

**November Is National Family Caregivers Month**

*We're Thankful for Our Nation's 65 Million Family Caregivers*

To learn more, call 1-800-896-3650 or visit [www.thefamilycaregiver.org](http://www.thefamilycaregiver.org)

**American Urological Association**

A Course in Female Urology and Voiding Dysfunction

► **December 2 - 3, 2011**

Nashville, TN  
[www.aunet.org](http://www.aunet.org)  
 (410) 689-3700

The AUA encourages both urologists and allied health professionals to attend.

**Society for Urodynamics and Female Urology**

Winter Meeting

► **February 28 - March 3, 2012**

New Orleans, LA  
[www.sufuorg.com](http://www.sufuorg.com)  
 (847) 517-7225

It's official, according to SUFU:  
 Female Pelvic Medicine and Reconstructive Surgery  
 is now an approved subspecialty.

**Society of Urologic Nurses and Associates**

Annual Symposium

► **March 1 - 3, 2012**

San Francisco, CA  
[www.suna.org](http://www.suna.org)  
 1-(888)-827-7862



**Spina Bifida Association**

World Congress on SB Research and Care

► **March 12 - 14, 2012**

Las Vegas, NV  
[www.worldcongressonsb.org](http://www.worldcongressonsb.org)  
 1-(800)-621-3141

**What's New at [www.INFOPRO.HDIS.com](http://www.INFOPRO.HDIS.com)**

**Order Supplies And Samples Online  
 And Save A Trip To The Fax Machine!**

Starting now, when you signup at [INFOPRO.HDIS.com](http://INFOPRO.HDIS.com), you can immediately order supplies and samples.

Just click on the boxes that follow the signup form, and your order will be on its way. You can request our patient referral cards, product selection guide, product education kit, our complete patient brochure series, posters, and catalogs. You can also click to order our latest sample bags, all free.

The e-form is on the home page at [INFOPRO.HDIS.com](http://INFOPRO.HDIS.com). You can still drop your completed fax form, included in every newsletter, into your fax machine, for two convenient ways to receive supplies that help your patients.

Our education materials make patients more aware of incontinence, its treatment, and management techniques.

**InfoPro™** also helps busy professionals like you to stay informed about the latest in management options.



Best of all, the samples, education materials, and **InfoPro™** newsletter are all free.

We're adding more resources to [INFOPRO.HDIS.com](http://INFOPRO.HDIS.com). Watch for announcements in upcoming newsletters!

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

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**Your comments and suggestions are always welcome.**

e-mail: [INFOPRO@HDIS.com](mailto:INFOPRO@HDIS.com) • web site: [www.INFOPRO.HDIS.com](http://www.INFOPRO.HDIS.com) • 1-800-2MY-HOME® (1-800-269-4663)

*"We at HDIS seek to be caring friends who make life fuller and easier for people with special health needs, their caregivers, and their families. In all our relationships – whether with customers, vendors, co-workers or the public – we will rely upon the principles of integrity, fairness, respect and character as our guide."*



# INFO PRO™

News For Professionals Who Care  
For Patients With Incontinence

November 2011  
Vol. 15 - No. 4



## Route to...

- Nurse Educator
- Social Worker
- Case Manager
- Rehab Staff
- \_\_\_\_\_

**National Family Caregivers Month • November 1 – 30**

## Free Samples & Education Aids

### The InfoPro™ November Sample Bag

Receive 9 FREE Samples of

**NEW Poise® Hourglass Pads**

*With improved fit, comfort, and concentrated absorbent polymer.*



**FREE!**

**BONUS INCLUDED!  
In Every Sample Bag...  
5 FREE Tubes of**

**TENA® Skin-Caring™  
Wash Cream**

*Cleans, moisturizes,  
and protects in one step.*



To learn more, see pg. 2...

### Free Brochure Informs Caregivers

*"Isn't there an organization that can help with...?"* asks the caregiver of your patient. Caregivers are hungry for knowledge that can help make the most of their time and resources. They'll be grateful when you give them our free brochure, **"Resources for Caregivers."**

Packed with actionable information, it encourages caregivers to seek medical help for a loved one's incontinence, explains the many FREE services HDIS offers to aid caregivers, and lists organizations that help caregivers.



Use the enclosed form to order your free supply today!

Call HDIS at 1-800-2MY-HOME® (1-800-269-4663)

to Order FREE Bulk Quantities for  
National Family Caregivers Month (Nov. 1 – 30)

## News

### Reinforce

## Your MASD Prevention Efforts With These Best Practices

Applying a consistent skin care regimen and choosing effective products will put you ahead of the curve in preventing Incontinence-Associated Dermatitis (IAD).

Recently, a panel of clinical experts met to discuss current knowledge and provide recommendations for preventing and treating IAD and other types of Moisture-Associated Skin Damage (MASD).<sup>1</sup> Their recommendations are summed up in three basic strategies: Promptly remove irritants, cure infections, and divert urine and stool from coming into contact with skin.

The consensus panel recommended that skin care routines include cleansing and moisturizing for all patients and that a barrier cream or ointment also be used on individuals with urinary or fecal incontinence.

Reinforce your efforts with these practices...

### Cleansing

- Cleanse following every incontinent episode.
- Wipe skin gently. Don't scrub. Pat or air-dry, rather than towel-dry.
- Cleanser should be pH-balanced and perfume-free.
- For frequent cleansing, a no-rinse product, in the form of a cleanser or wipe, will help preserve the skin's natural barrier function. They have shown to be effective in removing both gram-negative and gram-positive organisms.<sup>2</sup>
- Some no-rinse products cleanse, moisturize, and protect, all in one step.



(continued on page 3)

**"We're Here To Help Professionals Who Care For Patients With Incontinence."**

# A First Of Its Kind... Brainy Technology In A Beautiful Design Provides Improved Protection, Comfort, And Dignity!

The new **Poise® Hourglass Pad** will please and protect your patients like none other. This innovative pad combines concentrated leak protection with a shape made for comfort, plus a first in pads – a printed top sheet. The cheery paisley print will brighten her outlook and appeal to her dignity.

Three levels of absorbency, Ultimate, Maximum, and Moderate, enable you and your patients to choose the level of protection that best suits their needs. All varieties offer a generous length (up to 13 in.), stand-up leak shields, and the distinctive hourglass shape for improved fit and comfort, whether the patient is upright or reclining.



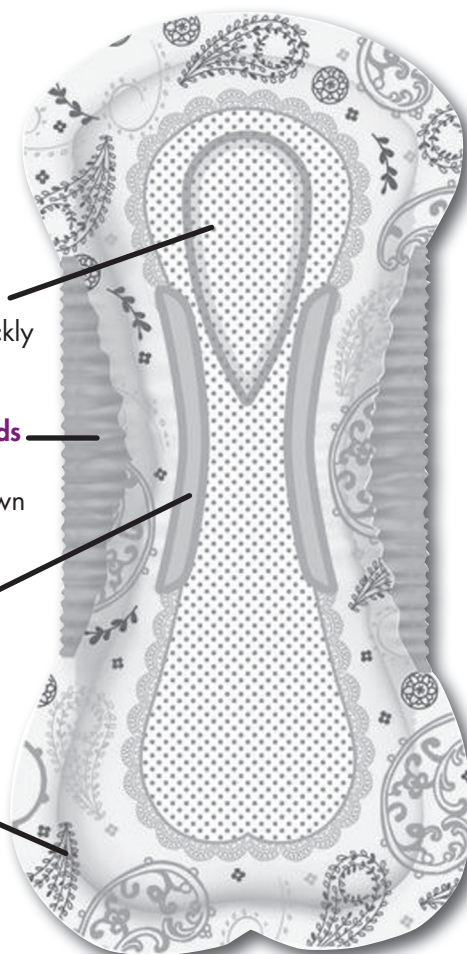
**Poise®**  
ABSORBENT PRODUCTS

**Concentrated absorbent material** within the core quickly captures fluids.

**Stand-up leak shields** help contain fluids, so they can be drawn into the core.

**Hourglass shape** for excellent fit and comfort.

A first of its kind, this attractive, **multi-color print** enhances dignity.

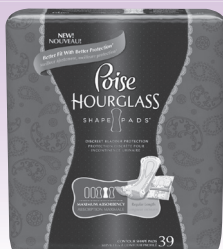


These benefits are quickly apparent to patients who try the new **Poise® Hourglass Pad**... order your **free patient sample bag** today!

## Poise® Hourglass Pads Free Sample Bag

An innovative new pad offering improved fit, comfort, and protection...

9 FREE Samples of Poise® Hourglass Pads in Ultimate, Maximum and Moderate Absorbencies!



## PLUS, A BONUS...

Protect your patients' skin from the damaging effects of moisture with 3-in-1

TENA® Skin-Caring™ Wash Cream

5 FREE 2-oz tubes

in every Poise® Hourglass Pad Sample Bag!



**GET YOUR FREE SAMPLE BAG**  
with the enclosed order form – fax it today!





## Pads Provide Effective Protection In Special Situations

**Q.** "Some pads absorb nearly as much as briefs. What are the reasons for using incontinence pads instead of briefs?"

**A.** Thanks to advancements in super-absorbent polymers, HDIS offers pads that are fully capable of absorbing a heavy void, while keeping perineal skin dry (just take a look at the **Poise® Hourglass Pad** on pg. 2). Our range of pads also covers every level of light and moderate leakage.

Yet, severity of leakage is just one consideration in selection. Pads can be a smart choice in several special situations...

Ambulatory patients who are involved in their continence care may appreciate the simplicity of pad changes. Individuals with impaired moisture-barrier function can benefit from greater air flow with a pad. Patients with wounds that require care and observation can also benefit from a pad's smaller profile.

In long-term care facilities, having pads in your supplies can help fulfill CMS' Tag F315 guidance that the resident's dignity must be preserved and that the product's ease-of-use be a factor in selection.

## MASD Prevention Efforts continued from page 1

### Moisturizing

- Use a moisturizer that contains emollients, such as cholesterol, fatty acids, and squalene. These ingredients replenish lipids in the skin's stratum corneum and prevent gaps in the skin barrier.
- Humectant-containing moisturizers (those with glycerin, urea, or alpha-hydroxy acids) should be avoided for perineal use, because they attract water to skin.

### Maintaining a Barrier

- The barrier cream or ointment should protect skin from exposure to moisture and irritants, yet maintain adequate hydration (measured as TEWL, transepidermal water loss).
- Fewer ingredients are better, since impaired skin absorbs topicals more readily.
- Preferable ingredients include zinc oxide, dimethicone, and petrolatum.
- Apply a thin layer to skin.

### Healing Infections

- Topical antifungals effectively treat candidiasis.
- To avoid two applications (antifungal powder and barrier product), use a barrier cream containing an antifungal agent.

### Absorbent Products Can Reduce IAD Risk

HDIS offers these strategies and tips to help you achieve the best outcome...

- Check the fit of a brief or protective underwear, especially at the leg openings and waist. It should fit snug, not tight, to stop any overflows.
- Make sure no cream or ointment transfers to the inner lining of the product, which would interfere with its ability to divert and absorb urine. Tape tabs may come undone, if made slick by skin creams.

## An IAD Primer

**IAD** causes painful, itchy skin inflammation, sometimes with erosion and secondary infections, such as candidiasis. Unlike a pressure sore, IAD can extend to the entire perineum, groin, and thighs, following the path of uncontained urine. Exposure to urine creates an alkaline pH value, which causes the irritation. In patients with dual incontinence, the alkalinity promotes enzymatic activity, leading to skin erosion. Because macerated (moisture-softened) skin is compromised, IAD can increase risk of damage from pressure, friction, or shear.

- Choose a product made for heavy leakage, rather than double-brief the patient, which occludes air flow.
- Strategically placed booster pads, made for flow-through to the outer product, can stop leaks, especially when the patient lies on one side.
- Use the least occlusive product, such as a brief with breathable side panels or a pad (review the features of the new **Poise® Hourglass Pad** on page 2). The most absorbent pads will contain as much as some briefs.
- Choose high quality products, containing superabsorbent polymers and wicking fibers that draw urine away from skin and divert it to the product core, where it becomes an inert gel.

**CALL HDIS** at **1-800-2-MY-HOME®** (1-800-269-4663) for immediate, knowledgeable help with sizing, fit, and other product questions. With care plans in place and the right support products, you can successfully reduce or eliminate MASD.

<sup>1</sup>Black, J.M., et al. (2011). Incontinence-Associated Dermatitis and Intertriginous Dermatitis: A Consensus. *Journal of Wound, Ostomy, Continence Nursing*. 38(4). 359-370.

<sup>2</sup>Ronner A.C., et al. (2010). The Hygienic Effectiveness of 2 Different Skin Cleansing Procedures. *Journal of Wound, Ostomy, Continence Nursing*. 37(3). 260-264.

