



HARTMANN helps healing

Welcome to the latest issue of HARTMANN News, the newsletter from Paul HARTMANN (GB) Limited. HARTMANN News brings together information from the three divisions of HARTMANN: continence care, wound management and risk prevention.

We hope you will enjoy our Spring 2009 issue, and thank you for taking the time to read our news.

In the new 2009/10 financial year, we find ourselves juggling with the options around budgetary controls and expenditure restrictions. With constant news of economic woes in the media and a flow of never ending comments from politicians about the economic situation, everyone is being encouraged to tighten their belts. People are reviewing their personal expenditure, either by choice or necessity due to loss of income. The same applies to the services relied on, often by the most vulnerable, over which the user has no control in the decisions made on their behalf.

At such times it is important that we do not make 'false economies'. I am sure that we have all purchased something for a low price and been overjoyed at the apparent saving that we have made. That self-satisfaction however, has often soon turned to dismay when we realise that the purchased item doesn't do the job as well as we had expected, or doesn't last as long as we had hoped.

At HARTMANN we know that our products will seldom be the cheapest choice available to Medical Professionals, but every one of our products is designed and manufactured with quality and

performance in mind so that the needs of the patient are fully and cost-effectively met. In all areas of our business we work with our customers to assist in meeting their budgetary requirements, but we firmly believe that Healthcare is an area where false economies should definitely be avoided.

On a different topic we recently produced a new Corporate Brochure which can be viewed by clicking here.

I was also delighted that, after several months of deliberation about choosing a new slogan for the HARTMANN Group, it was decided that the original statement which has been in existence for many years could not be bettered. You will have read about this in our Autumn 2008 HARTMANN News. So "HARTMANN helps healing" will remain our company slogan in the future. In a world where sometimes change appears to be made for changes sake it is nice to have a slogan which will remain constant.



helps healing.

If you have any comments on the HARTMANN News, we would be pleased to hear from you.

With Best Wishes,

Roger Styles

Managing Director, PAUL HARTMANN LTD

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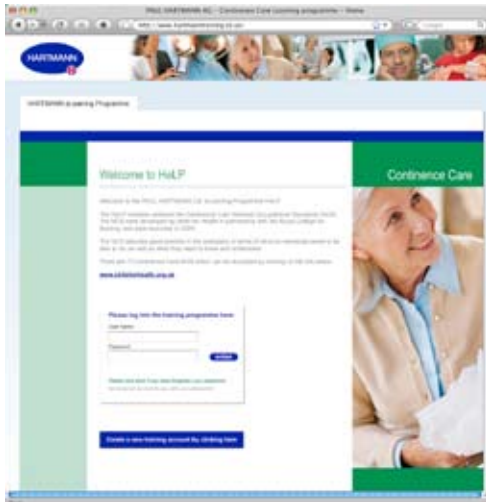


HARTMANN News Continence Care



Corinna Plodeck Product Manager

HeLP - HARTMANN eLearning Programme



The first module is now available on our new Continence Care training website.

This training underpins the Continence Care National Occupational Standards and is based on its guidelines.

Those who attended the HeLP Workshop at the recent 2009 HARTMANN Open Day were able to give us valuable feedback on the content of this module. The programme is being trialled with HARTMANN customers at present prior to final amendments, and will be fully accessible at www.hartmanntraining.co.uk from May 2009.

We are developing this training tool at two levels; for carers and trained staff. The first Module is

for carers and is based on the Continence Competency CC08 - Care for individuals using containment products. Module 1 of HeLP is clearly structured giving information on products, their use, fitting, storage and disposal as well as clinical information on normal bladder and bowel function and skin care. To successfully complete the module, a multiple choice test is taken and, submitted. Once the pass mark is achieved, the user receives a certificate.

MoliCare® Air Active and skin health

The Continence Care division of the PAUL HARTMANN Group has carried out a study on the range of all-in-one briefs, MoliCare® Air Active in cooperation with the Medical Director at PAUL HARTMANN, Professor Smola. Results confirm the product range's positive contribution to skin integrity.

Dermatologically tested, hypoallergenic

As the skin's barrier function weakens over the years, it is important to preserve the skin's integrity as well as possible. The material used to manufacture MoliCare® Air Active, has been tested and found to be very skin-friendly. Even very sensitive skin and skin prone to allergies show very good tolerance towards MoliCare® Air Active. Additionally, the breathable side panels of MoliCare® Air Active help to reduce sweating in the hip area of patients and contribute to a healthy skin condition.

Skin Friendly, anti bacterial, pH 5.5

The curled fibre material in the first layer of the three-part absorbent core guides urine quickly into the centre of the absorbent core where it is locked away safely. The surface of the top layer is kept dry and also provides an anti-bacterial effect. This is due to the top layer's skin friendly pH 5.5 value. Tests showed that 99.99% of bacteria are killed and any remainder is kept in the inner part of the absorbent core without causing further harm.

Odour neutralizer

Ammonia not only smells unpleasant but also has a negative influence on the skin's acid protection mantle. The acid protection mantle of the skin makes sure no harmful substances such as chemicals or bacteria enter the body. The odour neutraliser within the absorbent core inhibits the creation of ammonia and therefore contributes to the protection of the



acid mantle as well as neutralising unpleasant odours. The same results were achieved when tested on the HARTMANN shaped pads, MoliForm®.

In summary the HARTMANN MoliCare® and MoliForm® products contribute very positively to healthy skin, by supporting the protection function of the skin and keeping away harmful substances from the skin.

For further information on HeLP or MoliCare®, please contact Corinna Plodeck at corinna.plodeck@uk.hartmann.info



HARTMANN News Continence Care



HARTMANN Open Day 2009 Wendy Colley OBE Clinical Resource Manager

The 2009 HARTMANN Open Day was held on Wednesday 18th March at Walton Hall and Hotel, situated in glorious Warwickshire countryside. Delegates and HARTMANN staff enjoyed an informal, friendly evening before the event, after some had sampled the facilities which the venue offered.

The day itself was based around the theme of Communication. Following a Welcome from Roger Styles, delegates were informed about the function and work of AHPMA, the Absorbent Hygiene Products Manufacturers Association, and the work being done at Government level, by the setting up of an All Party Political Group to lobby for improved continence services. This was in response to the AHPMA survey carried out in 2008. In that survey, Continence Services communicated a snapshot of their position at that time with AHPMA, and this session explained how AHPMA were taking that forward in a positive way at the highest level.

Our keynote speaker was Dr Graham Stokes, who spoke about communicating with a person living with dementia. As usual, Dr Stokes made us all think about memory and behaviour. The females present will never go into a public toilet again without thinking about 'nesting' and 'hovering'! Dr Stokes kindly drew winners for signed copies of his book 'And still the music plays'. This is a fascinating book and I recommend it to anyone who enjoys reading, and who has any interest in dementia, or just an interest in people.

HARTMANN Workshops on the day, included 'Communication and toileting for young adults with learning disabilities', presented by Belinda Wolfendale, Continence Lead Nurse at Beaumont College in Lancaster. Thank you to Belinda for sharing her valuable work. Colleagues from Germany shared their Study results on 'Skin health and incontinence' and HARTMANN GB demonstrated the HARTMANN eLearning Programme.

The day itself did have some serious fun, with a presentation from Ann Skidmore, Image consultant for 'Colour Me Beautiful', who gave us an insight into how we communicate in our dress, colour and style, to others.



Winners of Dr Stokes book, left to right: Jan Cotter, Elizabeth Beckitt, Angela Rawsthorn, Dr Stokes, Cynthia Dwyer and Belinda Ellis-Macey. The sixth winner (not pictured here) was Sharon Fitzsimmons.

Customer Spotlight NHS Coventry

Wendy Keegan Clinical Nurse Specialist Continence

The Continence Journey

Working in a job you are enthusiastic about leads you to expect others to also be as interested. Often this is not the case and consequently leads to frustration on your part at how nurses deal with incontinent patients. These feelings led me to decide to provide an update on Continence for staff across the Coventry community.

The day was entitled the "Continence Journey" and the aim was to follow the Journey from start to finish. The day was divided into three one and a half hour sessions, this way allowing staff to be freed from their work placement for a short span of time only. Michelle Povey

our HARTMANN Territory Business Manager was able to support us, and we also received sponsorship from other companies who exhibited. In true military style Michelle and I met regularly and planned the day.

The Journey started and finished with the patient and each section formed the appropriate link to continue to the next stage. Our notice boards and flip charts gave clear messages about each stage of continence, and exhibitors relevant to that stage were aligned accordingly.

A Questionnaire was provided that linked to all stages and a prize was presented at each session for the person having the most correct answers. After coffee break I brought the

Journey to its conclusion with a presentation on the Do's and Don'ts of Continence. This highlighted the best and most appropriate ways of assessing, treating, and promoting continence before we consider management, by referencing back to the stands.

Over 100 community nurses, care staff and agency staff attended the day and the day evaluated very well. Sometimes getting the communication right and ensuring the appropriate people hear it will give the patients the correct options for the future.

If you would like more details, please email: Wendy.Keegan@coventrypct.nhs.uk



Sally Ellis Product Manager

PermaFoam® from HARTMANN For quick and effective wound cleansing

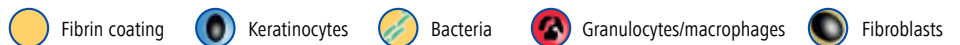
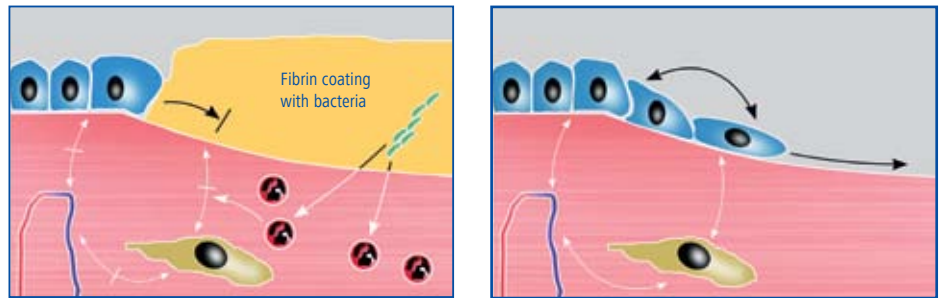
Wounds need time to heal, and the healing process itself can be accelerated as well as inhibited by several different factors. The presence of fibrin coatings in wounds substantially impedes the formation of granulation tissue which promotes wound healing. As a consequence, epithelialisation is slowed down or can even halt completely.

Healthy granulation tissue can only be achieved by intense wound cleansing. Epithelialisation depends on the presence of clean, healthy granulation tissue and it has been demonstrated that surgical debridement produces the best results. The high efficiency of this method is based on the quick removal of wound-inhibiting factors such as dead tissue and fibrin coatings. However, surgical debridement is often not possible or desirable for a variety of reasons.

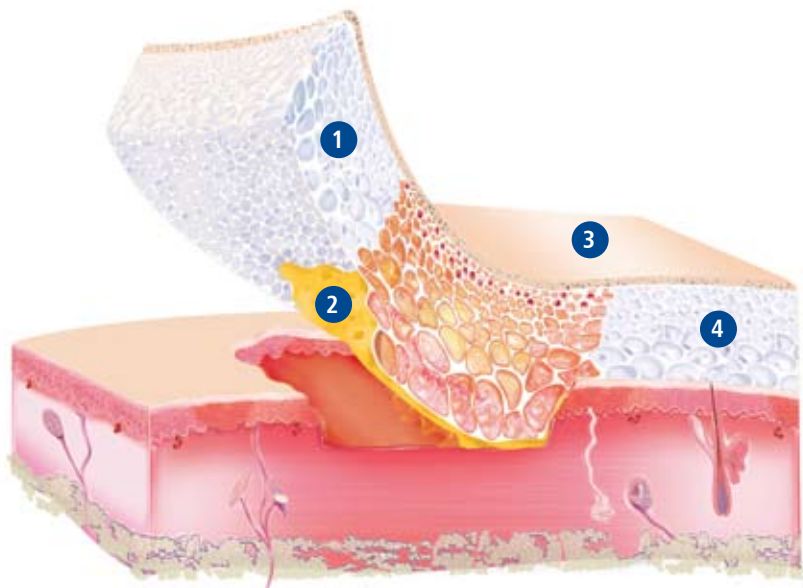
One reason may simply be that there is a lack of adequately trained or experienced medical staff, or that the patient is experiencing excessive pain despite appropriate treatment. There are many more reasons why surgical debridement may not be feasible, causing numerous wounds to not be given optimal treatment.

PermaFoam® An alternative to surgical debridement

Foam dressings remove fibrin coatings and bacteria due to their high absorption capacity. They act to keep the wound moist and they do not require daily dressing change. PermaFoam® from HARTMANN is a large pored hydrophilic foam wound dressing that cleanses wounds quickly and effectively. The fibrin coatings of the wound are absorbed and retained along with exudates and solid materials such as cell debris.



Source:
- Loryman C., Mansbridge J.: Inhibition of keratinocyte migration by lipopolysaccharide. *Wound Repair Regen.* 2008 16: 45-51
- Kubo M., Van de Water L., Plantefaber L.C., Mosesson M.W., Simon M., Tonnesen M.G., Taichman L., Clark R.A.: Fibrinogen and fibrin are antiadhesive for keratinocytes: a mechanism for fibrin eschar slough during wound repair. *J Invest Dermatol.* 2001 117:1369-1381



- 1 Quick, effective cleansing:** The particularly large pores of the foam structure allow PermaFoam® to absorb even solid, insoluble materials as well as fibrin coatings and viscous exudate from the wound. Even problematic wounds, where fine-pored and laminated dressings usually fail, can be cleansed quickly and effectively.
- 2 High economic efficiency:** The absorption capacity of PermaFoam® is remarkably high. Supported by the water vapour permeability of the top layer, the dressing can remain on the wound for several days even in the presence of severe exudation, saving time and money.
- 3 Prevention against infection:** PermaFoam® perfectly adapts to the shape of the wound, expanding towards the wound as it absorbs exudate. This ensures contact with the wound bed and permanent drainage of exudate, which reliably prevents the formation of wet chambers where bacteria might multiply and spread.
- 4 Protection of the wound margin:** The high absorption capacity and particular pore structure of PermaFoam® ensures that the wound margin is largely protected from contact with exudate. The hydrophilic foam material of PermaFoam® absorbs wound exudate very rapidly. It's pore structure primarily absorbs in the vertical direction to pass exudate beneath the top layer.

If you are interested in more information on PermaFoam®, or would like to receive a free sample please contact sally.ellis@uk.hartmann.info

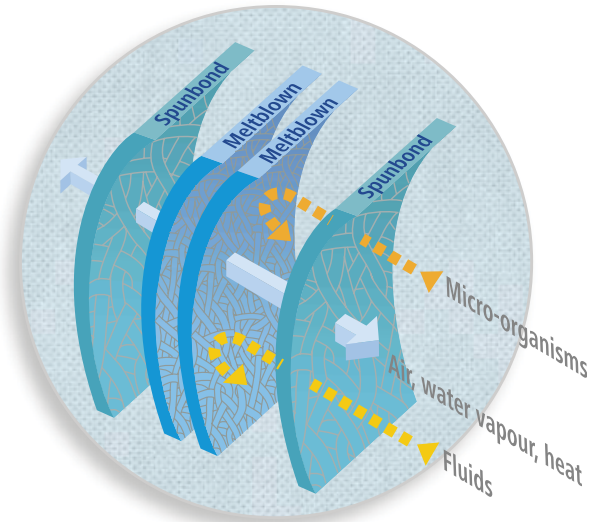


HARTMANN News Risk Prevention



Kim Rawlinson Business Development Manager

Are your surgical gowns as light as a feather?



Foliodress® disposable surgical gowns offer high quality protection exceeding EN13795 standards.

The SMMS (spunbond, meltblown, meltblown, spunbond) non-woven material of Foliodress® offers appropriate protection and an effective barrier to infection. Softer, lighter and low linting, Foliodress® SMMS gowns also have a higher air permeability than conventional materials.

The Foliodress® Protect A Standard range offers lightweight surgical wrap around gowns with extra wide overlapping and an alcohol repellent coating. As a standard gown, it is suitable for shorter procedures involving small quantities of fluids.

Customer Insight Ormskirk General Hospital

Karl Groves, Healthcare Assistant, at Ormskirk District Hospital arranged an evaluation of disposable theatre gowns from 3 shortlisted manufacturers. "Everybody in theatres took part", explained Karl, "from scrub nurses to surgeons". Staff were asked to rate trial products across a number of criteria, including fluid repellence, level of comfort and how easy the gowns were to remove from packaging.

The Foliodress® Protect A Gowns received the highest scores in evaluation and Ormskirk's theatre staff are now more comfortable, yet have effective protection. "The SMMS material of HARTMANN gowns is a lot softer and meets all the standards", added Karl. "Everyone is pleased with HARTMANN and we are now six months into the contract. I can call on a Friday lunchtime and change the order that's delivered on the following Monday". Theatre Manager, Penny Hipwell added "They are cooler and lighter to wear, we're very happy with them".



Were you able to join HARTMANN at the CODP Exhibition?

HARTMANN exhibited at the College of Department Practitioners' 2009 Conference – "Driving Quality – Creating the Future" on Friday 8th and Saturday 9th May 2009 at the Copthorne Hotel, Dudley. Stephen Fewtrell and Christopher Boaler were very pleased to welcome many of you who visited our stand.

If you were unable to attend the exhibition, or would like more details on HARTMANN Operating Theatre Products, please contact: kim.rawlinson@uk.hartmann.info