
XL	48 – 64 in.		

TENA® Super Plus Underwear looks and feels like ordinary underwear, with heavy protection where men and women need it most. With our free sample offer, your patients can experience this new level of comfort and security for themselves...

Money-Saving Coupon Included in Our Latest Catalog!

Improved TENA® Protective Underwear for Women
Now with Super Plus Absorbency & Better Fit

2 additional pairs in every bag – a better value for your patients!



TENA® Super Plus Underwear for Women

TENA® Super Plus Underwear for Men

2 Free Sample Bags - A Total of 30 Free Pairs!

TENA® Super Plus Underwear for Men



12 Pairs FREE
(3 twin-packs each of sizes M/L & XL)

**FREE!
FREE!
FREE!**

TENA® Super Plus Underwear for Women



18 Pairs FREE
(3 twin-packs each of sizes S/M, L, & XL)

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





Answers To Your Questions How to Prepare for Holiday Stress

Q. "Every holiday season, I see a rise in stress among my incontinent patients. Do you have suggestions to help them cope?"

A. The holiday season – and the accompanying cold and flu season – are both unfortunately associated with triggers for incontinent episodes. As you help patients prepare for the coming months, **HDIS** can provide aids and products to manage these risks.

Pelvic floor muscle exercise (PME) is the first line of defense. As **Jane Anthony Peterson, PhD, APRN**, explained in our June 2009 issue, a series of quick flexes may help prevent leakage at the start of activity.

"The contractions should be quick (count 1-2-3 before releasing) and done as a series of 3 to 5," she said. Quick flexes can be done before rising from a chair to greet guests, when a sneeze is coming on, or before getting out of a car or out on the dance floor.

You also instill confidence every time you teach that a bladder urge does not always mean the bladder is full. With focused deep breathing and quick flexes, your patient can gradually extend the time between voids.



Our "Pelvic Muscle Exercise" brochure reminds patients to practice the exercises you teach, while our

"Management Techniques for Incontinence" brochure describes more self-care strategies for reducing leaks.

Both are free.

Order a supply today, using the enclosed fax form!



Avoiding or reducing some holiday foods and drinks can also help sufferers to master their bladders. For your convenience, **InfoPro™** offers this clip and share chart...

When absorbent products are needed, having a type that offers heavier protection can also give your patient confidence for lengthy social occasions. Have your patients tried gender-specific protective underwear? They offer a closer fit and more protection where it's most needed.

Clip & Share!

Easy Diet Changes Aid Bladder Control

Some foods and drinks are friendlier to the bladder, while others can be especially irritating.

With this guide, you can adjust your diet to make bladder control easier.*



Do Drink Water

(About 8 cups during the day minimizes urine odor and bacterial growth in the bladder.)



Reduce or Eliminate Intake Of...

Liquor, beer, and wine

Carbonated drinks

Milk products (aged cheese, sour cream, yogurt)

Citrus and other acidic fruits and juices

Tomatoes and tomato-based products

Chilies and highly-spiced foods

Vinegar, found in mayonnaise

MSG, a salt substitute

Sugar, honey, and corn syrup

Artificial sweeteners

& Caffeine!

Caffeine causes frequent urination and is found in:

Soft drinks, coffee, and tea (even decaf)

Chocolate

(Chocolate milk, hot chocolate, brownies, cakes, ice cream, puddings, and candies)

Headache and pain-relieving medications

Cold and allergy remedies

Stimulants

Everyone's bladder is unique. To find your triggers, abstain from all of these items for two weeks.

Then add them back, one by one, to discover which are irritating.

Be sure to talk with your doctor first.

*Some suggestions may not apply to patients with Interstitial Cystitis.

COURTESY OF

Home Delivery Incontinent Supplies Co., Inc.
Questions? Call 1-800-2MY-HOME® (1-800-269-4663).

We invite you to reproduce this list for distribution and/or display.

Clip & Share!



October 21 – 23, 2010

Center to Advance Palliative Care
 National Seminar: Building New
 Paradigms in Palliative Care
 Phoenix, AZ
www.capc.org
 (212) 201-2670

November 19 – 23, 2010

Gerontological Society of America
 Annual Scientific Meeting
 New Orleans, LA
www.geron.org
 (202) 842-1275

December 8 – 10, 2010

Society of Urologic Oncology
 Annual Meeting
 Bethesda, MD
www.societyofurologiconcology.org
 (847) 264-5901

Urology Nurses & Associates Week November 1 – 7, 2010
 HDIS Appreciates You!

Should It Ever Be Called A Diaper? (cont'd. from pg. 1)

After talking with millions of incontinent individuals in the past 24 years, we at HDIS have realized that most adult incontinent patients and caregivers appreciate words that dignify and distinguish the condition.

Rosemarie, an LTC RN in St. Louis, explains, "My facility uses the term *brief*, but I will append the message when there is reason to do so."

"When the resident might be embarrassed, I will say, 'Let's put on this brief' or 'Let's put on this special underwear.' With a resident who has less ability to understand, I'll use more subtle or nonverbal cues, such as pointing and saying, 'Let's put **this** on,'" she explains, with emphasis on "**this**."

The term "underwear" and the phrase, "Let's check/change your underwear," may be well understood by many individuals. Pointing to the product and to the hip or tummy may also be useful visual cues. As **Rosemarie** points out, communicating in sync with your patient or resident might just entail a few small adjustments.

Do You Have a Gift for Communicating as well as Caring?

When caring for a patient or resident, what do YOU call incontinence products?

Share your opinion by e-mailing:
INFOPRO@HDIS.com

A Care Tip

**Caregivers Can Help OAB Sufferers
 Calm The Urge**

A panicked rush to toilet is distressing for family caregivers and their loved ones. In a recent series of interactive webcasts, "**Connecting with the OAB Patient**," internationally-recognized expert, **Diane Newman, RNC, MSN, CRNP, FAAN, BCIA-PMDB**, described these overwhelming bladder urges, focusing on assessment, treatment, and management.

Newman said that several practices can reduce overactive bladder (OAB) or urge incontinence. Among them are some the family caregiver can apply:

- Gradually reduce caffeine and other bladder irritants in the diet (See diet chart, pg. 3)
- Encourage the intake of decaffeinated fluids, such as water, during the day
- Employ compression hosiery and elevate the legs to reduce edema and nocturia

Most important, by working with a healthcare provider, the patient can learn urge resistance techniques. A supportive family caregiver will encourage their use, helping turn the loved one's panicked rush into a confident walk.

Compression Hosiery

Now Available
HDIS HealthCare™
 Call 1-877-2MY-HOME®
 (1-877-269-4663)
www.HDIShealthcare.com



"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 TENA® Super Plus Protective Underwear for Women (18 pairs)
- 1 TENA® Super Plus Protective Underwear for Men (12 pairs)
- 20 40 80 REQUEST CARD FOR FREE CUSTOM SAMPLES
- 5 10 20 2010/2011 HDIS Catalog..... **\$40 in coupons!** 
- 1 5 2010 HDIS HealthCare™ Catalog
Urologicals, ADLs, mobility aids & 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

InfoPro™ Binder

1

Your Turn...

E-mail: INFOPRO@HDIS.com

In this issue, we 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

"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.

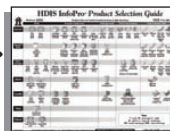


Request Card For Free Custom Samples

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"

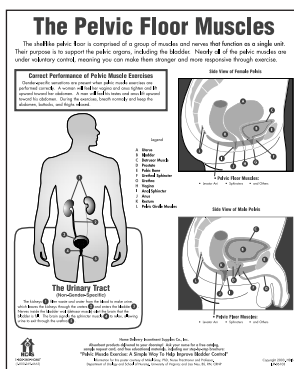
Explains our mission to provide quality products and caring service to people with bladder control needs. Describes our friendly, knowledgeable Customer Care Representatives, our discreet home delivery service and convenient Personalized Delivery Plan™.

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.

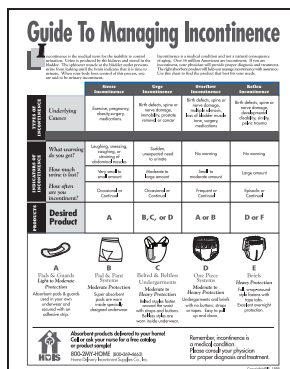
"The Pelvic Floor Muscles"

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)