



helps healing.

NHS Reforms hand purchasing power to GP Consortia

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: Continen

We hope you will enjoy our Autumn 2010 issue, and thank you for taking the time to read our news.

One of the many steps taken by the new coalition government was the issue of the 61 page White Paper "Equity and Excellence: Liberating the NHS" which proposes the devolution of NHS Primary Care financial budgets down to GP level and the scrapping of both Strategic Health Authorities and Primary Care Trusts.

These proposals will of course have been thought through and discussed, albeit behind closed doors, well before the publication was available to read. For the general public, this announcement was of less consequence than for example VAT going up to 20% or a pay freeze in the public sector. But for the medical professionals who are our customers and for companies in the Healthcare Industry the White Paper has serious implications. Likewise the follow up document "Liberating the NHS: A report of the arm's length bodies review" which examined 18 Healthcare-related government organisations (Agencies, Commissions, Inspectorates, Regulatory Authorities etc.) and recommended reducing these to only 8 by abolishing some, combining others, and reallocating some functionality to other parts of the NHS will also have a significant impact.

One key strategic change is the devolution of power, responsibility for commissioning services, and financial budgets to GP's and their local practice teams. Each GP practice will be legally obliged to join and work in a consortium. The GP consortia will be responsible for a budget of £80 billion.

- Other key announcements include: -
- SHA's and PCT's to be abolished by 2012 and 2013 respectively
 - NHS Management costs to be reduced by more than 45% over 4 years
 - The Department of Health will have less NHS functions
 - NICE will be strengthened with an additional 150 quality standards to be developed
 - An independent NHS Commissioning Board will be established with Monitor (The Regulator of NHS Foundation Trusts) being appointed as an economic regulator
 - The role of the Care Quality Commission will be strengthened

As the details of these proposals become clearer we will be assessing their potential impact on our business and our customers in the coming months.

Of course the NHS is very accustomed to "change". I decided to look up a quotation on change and found the following, which I think is very appropriate...

"If we don't change direction soon, we'll end up where we're going" - from Professor Irwin Corey. It also seems appropriate that this gentleman, born in 1914 and apparently still going strong, is not a real professor as such... he is actually an American vaudeville comic and actor. Perhaps we shall all need more than just a sense of humour to deal with the changes that will happen in the NHS in the coming months!

With Best Wishes,

Roger Styles

Managing Director, PAUL HARTMANN LTD

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HARTMANN News Continence Care

Corinna Plodeck Product Manager

HARTMANN eLearning Programme (HeLP)

Since the re-launch of HeLP in June this year we are pleased to be able to offer a second training module. Now HeLP has two levels of training in two separate modules:

The Foundation module gives a general understanding of normal bladder and bowel function as well as the safe use of absorbent continence care products. The Foundation module is aimed at care home staff, however is also an excellent foundation for nurses new to this specialty.

The Advanced module teaches relevant clinical knowledge, and includes practical advice on the promotion of continence and how to manage leakage. The Advanced module is aimed at trained nursing staff and senior carers, and contains more in-depth information.

The Association for Continence Advice conference and exhibition on 28 and 29 June 2010 was the venue for the launch of

the revised and extended training website of HeLP by the HARTMANN team. HeLP has been available for over a year now and has been adopted for training by a large group of HARTMANN customers. Its permanent availability (all you need is a computer and internet access) and user friendly way of learning, makes this an ideal training tool for self-study. The trainees are guided through the learning contents step by step. Once completed, their knowledge is tested in a multiple choice test. The pass mark is 100%. This may seem high, however the website saves the answers during one session and the trainee can go back to a section to re-read a particular item, and continue the test where he/she stopped before. This reinforces learning if the topic is fairly new to trainees. On successful completion of the multiple choice test the trainee can print off a personalised certificate for their training portfolio.

You can visit HeLP at www.hartmanntraining.co.uk For any further questions please contact Corinna Plodeck at corinna.plodeck@uk.hartmann.info

Introducing the HARTMANN Direct Team The friendly voices offering a discreet service

The friendly team in the HARTMANN Sales Office are the voice at the other end of the phone and sometimes the only person the caller may speak to that day. Not difficult to understand that callers, often elderly, will ask for a particular person when they call as they feel a rapport with a familiar voice and not just another number. The Sales Office team have between them 60 years of service at HARTMANN. Suffice to say that vacancies in this department do not occur very often and explains why customers feel at ease when they phone.

Sue Hogg manages the Sales Office and when she joined HARTMANN 16 years ago, the mail order business consisted of 30 customers. At this time everyone was involved in other departments but over the years this dedicated team has developed and has

dealt with 34,000 mail order customers, a figure increasing year on year. A large percentage of customers are already home delivery clients who order products to top-up their supply from the trusts. Orders from the HARTMANN Direct catalogue are received by 'phone, via the internet, e-mail, fax and by post. Orders are processed by the team and sent electronically to the warehouse to be 'picked, packed and despatched'. All of the team man the 'phone lines which are open from 8.30am to 5.00pm Monday to Thursday, and until 4.30pm on a Friday, however Wendy and Alison's roles are specifically for mail order for clients at home, whilst Gaynor and Lynn also process direct orders from nursing homes, hospitals, wholesalers and NHS Supplies. New accounts are set up by the team in liaison with Finance. The team also undertakes the head office reception duties and deals with incoming and outgoing post. In the rare event of a product complaint, this department is responsible for carrying out the formal process within the laid down timescale. Just how important the personal touch is to clients who 'phone the order line, was demonstrated last Christmas. An 82 year old gentleman who ordered products for his late wife said he had written a song to the tune of Brahm's Lullaby since his last order, when he spoke to Wendy. He called this song 'Wendy of HARTMANN' and proceeded in a tuneful, strong voice to deliver his lovely rendition. We have this gentleman's song as a reminder of the value customers place on a friendly, discreet and efficient service.

FOUNDATION MODULE



ADVANCED MODULE



Both modules underpin the Continence Care National Occupational Standards (NOS). The NOS were developed by Skills for Health in partnership with the Royal College for Nursing, and were launched in 2008. The NOS describe good practice in the workplace in terms of what an individual needs to be able to do, as well as what they need to know and understand.



The HARTMANN Direct Team; left to right - Lynn Roberts, Wendy McCaffery, Sue Hogg, Gaynor Cole and Alison Roberts



Wendy Colley OBE Clinical Resource Manager

HARTMANN resources for those with visual impairment



HARTMANN GB is pleased to offer fitting guides and pelvic floor muscle exercises in different formats to help those with visual impairment.



Leaflets available in Braille

MoliForm® Fitting Guide
MoliCare® Fitting Guide
MoliFlex® Fitting Guide
Pelvic Floor Muscle Exercises for Women
Pelvic Floor Muscle Exercises for Men
Bladder Training
Each will be posted out with a compliment slip in Braille

We have also produced 'large text' documents as above in 14pt and 16pt Arial Rounded MT Bold font. These may be downloaded from the Clinical Website by following the Brochures, Leaflets and Fitting Guides link, or requested through your Territory Sales Manager or Nurse Advisor.

For further information please contact wendy.colley@uk.hartmann.info

We are advised that people with severe visual impairment which occurs as a result of trauma or degenerative illness may not have learned to read Braille. Therefore, we have produced three Audio CD's for such service users. The Fitting Guide Audio CD has separate tracks covering all three fitting guides on one CD.

This also includes information regarding the use, storage, and disposal of products as well as information on the use of creams and where to seek further help for symptoms.

Also available on separate CD's are the HARTMANN male and female pelvic floor muscle exercises.

Customer Spotlight NHS Orkney - HARTMANN'S most northerly customer

NHS Orkney is HARTMANN's most northerly customer, the continence service being managed by Julie Edwards, DN Specialist Practitioner.

The Orkney Islands are situated 16 kilometres (10 miles) north of the coast of Caithness and comprise approximately 70 islands of which 17 are inhabited. The largest island, known as the 'Mainland' has an area of 523.25 square kilometres (202.03 square miles) making it the sixth largest Scottish Island and the tenth-largest island in the British Isles. The largest settlement and administrative centre is Kirkwall, with a population of 7,500. NHS Orkney is the smallest Health Board in Scotland, providing services to 19,900 people, the headquarters situated in Garden House, Kirkwall. It operates one hospital, Balfour Hospital, a small community hospital with 54 beds.



The Italian Chapel on Lamb Holm in Orkney. A highly ornate Roman Catholic chapel built by Italian prisoners of war during World War II

One of the main challenges in managing and delivering a continence service in this remote corner of the UK, is around the logistics of getting the products to the locality, the access routes being by sea (Ferry) or plane, so forward planning is essential. It may be a long way to travel to the Orkney Islands, but the outstanding beauty and temperate climate, an abundance of flora and fauna, make the journey worthwhile and an ideal place to explore and enjoy.

Julie comments, "Our Community Nurses based on the islands are skilled in carrying out continence assessment. We use video-conferencing for training which is more cost-effective for nurses on the islands to up-date their skills.

Once assessed, patients have access to the same treatment options as those on the mainland, such as specialist physiotherapy and urogynaecology."





Sally Ellis Product Manager

Introducing Zetuvit® Plus

Super absorbent wound dressing pad for the treatment of superficial, heavily exuding wounds

A new addition to the Zetuvit® range

Zetuvit® Plus has a unique combination of absorption capacity, softness and cushioning making it the ideal choice for exudate management.

Rapid absorption of wound exudate

Thanks to the blend of cellulose fluff and fluid retaining super absorbent polymer (SAP), excess fluid is quickly absorbed and guided away into the core which considerably reduces the risk of exudate accumulation.

Excellent Softness

Zetuvit® Plus is extremely soft, has no sharp or protruding edges, providing additional relief for wounds and wound margins.

- In laboratory tests using protein containing test solution, Zetuvit® Plus exhibits the fastest absorption of exudate; the best absorption capacity under pressure and a free absorption capacity equal to that of the market leading competition⁽¹⁾
- Zetuvit® Plus is indicated for superficial, heavily exuding acute and chronic wounds and has no known contraindications.

⁽¹⁾ Internal laboratory testing, data on file, February 2010.

High-wearing comfort

Due to the high proportion of fluff in the product, Zetuvit® Plus has an excellent padding effect right from the start of treatment.

Optimum cost effectiveness

Zetuvit® Plus is the economically sensible solution when treating heavily exuding wounds. It's excellent absorption capacity leads to fewer dressing changes which means less material is required.



Available now via NHS Supply Chain on-line catalogue
Drug Tariff listing from 1st November

Product	Size	Pack	Hartmann Code	NHS Code
Zetuvit® Plus Super absorbent wound dressing pad	10cm x 10cm	Pack of 10	413710	EME046
	10cm x 20cm	Pack of 10	413711	EME047
	15cm x 20cm	Pack of 10	413712	EME048
	20cm x 25cm	Pack of 10	413713	EME049
	20cm x 40cm	Pack of 5	413714	EME050

If you are interested in more information on Zetuvit® Plus and to receive a free sample please contact sally.ellis@uk.hartmann.info



HARTMANN News Operating Theatre Products



Kim Rawlinson Business Development Manager

Focus on Protection Disposable surgical caps from HARTMANN



Premium quality guarantees high wearing comfort

At HARTMANN, we understand that working in an operating theatre, places great demands upon individuals and products. Operating theatre clothing has to provide

The material

- New, viscose material without perforation prevents the passage of particles completely
- Skin-friendly and air-permeable non-woven
- Complements the Foliadress® Theatre Gown Range

The HARTMANN Foliadress® caps range safely protects patients against infections which may be promoted by skin

reliable protection against infection, and the wearer should experience freedom of movement. Headwear, in particular, needs to be comfortable to wear to prevent heat build-up.

Safety and comfort

- Supports infection control
- High wearing comfort
- Optimal heat regulation
- Comfortable designs and soft seams ensure pleasant wearing even after several hours

particles or hair. The surgical caps range has been designed for use primarily in the operating theatre area as well as in intensive care units, in isolation wards and in delivery rooms.



If you are interested in more information about the choice of styles and shapes of Foliadress® caps, or to request a sample please contact: kim.rawlinson@uk.hartmann.info