

OSTOMY MANAGEMENT AND MEDICAL ADHESIVES

Improving wear time and preventing skin complications
through effective appliance application



INTRODUCTION

“...significantly improve the lives of patients living with ostomies and reduce the necessary cost and time investment.”

Approximately 450,000 people in the United States have a stoma and there are 120,000 new ostomy surgeries performed each year. This problem is only becoming increasingly prevalent, particularly in hospital and long-term care facilities. The number of stomas in the United States are currently growing at 13% each year, with no signs of slowing.¹ This serious and increasingly common condition has a major effect on patients' lives, making it important to minimize the impact of ostomy appliances. Applying ostomy appliances securely and safely can be challenging. Without proper application, there is greater risk of skin irritation, discomfort or the need for time consuming reapplication.²

Improving ostomy adhesion

Using safer and more effective adhesive products can provide many benefits, including protecting fragile skin, supporting longer ostomy appliance wear time and improving patient quality of life. Better adhesives are more resistant to moisture, allowing the device to be worn during exercise. Strong, gentle adhesives also reduce time caregivers spend reapplying the appliances and reduce the risk of irritation. This can significantly improve the lives of patients living with ostomies and reduce the necessary cost and time investment.

THE CHALLENGES OF APPLYING OSTOMY APPLIANCES

“...ostomy appliances cause discomfort for patients and additional work for healthcare professionals if not properly cared for.”

Ostomy appliances must be worn by the patient at all times and even slight leaks can cause unpleasant odors, irritation or more serious complications.³ Because ostomy appliances are generally secured with medical tape, they are prone to become dislodged due to excessive heat, moisture or movement. This can severely restrict the activities that ostomy patients can perform and necessitates frequent reapplication of the appliances. Ultimately, this leads to wasted time, energy and financial resources for patients, caregivers and healthcare institutions.

The problem with unsecured ostomies

Unsecured ostomy appliances can leak, causing unpleasant odor and discomfort for patients. In a recent study, it was found that 63% of ostomy patients suffer from peristomal skin complications, with the most common being infection. These complications occurred despite the fact that the patients were being consistently cared for by specialized nurses trained in ostomy care. Leakage may also lead to fungal or bacterial infection, or allergic reaction causing further discomfort and risk of more serious complications.^{3,4} Clearly, ostomy appliances cause discomfort for patients and additional work for healthcare professionals if not properly cared for.

Movement & heat - Ostomy patients usually want to continue with their normal lives after recovery. For many, this means exercising, swimming and performing other strenuous activities. The heat and movement from these activities can compromise the tape holding an ostomy appliance, possibly necessitating replacement.

Moisture - Moisture is one of the greatest concerns in ensuring that an ostomy appliance remains secure and free from irritation. Non-waterproof tape can become wet, potentially causing irritation or even moisture-associated skin damage. This can cause discomfort for the patient, necessitate frequent reapplications and possibly require further medical attention.⁴

Inconsistent compliance - Many patients simply don't comply with the doctor's guidelines concerning their ostomy appliance. They will frequently choose to perform activities or ignore cleaning and self-care protocols that may prevent infection or other complication. Patients are often leaving the hospital sooner after their stoma surgery, giving them less time to learn about ostomy best practices and caregivers less time to prevent infection.⁴ This often leads to patients returning to their healthcare professional, further wasting the time and resources of both the patient and provider.

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BETTER ADHESIVES SAVE TIME, REDUCE RISK AND LOWER COSTS

“By utilizing gentler tape that stays secure longer, caregivers can reduce patient discomfort and improve outcomes.”

Strong, gentle and waterproof medical adhesives are a critical component of effective ostomy management. By applying ostomy pouches using these more effective adhesives, nurses and other caregivers may be able significantly increase appliance wear time, reduce costs and improve quality of life for patients.

Better adhesives reduce cost

Reapplication of ostomy appliances takes time, both for patients and caregivers. Leaking ostomy appliances are also more likely to cause infection or other complication, requiring further care.⁴ Given that the average nurse hourly wage is \$32.66 in the United States, this time can quickly amount to a significant sum in extra costs, particularly in facilities dealing with many ostomy patients.⁵ Unsecured ostomy appliances may also become damaged or need to be changed more frequently, further adding to the cost.

Better adhesives promote patient wellbeing

Patients with stomas must deal with significant challenges due to their conditions. By utilizing gentler tape that stays secure longer, caregivers can reduce patient discomfort and improve outcomes. Many medical adhesives can cause skin irritation, particularly when applied for several days. Easy to remove adhesives cause less trauma to the skin and leave less residue that needs to be cleaned. Better adhesives also improve the lives of patients by allowing them to worry less about the risk of complication or their ostomy appliances becoming loose or leaking.

HOW HY-TAPE CAN HELP



“ ... one of the best adhesives for securing ostomy pouches, reducing costs and improving patient quality of life. ”

Hy-Tape is a gentle, secure and waterproof medical adhesive that can effectively hold ostomy appliances in place for several days, even during exercise or other strenuous activity. This makes it one of the best adhesives for securing ostomy pouches, reducing costs and improving patient quality of life.

Hy-Tape is gentle - Its adhesive is zinc oxide based, helping to soothe delicate skin and prevent irritation. It is also easily removable and won't leave residue.

Hy-Tape is waterproof - So it won't absorb liquids, reducing the risk moisture associated skin irritation and improving wear time.

Hy-Tape conforms to the body - So it will not roll and stays secure longer.

Hy-Tape is UPF50+ - So patients can go outside without worrying about sun exposure on covered areas.

If you'd like to learn more about how Hy-Tape reduces costs and improves patient quality of life, contact one of our representatives or [visit us online](#).

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