



The benefits of making a proactive decision on convexity

Could a more proactive decision on flat vs. convex appliances save patients from unnecessary leakage experiences?

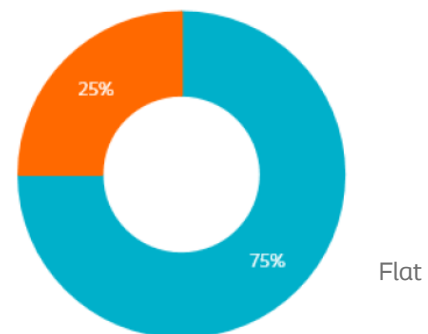
The Ostomy Life Study 2014¹ showed something interesting: Almost half of all patients will eventually end up with a convex solution – yet Coloplast estimates that 3 out of 4 patients following ostomy surgery are discharged from hospital with a flat ostomy solution². Why are so many patients starting out with a flat solution?

Overcoming old habits can feel uncomfortable

When the Global Coloplast Ostomy Forum³ experts met in September 2015, the overall consensus was clear: “Professional clinical judgement should always overrule ‘what we usually do’”. They described the choice of convex as sometimes following a very conservative approach, often explored only following a trial and error process with flat solutions. Why is that?

It may be because many non. expert nurses have less experience with convex than with flat ostomy solutions, hence recommending convex is perceived to be more risky, requiring more expertise and follow-up with the patient, especially when considering variables in the peristomal area and ostomy positioning (e.g. choosing between soft/light/deep-convex shells).

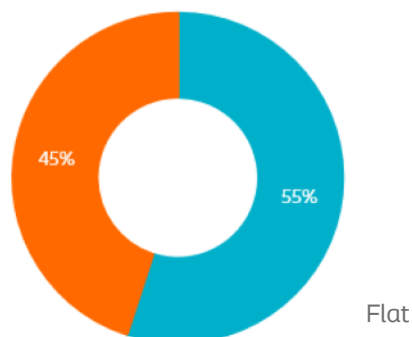
Convex



Flat

Coloplast estimates that three out of four people having ostomy surgery leave the hospital using a flat adhesive and this has been the case over the past years.

Convex



Flat

However, looking at Coloplast community data¹, almost half the users end up having a convex product

Making the uncomfortable choice can help the patient

On one hand, being more proactive in recommending convex solutions when appropriate can be an uncomfortable choice for the less experienced nurse. On the other hand, it may save some patients from a trial-and-error period where they experience leakage issues.

The Body Profile Terminology can help even less experienced nurses make right decision, and tools such as the Convexity Wheel can serve as a 'first choice' guideline, helping nurses to make the right solution recommendation as early and quickly as possible.

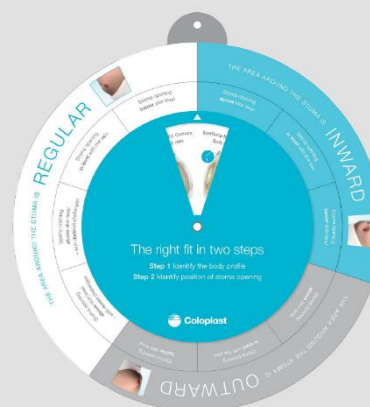
Knowing that a large percentage will need a convex solution at some point and that choosing the optimal ostomy solution has a huge impact on quality of life, it is clear that it is of great importance to correctly identify when to recommend a convex solution – and rather sooner than later.

What is the Body Profile Terminology?

- A simple, universal 'language' designed for use in daily care
- Developed by 300 ostomy care nurses together with Coloplast
- Describes the peristomal area as either regular, inward or outward
- It adds details about abdominal firmness, skin creases or folds, ostomy location and positioning relative to skin surface level
- The Body Profile Terminology aims to create a common understanding in order to improve ostomy care.

The Convexity Wheel: Taking the complexity out of convexity

- A simple tool developed together with nurses in Coloplast Ostomy Forum
- Comprises of two easy steps to find the right fit:
 - Step 1: Identifying the body profile
 - Step 2: Identifying the position of the ostomy location
- The Convexity Wheel is based on the Body Profile Terminology
- Helps all nurses make the best choice when it comes to convexity



References

¹Zeeberg 2015, Convexity data in the Coloplast CORE panel (Countries: UK, US, FR, DE). Data on file.

²Ostomy Life Study 15/16 Review

³The Global Coloplast Ostomy Forum group consist of 13 ostomy care nurses from 9 different countries with many years of experience and a high level of expertise within ostomy care.