

- Book Urges Women: Take Action! **Route to...**
- Our Longest, Most Absorbent Pad – Nurse Educator
- Double Incontinence Options – Social Worker
- FEATURED INSIDE... – Discharge Planner
- Rehab Staff

The Professional's Resource for Incontinence Products Information

## A Doctor And Her Patient Offer Straight Talk On Regaining Control

From its preface that asks, "If not now, when?" to its afterword that urges the reader to take charge and go for the "carefree, liberated life" she deserves, Rabin and Stein's new book is written for the patient and by a patient (Stein).



Co-author  
Jill Maura Rabin,  
MD, FACOG

Available Now  
From HDIS!  
Call  
**1-800-2MY-HOME.**  
(1-800-269-4663)

### Mind Over Bladder:

#### *I Never Met a Bathroom I Didn't Like!*

Jill Maura Rabin, MD, FACOG

Chief, Ambulatory Care Unit and Head, Urogynecology  
at Long Island Jewish Medical Center, NY and  
Associate Professor of Clinical Obstetrics, Gynecology,  
and Women's Health at  
Albert Einstein College of Medicine, NY  
and Gail Stein

Author and retired teacher

2008. iUniverse, Inc. New York. \$19.95

**More Coverage  
While She Sleeps...  
FREE SAMPLES  
Reassure  
Overnight Pads**

(See page 2)

*Mind Over Bladder* speaks to women at every stage of the journey, offering them the motivation, knowledge, and assurance they need to become partners in treatment. In first person, from the patient's perspective, Rabin and Stein:

- Dismantle the myths (including denial, i.e., a little "leaking doesn't make me incontinent")
- Explain the woman's urinary system
- Walk through the workup and tests that reveal a diagnosis
- Explore the treatment options necessary to achieve continence
- Teach, step-by-step, the strategies and exercises that women should do to stay in control of their bladders

**"If not now,  
when?"**  
- *Mind Over Bladder*,  
pg. xv

"We wanted to eliminate the barriers to access: fear of physicians, shame, and embarrassment," says Rabin. "We wanted to write this book so that it is engaging, friendly, and gives information as if we're speaking to someone in her living room."

To make the information manageable and memorable, the co-authors employ several techniques, such as:

- ✓ Questionnaires to help identify bladder issues
- ✓ Dos and don'ts lists, which offer practical tips
- ✓ Tech term sections to demystify medical verbiage

Woven throughout are Stein's personal stories of a life with leakage, conveyed with a humor that relieves the reader's anxieties.

(continued on page 4)

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

Our Longest, Most Absorbent Pad...

# New Reassure® Overnight Pads Will Make It A Restful Night!

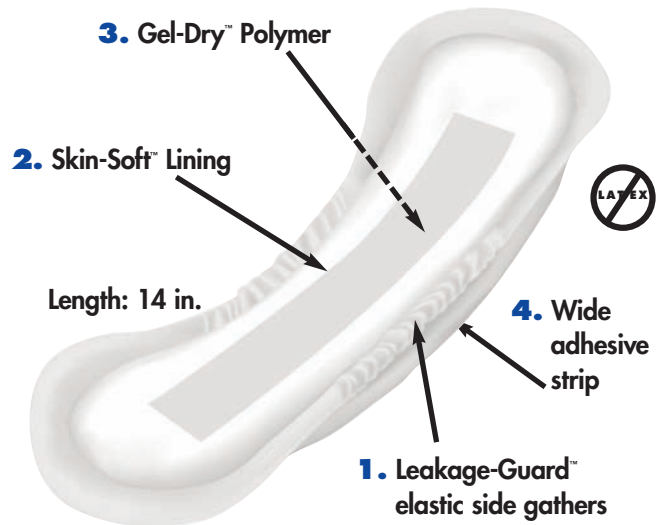
Sleep disruption is common among older patients, but one cause – nocturnal enuresis – can be managed with the right bladder control product. Specially designed to contain leaks during sleep, new **Reassure® Overnight Pads** offer all-night protection with the convenience of a pad.

### More Coverage - More Absorbency

When your patient lies down, leakage from her bladder can spread out. With its longer shape and wider ends, the **Reassure® Overnight Pad** provides the extra coverage needed for sleep positions.

While she gets uninterrupted rest, the pad works overtime to help end wet bedclothes and drowsy trips to the bathroom...

- **Leakage-Guard™ elastic side gathers** (1) create a gentle, cup-like shape, keeping the pad close to her body and providing extra security, especially for side sleepers.
- **The Skin-Soft™ Lining** (2) quickly pulls moisture away from her skin, reducing the risk of irritation.
- **More Gel-Dry™ Polymer** (3) locks away wetness from nighttime leakage and eliminates odor.
- **The wide adhesive strip** (4) makes the pad easy to apply or remove and holds it securely in place during sleep.



As she undergoes treatment, getting a good night's rest is as simple and convenient as wearing **Reassure® Overnight Pads**. Make a positive difference in the quality of her sleep.

**Order FREE samples from HDIS today!**

Your patients can save a trip to the store. **HDIS delivers direct-to-their-doorsteps.**



Underpads provide additional protection and peace of mind. See our catalog for details!

**FREE SAMPLES FROM HDIS!**

*Reassure®*

Get 10 FREE Samples (5 twin-packs) of **Reassure® Overnight Pads**

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



## Options For Double Incontinence; Solutions For Lingering Odors

**Q.** "I work with stroke patients who have fecal and urinary incontinence. Will any of the protective underwear brands protect against both types of leakage?"

**A.** HDIS offers several protective underwear brands that will contain double incontinence and protect against soiling. With a simple phone call, your patient or caregiver will receive our help in choosing a product with a close fit and the right absorbency.

Certain unique design features enable an absorbent garment to contain fecal incontinence. While high barriers in the leg openings help contain solids, efficient topsheets draw liquids into the product. Gelling polymers render the liquids inert and eliminate odors. Here are three choices having this unique combination of features...

### Attends® Super Plus Underwear

- Heavy absorbency
- Standing leakage barriers protect against bowel leakage
- High, elasticized waist for a secure, snug fit
- Soft topsheet and absorbent polymers lock away wetness and odors

### NEW Reassure® Overnight Underwear

- Maximum absorbency for nighttime output
- Leakage Guard™ elastic leg cuffs help contain solids
- Low-rise, stretchy waist prevents bunching
- Skin-Soft™ lining pulls liquids away from skin into the core, where Gel-Dry™ Polymer neutralizes pH and odors



### Tranquility® Premium Underwear

- Two absorbencies: DayTime™ (for heavy leakage) and OverNight™ (for heavy to complete leakage)
- Inner leg cuffs protect against fecal leaks
- Ample, full-rise waists for better coverage and fit
- pH and odor neutralization

All three choices offer a range of sizes, from youth and small to extra-large. With a call to HDIS at **1-800-2MY-HOME®** (1-800-269-4663), patients and caregivers can learn about many more options and obtain a free sample or two to try and compare.

**Q.** "My patient's caregiver adds vinegar to the wash, but the odor still lingers on underpads. What will help?"

**A.** Stubborn odors from urinary incontinence can be eliminated without multiple washings. We suggest that the caregiver pretreat laundry with **Fresh Again® Incontinent Odor Spray**. It halts odors by inhibiting bacterial enzymes at their source, yet it's non-irritating to skin. It can be sprayed on the interior of absorbent garments, in addition to clothing, carpets, and underpads.



Our customers who are caregivers love this next solution – a nearly effortless way to kill odor-causing bacteria around the clock!

### Reusable Salk HaloShield® Underpads

are specially treated to absorb urine leaks and kill 99.9% of odor-causing bacteria within 10 minutes of contact. Plus, its antimicrobial protection renews itself during every laundering. The caregiver simply uses chlorine bleach in the laundry and the **HaloShield® Underpad** binds the chlorine molecules to its fibers.



### HaloShield® Underpads

- ✓ Kill Odor-Causing Bacteria and Microbes, Including Staph
- ✓ Non-irritating, Even for Sensitive Skin
- ✓ 100% Waterproof Protection

Caregivers and patients can call HDIS at **1-800-2MY-HOME®** (1-800-269-4663) to have these odor-eliminating solutions delivered direct-to-their-doorsteps!



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



### October 21 – 24, 2009

**Association of Rehabilitation Nurses**  
 Annual Conference  
 Albuquerque, NM  
[www.rehabnurse.org](http://www.rehabnurse.org)  
 1-800-229-7530

### October 22 – 25, 2009

**Clinical Symposium on  
 Advances in Skin & Wound Care**  
 Produced by Wolters Kluwer Health/  
 Lippincott Williams & Wilkins  
 San Antonio, TX  
[www.symposiumonwoundcare.com](http://www.symposiumonwoundcare.com)  
 1-800-346-7844 x6591

### November 18 – 22, 2009

**Gerontological Society of America**  
 Annual Scientific Meeting  
 Atlanta, GA  
[www.geron.org](http://www.geron.org)  
 (202) 842-1275

### December 3 – 5, 2009

**Society of Urologic Oncology**  
 Annual Meeting  
 Bethesda, MD  
[www.societyofurologiconcology.org](http://www.societyofurologiconcology.org)  
 (847) 264-5901

### December 4 – 6, 2009

**National Hospice & Palliative Care Organization**  
 National Conference on Volunteerism  
 & Family Caregiving  
 Lake Buena Vista, FL  
[www.nhpco.org](http://www.nhpco.org)  
 (703) 837-1500



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 and you'll receive a warm welcome,  
 plus much more!

- The Latest Products • Educational Brochures and Posters
- Request Cards for Free,  
 Customized Patient Samples • Friendly, Knowledgeable  
**HDIS** Representatives

• A Beautiful Gift Basket to Win!

**Remember to register for your chance to win!  
 And congratulations to our latest winner...**

Linda Swann, Palos Heights, IL

## Mind Over Bladder (continued from page 1)

*Mind Over Bladder* is also unique in the breadth and depth of the topics covered. There is a chapter on fecal incontinence, for instance, and frank discussion of the most sensitive personal issues surrounding leakage.

The result is a well-organized tool that will enhance doctor and patient communications. *"This book can help the patient develop questions and put a frame around the patient's presentation. It helps focus the encounter..."* says Rabin.

Whether you're speaking to women who have yet to step forward or with patients in your practice, giving them *Mind Over Bladder* will help them understand their incontinence and encourage them to comply with treatment.

You can conveniently order copies today by calling **HDIS at 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."**