



What are peristomal body profile and why does it matter?

In 2010 Coloplast conducted a market research study¹ showing that 6 years after discharge, 74% of people with an ostomy reported leakage monthly. Hence, leakage problems in people dependent on ostomy products were still unsolved. Why? Maybe because it was difficult to find the right ostomy products that fit optimally to different bodies with different needs¹. Therefore, Coloplast made a promise to focus on »Fit to body« solutions going forward.

A common language was required – and in cooperation with ostomy care nurses in the Coloplast Ostomy Forum around the world, the Body Profile Terminology was »born«.

Following the definitions set by the Body Profile Terminology², the peristomal body profile can either be described as 'Regular', 'Inward' or 'Outward'. To follow up on the market research from 2010, Coloplast has conducted two Ostomy Life Studies, one in 2014³ and the recent Ostomy Life Study 2016.

The Ostomy Life Study 2016⁴ has delved deeper into what characterises individuals with different peristomal body profiles in terms of complications and choice of ostomy products. The Ostomy Life Study 2016⁴ includes more than 4000 people with an ostomy from all over the world.

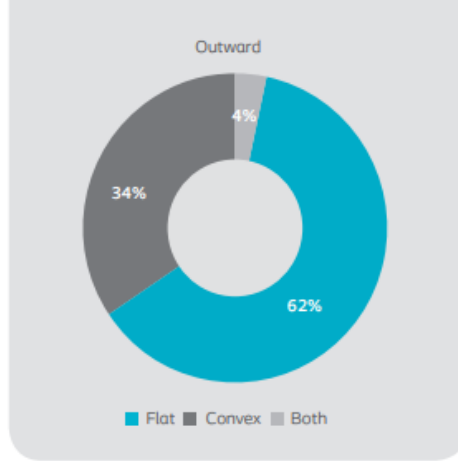
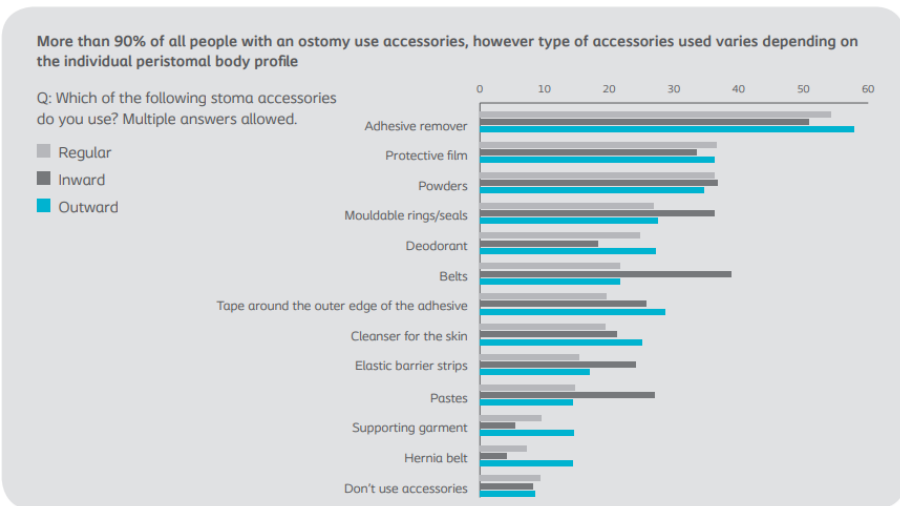
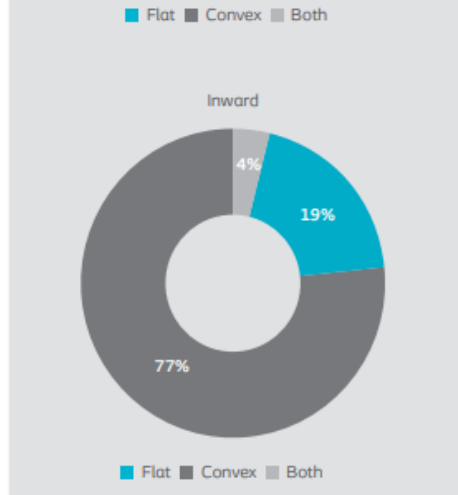
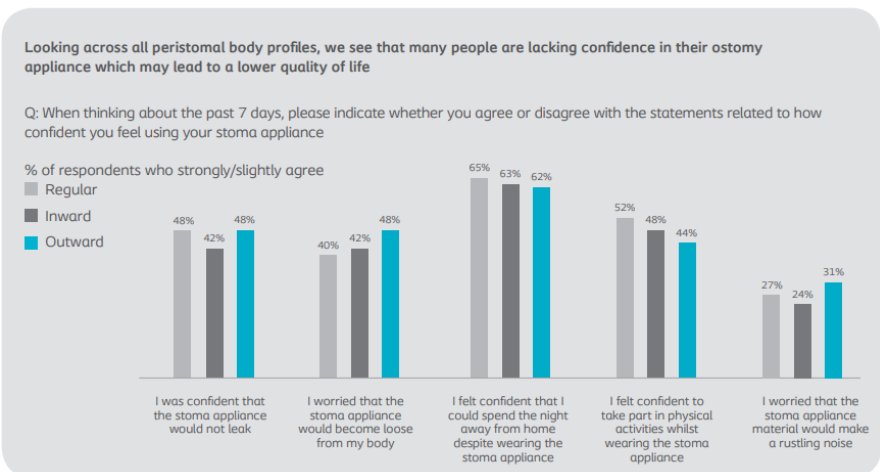
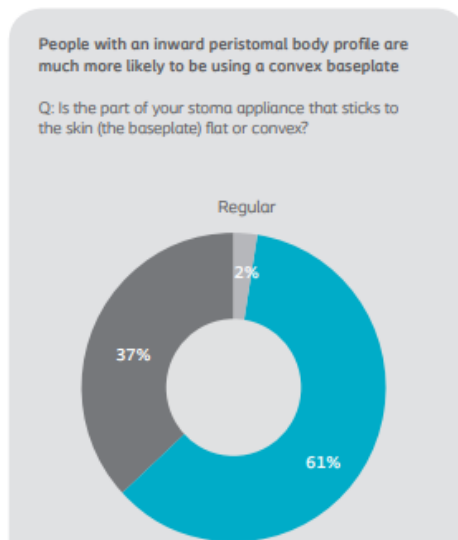
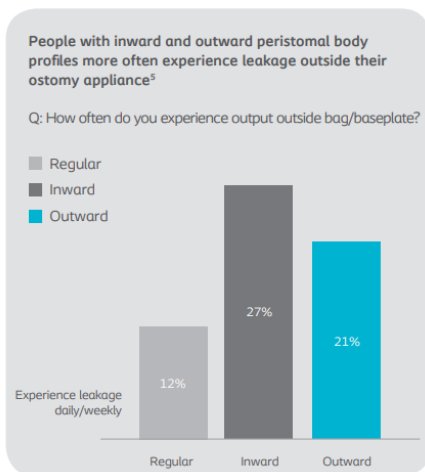
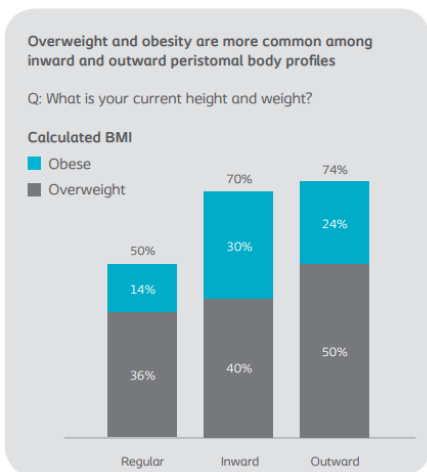
From the findings, it seems clear that people with a 'challenging' peristomal body profile (i.e. both those characterised as inward and outward) have a lot in common and have to deal with very specific challenges. It is also clear that a 'one size fits all' approach is certainly not sufficient.

Findings among people with challenging peristomal body profiles:

- For people with inward and outward peristomal body profiles, a higher percentage experience leakage »daily or weekly« and they worry about leakage to a high or very high degree.
- People with regular and outward peristomal body profiles primarily use flat ostomy products whereas people with inward peristomal body profiles primarily use a convex product.
- Leakage and worrying about leakage leads to less physical activities which may be associated with weight issues.
- Both outward and inward peristomal body profiles are highly represented among obese or overweight people, which may add to the challenge of finding the right appliance fit.

These findings from the Ostomy Life Study 2016⁴ highlight how individual body profiles have different needs in terms of ostomy products, but it also sheds a light on the high impact of associated complications and challenges such as leakage experience – on both quality of life⁶, and the need for ostomy accessories⁴.

Data from the Ostomy Life Study clearly underline the need for developing ostomy products which meet the specific needs of individuals with challenging peristomal body profiles.



References

¹Coloplast Market Research, 2010, Data on file; ²Ostomy Life Study 2015/16 Review. ³Claessens et al., 2015, GIN; ⁴Coloplast Ostomy Life Study, 2016, Data on file; ⁵Coloplast Usage Pattern Study, 2015, Data on file; ⁶Ostomy Life Study 2016/17, Review (p 10-11).

Coloplast develops products and services that make life easier for people with very personal and private medical conditions. Working closely with the people who use our products, we create solutions that are sensitive to their special needs. We call this intimate healthcare. Our business includes Ostomy Care, Continence Care, Wound and Skin Care and Interventional Urology. We operate globally and employ about 12,500 employees.