



ONLY FIRST CLASS FOR HOLLISTER

By Lisa Rapple M.Ed, RRT

Hollister Inc. is a global team serving the health care community in ostomy care, continence care, wound care and mother-baby care. The roots of this international company are found in the heartland of America, where the corporate headquarters is still located just outside of Chicago.

Believe it or not, the company began as a small printing company. The history of the company tells of John Dickinson Schneider, innovator and businessman, and it's the story of the American dream. At the Hollister Web site, you can enjoy paging through the company's history album, and this is a good first step in understanding how the mission and philosophy of the company came about.

The History

Let me summarize this wonderful story for you. In 1921 John Dickinson Schneider founded a small printing company in Chicago. Schneider's founding principle for the company was "Only First Class is good enough." The first health care products the company produced were heirloom-quality birth certificates printed for Franklin C. Hollister Co. The printing company acquired the Hollister name in 1944 and expanded by developing innovative medical products, including hospital identification bands, portable footprint identification kits for newborns, umbilical clamps and circumcision devices.

In the 1960s, an employee who had a family member with an ostomy approached Schneider with an idea to develop ostomy products. This line of products expanded to wound care and hospital risk management products. They further expanded into mother-care products and continence care through the 1970s and 1980s.

Schneider and his wife, Minnie, always strived to create a sense of family within the company. To preserve the future of the company Schneider developed a private trust in 1977 to ensure that Hollister would remain an independent, employee-owned company. As it expands into different medical products and services, Hollister's focus has always been on innovation and acquisition. The company focus is to make a difference in people's lives across the continuum of care.

The Hollister mission statement is, "To help health care professionals deliver better products and services, and to make life more rewarding and dignified for those who use our products." According to Alan F. Herbert, President of Hollister Inc., "Our business purpose is to serve our customers and the community as

a whole. ... We do not exist merely to make a profit. This is not an end, but a means by which we can continue as a strong, independent, employee-owned company."

The Web Site

The Hollister Web site at www.hollister.com/us/ is aesthetically pleasing. It is organized into sections by company product lines, and the organization of materials is very clear. You are welcomed at the home page and can advance directly into the product line that interests you.

Beyond the ostomy, continence and wound care products, Hollister's innovative line of tube fasteners is featured. Additionally, there is a right sidebar titled "What's new?" There, you can see what items have been added to the Web site if you are a returning visitor, and it alerts you to the latest conferences, products and news pertinent to the product care lines. Additionally, there is a quick link to employment opportunities and newsletters.

Once you choose the product line that interests you, you are asked to identify yourself as a consumer, health professional or distributor. I exclusively reviewed the health professional materials for this article. Each product line has an overview and a left bar table of contents containing these topics: products, nursing education, everyday tools, patient educational materials, "Secure Start," where to buy, and news and events. In general, the content is rich in product information and education materials.

The product information ranges from MSDS sheets and product formularies to a compatibility con-

continued on next page



"My lawyer will call your lawyer as soon as he speaks with *his* lawyer."

Only First Class... Continued from previous page

verter if you are changing from another product brand. Most are in PDF format for easy printing. The educational materials are two-fold. There are educational materials to be used with patients, and there are educational materials for nurses.

The nursing education section includes free CEU programs, clinical evaluations and case studies, helpful hints and conferences. The "Everyday Tools" section includes helpful tools to help in day-to-day practice. There are care tips, including ideas submitted by clinical users, sales specialist contact support, informational links, product formularies and competencies. For competencies Hollister provides a service whereby they will assist your facility in developing specific care competencies.

The patient educational materials include a learning center. There is an educational theater to view teaching videos, education booklets to print, sizing information (if appropriate), pediatric specific information and an FAQ for each product. Lastly, there is a list of links to additional outside resources.

Some of the product sections contain a unique service called "Secure Start." To assist in discharge planning, Hollister will ensure the delivery of product samples and match your patients with the right supplier within 48 hours of discharge. This is a secured area of the Web site that requires a log-in. A clinician can register patients online and receive a patient status report, program coordinator information, request samples, receive feedback and more.

Education is a large focus of the materials. There are many free CE courses within the site for nursing professionals. The videos and brochures are professionally made and well-designed to educate the target audience.

The site attempts to make accommodations for those with physical barriers such as limited dexterity, visual impairment or hearing impairment. All of the site's navigational elements are keyboard-accessible. Every Web page has a printer-friendly version.

All in all, the Web site reflects the fact that this globally savvy company has not lost sight of its roots and has not lost touch with its first objective: Only First Class is good enough.

Lisa Rapple, RRT M.Ed is a veteran therapist, educator and manager. She appears regularly in Focus Journal writing on Respiratory Care online. She can be reached at chinga78@yahoo.com.

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The only thing that you have to think about now is why the patient had numbness and tingling in her hands and feet and an unsteady gait. These are also classic symptoms of megaloblastic anemias such as vitamin B12, but not folic acid deficiency. You requested the Schilling test to verify your thinking and nail down a final diagnosis: This patient has pernicious anemia.

The physician treated her with parenteral administration of B12 monthly for the rest of her life. She improved within five days and was discharged. Once at home, she was enrolled in a smoking cessation program.

I hope this scenario got you to do some critical thinking about using clinical laboratory data proactively.

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