

# INFO PRO™

News For Professionals Who Care  
For Patients With Incontinence

February 2011  
Vol. 15 - No. 1

## Route to...

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

## Free Samples & Education Aids

### 10 Free Underpads For Your Patients



New TENA® Fresh Underpads offer odor control, plus something more to perk up the senses!

To learn more, see pg. 2...

No Need to Buy,  
In Order to Try!



### Our Patient Referral Card With New Variety Pack Offer... A \$30 Value FREE!

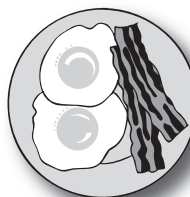
Our most valuable Patient Referral Card ever... your patient receives an HDIS Variety Pack, with up to 28 product samples to try and compare. Plus, they can request additional samples and our catalog.



Get These Free Offers & Many More  
Using the Enclosed Order Form! Fax It Today!

## News

### Another Reason To End Bacon Mania... Porking Out On Sodium May Be A Factor In Nocturia & Nighttime Falls



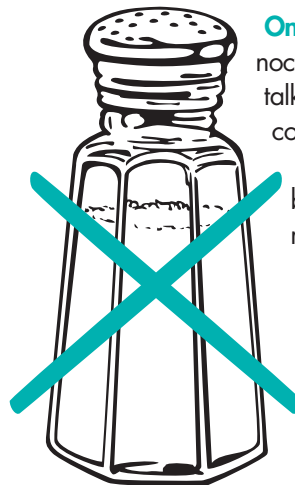
Nationwide fervor for bacon has put the once-humble sidekick of eggs at the center of food events – and into every type of fare imaginable (witness maple bacon donuts). For a country that enjoys more than enough diet sodium, Bacon – or any other salty food – Mania may just put us over the top, leading to excessive fluid intake, retention, and subsequent nighttime output.

When older patients express concerns about sleep disruption due to nocturia polyuria, you know that every trip adds to their risk of falling. As you evaluate causes and treatments, behavioral changes may be called for.



One simple strategy to help reduce nocturia and associated fall risk is to talk with your patients about their consumption of salt and salty foods.

Salt cravings are hard to resist, but perhaps a compromise can be reached, one that involves eating some lower-sodium alternatives... and making bacon just an occasional breakfast food.



(continued on page 3,  
"Reducing Fall Risk")

"We're Here To Help Professionals Who Care for Patients with Incontinence."

# New Product From TENA® Can Make A Positive Impact On Patients' Environments

New and innovative, TENA® Fresh Underpads go a step further to assure discretion and dignity for your patients by...

Controlling odors from bladder leaks  
**AND**  
 Infusing the environment  
 with a subtle scent of fresh linen

A fresh, clean scent can have a positive impact, creating a more pleasant environment and feelings of well-being in patients and caregivers alike.



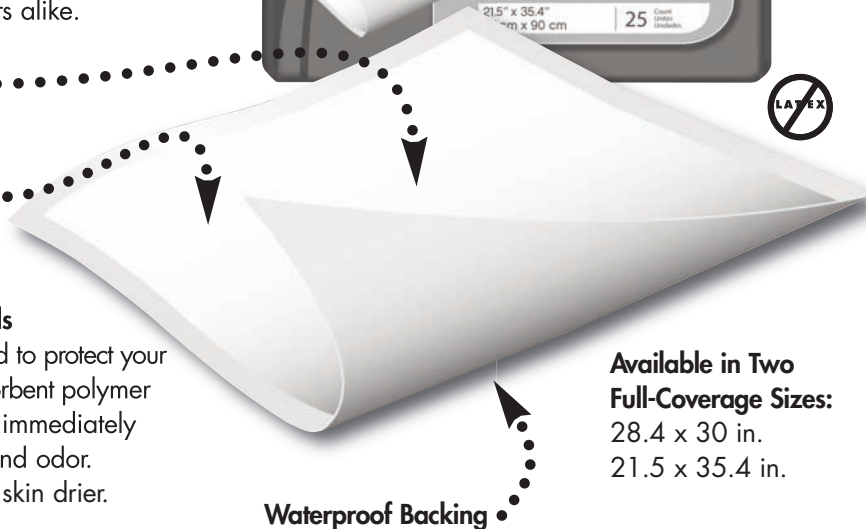
Soft, Cloth-Like Topsheet is gentle on skin



Super Absorbent Polymer Micro-Beads lock away wetness to keep skin drier

Protects skin...TENA® Fresh Underpads are sized for full coverage and designed to protect your patient's skin from irritation. Super absorbent polymer micro-beads throughout the underpad immediately gel and lock away bladder leakage and odor. They maximize absorbency and keep skin drier.

So your patients can experience a new freshness in their environments, HDIS will send you free samples. Order your sample bag today...



Available in Two Full-Coverage Sizes:  
 28.4 x 30 in.  
 21.5 x 35.4 in.

Waterproof Backing

## TEN FREE SAMPLES ONLY From HDIS!

**NEW PRODUCT - 5 Twin-Packs Free!**  
**TENA® Fresh Underpad**  
*With the subtle scent of fresh linen*  
 Gelling Polymer • Odor Control • Full-Coverage (Size - 28.4 x 30 in.)  
 Keeps Patients' Skin Drier • Improves Comfort in Bed

**GET YOUR 10 FREE SAMPLES**  
 with the enclosed order form – fax it today!





# Answers To Your Questions

Fax: 1-888-874-HDIS (1-888-874-4347)  
E-mail: INFOPRO@HDIS.com

## CAUTI Prevention Strategies For Patients

**Q.** "I want to help my catheter-using patients adopt better infection prevention habits."

**A.** Life at home can complicate infection prevention. Patients or family caregivers can be busy and distracted. Without you, they may forget or skip simple techniques.

**Eves and Rivera (2010)**<sup>1</sup> included detailed guidance on preventing bacteria from entering the urinary system, which can result in catheter-associated urinary tract infections (CAUTIs). Many of these strategies (pgs. 234 – 236) can be applied by patients and their caregivers (see the list in the next column).

The authors also advise that bacteria in urinary drainage bags can be reduced with a mixture of 1-part laundry bleach to 10-parts tap water, unless a urinary appliance cleanser is used instead.

The extra step of mixing up the bleach solution may be enough to discourage some individuals from undertaking this important step. **HDIS** can provide solutions specially formulated for urological appliances...

**Urolux® Cleanser**...a concentrated cleanser and deodorizer for urinary and ostomy devices of rubber, latex, or plastic.

**Alpine Fresh™ Appliance Cleanser**...an effective cleanser and enzymatic deodorizer.

These products complement **HDIS'** wide variety of intermittent, external, and indwelling catheter choices.

**Plus...**  
**We bill Medicare** and handle all the paperwork, which helps ensure compliance.

Just ask your patients to call our friendly, knowledgeable Medical Supplies Specialists today:



**HDIS HealthCare™**  
[www.HDIShealthcare.com](http://www.HDIShealthcare.com)  
1-877-2MY-HOME® (1-877-269-4663)

**Have a question or want to share a tip?**

E-mail [INFOPRO@HDIS.com](mailto:INFOPRO@HDIS.com) today!

## Infection Prevention Strategies For Catheter Users (Copy & Share)

- ✓ Hands should be thoroughly cleaned with antibacterial soap prior to and after any hands-on tasks involving the catheter or drainage bag and tubing. (A bottle of hand sanitizer with alcohol can be kept bedside or with supplies to facilitate cleansing.)
- ✓ Skin around the catheter should be gently cleansed daily and after any urinary or bowel leakage.
- ✓ Indwelling or external catheter tubing should be attached to the leg for security and to prevent trauma or dislodging.
- ✓ Patient should drink adequate water appropriate for his or her medical condition. Water flushes out bacteria and, unlike other beverages, reduces the risk of stone formation.
- ✓ Close attention should be paid to the drainage bag:
  - Empty the bag frequently enough to maintain flow of urine.
  - Inspect the tubing often and position it above the bag to ensure urine is flowing.
  - Keep the bag below the level of the bladder (no hooking it to a belt loop, for instance), but not touching the floor.
  - Drain bags should be cleaned daily to keep ascending bacteria in check for fewer UTIs.

<sup>1</sup> Eves, F.J., Rivera, N. (2010). Prevention of Urinary Tract Infections in Persons with Spinal Cord Injury in Home Health Care. *Home Healthcare Nurse*, 28(4): 230-239.

## Reducing Fall Risk (cont'd. from pg. 1)

Behavioral changes have often been recommended as a first step to combat or prevent nocturia, and they include abstaining from fluids in the evening, limiting intake of caffeine and alcohol, and elevating the legs in the afternoon or wearing compression stockings. While the problem is ongoing, one way to reduce fall risk is to bring the bathroom to your patient's bedside. **HDIS** can provide these solutions:

**A folding commode** with armrests for safety. Commode liners that gel waste and control odors make it easier to delay disposal.

**Urinals**, for men and women, also eliminate the need to traverse darkened rooms.

**HDIS HealthCare™** can help with very personal needs like these. Call us today at **1-877-2MY-HOME®** (1-877-269-4663).



**Society of Urologic Nurses and Associates**

Symposium on Incontinence & Pelvic Floor Disorders

▶ **MARCH 10 - 12**

New Orleans, LA

[www.suna.org](http://www.suna.org)

1-888-827-7862

Visit **HDIS**  
 at **Booth 105!**

**Simon Foundation**

Conference, "Innovating for Continence: The Engineering Challenge"

▶ **APRIL 11 - 13**

Chicago, IL

[www.simonfoundation.org](http://www.simonfoundation.org)

(847) 864-3913

**American Case Management Association**

NICM/ACMA Annual Conference

▶ **APRIL 7 - 10**

Orlando, FL

[www.casemanagementconference.com](http://www.casemanagementconference.com)

(501) 907-ACMA (2262)

**American Society on Aging**

Annual Conference

▶ **APRIL 26 - 30**

San Francisco, CA

[www.agingconference.org](http://www.agingconference.org)

(415) 974-9600

Visit **HDIS'**  
**Booth**

# HDIS, The Newest Member Of HDIS' Family, Brings Personalized Care To Diabetic Patients

*Incontinence occurs more frequently with diabetes than first believed and may be even more prevalent than complications like neuropathy.<sup>1</sup>*

Dealing with just one medical condition is difficult enough. With more than one, self-care can suffer. **HDIS** understands this and formed **Home Delivery Diabetic Supplies (HDDS)** to make life easier for your diabetic patients.

As an approved and accredited Medicare supplier, **HDDS** provides diabetic testing supplies anywhere in the nation and in every one of the 9 Medicare Competitive Bid areas. Your patients will benefit from our experience and personalized care – and much more...

**Savings**

Direct-to-doorstep delivery from **HDDS** saves your patients more than 50% of their out-of-pocket costs, compared with retail. Plus, shipping to the continental US is free. (The convenience of home delivery is also quite a value!)

**Wider Selection**

**HDDS** offers proven, high quality products with the latest technology advances and names you know and trust.



**No Paperwork**

**HDDS** takes care of insurance forms, renewals, and everything else needed to keep your patients' supplies coming, without interruption.

**Ongoing Support**

Our Diabetes Care Specialists help your patients at every step, from the choice of supplies and technology that fit their needs to continued guidance.

The Medicare Competitive Bidding Program started Jan. 1, 2011. After this date, beneficiaries in the 9 designated areas must get supplies from a contracted supplier in order to keep Medicare coverage for those supplies. To find out if your patient lives in one of these areas, check our ZIP code lookup at [www.TryHDDS.com](http://www.TryHDDS.com).

Many have not yet transitioned, because they still have supplies on-hand. Others haven't, because they have questions. Either way, we can help. Just ask your patients to call today...

**HDDS**

**1-866-2MY-HOME® (1-866-269-4663)**

<sup>1</sup> Phelan S., et al. (2009). Clinical Research in Diabetes and Urinary Incontinence: What We Know and Need to Know. *Journal of Urology*. 182 (Suppl. 6):S14.

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

4

InfoPro™ and HDIS HealthCare™ are trademarks of Home Delivery Incontinent Supplies Co., Inc. (HDIS). The InfoPro™ newsletter is published bi-monthly by HDIS for healthcare professionals who serve the incontinent.

**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."



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.)

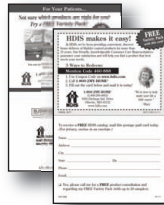
### For Your Patients: Product Sample Bags & More

- 1 TENA® Fresh Underpads (10 samples in all)
- 1 Reassure® Personal Cleansing Washcloth Travel Packs (50 individually packaged samples)

20  40  80

**ALL NEW!** Be sure to order...  
**PATIENT REFERRAL CARD with New Variety Pack Offer!**

A \$30 value free in samples of name brands and more, for your patient to try and compare.



### 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

- 5 10 20 2011 HDIS Catalog..... **\$40 in coupons!**.....

**with Money-Saving Coupons!**

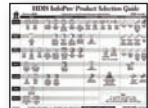


- 1 5 2011 HDIS HealthCare™ Catalog  
Urologicals, Diabetes Supplies, ADLs & more.  
Call for additional catalogs.

### For Your Staff & Facility: Patient Teaching Materials

- 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!



### Posters: ( 16" x 20" )

- 1 5 Pelvic Floor Muscles (Male/Female)
- 1 5 Guide To Managing Incontinence

- 1 **InfoPro™ Binder**

## 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.



**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 Patient Referral Cards for a free Variety Pack or custom samples, a Selection Guide, plus a variety of products for display and demo.

**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.**



**Patient Referral Card.....**  
**WITH NEW VARIETY PACK OFFER!**  
**No need to buy, in order to try, a \$30 value free - plus catalog and more - with this card.**



**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.com .....NEW!.....**

## Brochures With Money-Saving Offer

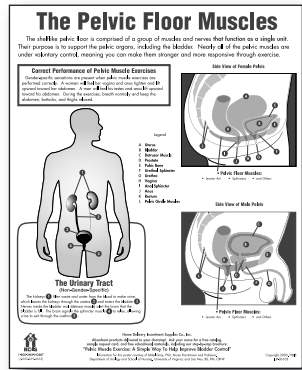
- "Resources For Caregivers"**  
Explains the many free services HDIS offers to aid caregivers and lists organizations that provide support and referrals.
- "Pelvic Muscle Exercise (PME)"**  
Explains the benefits and modality of PME (Kegel Exercises). Six simple steps plus illustration describe how 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**

Living Condition	Home, empty residence	Large residence, multiple bedrooms	Convenient, easy access to bathroom	Proximity to bathroom	Proximity to bathroom
Who is wearing the pad?	Wearing, leaving pad on floor	Wearing, leaving pad on floor	Wearing, leaving pad on floor	Wearing, leaving pad on floor	Wearing, leaving pad on floor
How long is the pad?	Long	Long	Long	Long	Long
How often is the pad changed?	Once or twice	Once or twice	Once or twice	Once or twice	Once or twice
Disposal Method	A	B, C, or D	A or B	D or F	
Product	A	B, C, or D	A or B	D or F	

**"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)**