UROLOGICAL INSIGHTS Newsletter

Volume 2

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JAW Hydrophilic
Intermittent Catheter

SURVIVOR INSPIRATION

"By bringing everyone along for the ride, I intend to **educate, inspire and motivate** with tools for recovery, health & management of a Spinal Cord Injury



Feature Article

Introducing Aaron Baker

Shield HealthCare's Spinal Cord Injury Lifestyle Specialist

The Road to Recovery

Aaron Baker is a recovering quadriplegic athlete, ambassador and entrepreneur. In May of 1999 he broke his neck while racing a motorcycle. His doctors gave him a grim prognosis of having only a one in a million chance of ever feeding himself, not to mention walking or doing much else.

Today, Aaron is proud and grateful to have surpassed their projection for his life by setting and achieving many world firsts like: Pedaling a bicycle across the country twice, racing that bicycle for the United States Paralympic cycling team and most recently, walking independently across Death Valley, California. Aaron is now finishing a documentary about his amazing recovery.

Through the recovery, redefinition and rebuilding of his life, Aaron's one consistent desire is to share and assist others as a proud SCI ambassador and co-founder and owner of C.O.R.E. Centers LLC.

C.O.R.E. (Center Of Restorative Exercise) is a niche gym (located in Northridge, CA) that fulfills a unique need by providing the benefits of ongoing Restorative Exercise[™] for individuals with chronic illness and/or debilitating conditions.











"My second chance at this beautiful thing called life is a gift through tragedy I wouldn't trade for anything."

Where Aaron will make a difference at Shield HealthCare...

- As a blog host on Shield HealthCare's online SCI support community
- Producing online video content with tips, advice and how-to's
- Supporting our customers with inspiration and advice
- Offering in-person support at local conferences and trade shows
- Answering consumer questions at askaaron@shieldhealthcare.com

www.shieldhealthcare.com/sci



10 Steps to Self-Catheterization

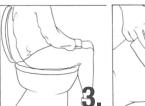
Although intermittent self-catheterization may be more intimidating than a Foley (indwelling) catheter, there are some definite advantages of intermittent catheterization if it is an option for you. The biggest advantage of self-catheterization is having the freedom to choose when and where to empty your bladder, giving you more control over your life. Using a single-use intermittent catheter also reduces the risk of Urinary Tract Infections (UTIs) compared to an indwelling catheter.

Follow these 10 steps for safe, simple self-catheterization:

How to use an Intermittent Catheter (illustrations below)

- 1. Wash your hands thoroughly.
- Set out all necessary supplies these can include a mirror, the catheter, water, soap and/or a sterile wipe.
- 3. Position yourself in front of the toilet or in front of a collection container.
- 4. Wash or sterilize around the urethra. For women, wash from front to back, never re-using a wipe. For men, wash in a circular motion, starting at the urethra and working your way out.
- 5. Open the catheter. To keep the catheter as clean as possible, do not allow the catheter to touch anything once you pull it out of the wrapping.
- 6. Apply lubricant to the catheter if applicable.
- 7. For women, gently open the labia with your fingers. For men, hold penis straight out from the body and angled slightly upward toward your body and gently squeeze the head of the penis very gently to open the urethra.
- 8. Insert the sterile catheter until urine begins to flow. Gently push the catheter about 1 inch further into the bladder after urine begins to flow.
- 9. When the urine stops flowing, shift position a few times to ensure all urine is emptied, then slowly remove the catheter
- 10. Wipe the insertion site of any urine, throw away the catheter and wash your hands.



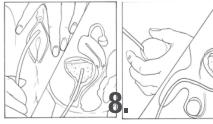


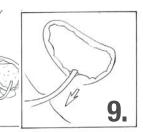














In most cases, you should self-catheterize about every 4-6 hours in a clean environment. It is also recommended to catheterize before going to sleep and directly after waking up. This will help to prevent distention of the bladder.

Self-catheterizing on a regular schedule 4-6 times a day will also reduce your risk of UTIs and bladder infections from urine sitting in the bladder for extended periods of time.



To watch a webinar video about preventing catheter associated urinary tract infections (CAUTI), please visit shieldhealthcare.com/webinars

Diagnosis Focus: Spinal Cord Injury

The Spinal Cord

The spinal, or vertebral, column is separated into 5 specific functional areas.

- Cervical (neck) C 1-7
- Thoracic (upper/mid-back) T 1-12
- Lumbar (lower back) L 1-5
- Sacral (central hip) S-1
- Coccyx (tailbone)



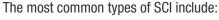
A spinal cord injury (SCI) compromises the nerve tracts that relay signals up and down the spinal cord. The location of the SCI affects different areas of the body. A severe SCI can cause paralysis and loss of feeling and reflex function below the point of injury including breathing and bladder/bowel control.

Common Causes & Types of SCI

Over two-thirds of SCI are caused by motor vehicle collisions and falls. The injury itself is usually a result of sudden impact, or blunt-force trauma, which crushes or contuses the spine and cord.

- 38% Vehicular
- 13.5% Violence
- 5% Medical/Surgical

- 30.5% Falls
- 9% Sports
- 4% Other



- . Contusion bruising of the spinal cord
- Compression pressure on the spinal cord
- Lacerations severed or torn nerve fibers, commonly caused by a knife or gunshot wound
- Central cord syndrome specific damage to the corticospinal tracts of the cervical region

Secondary Complications

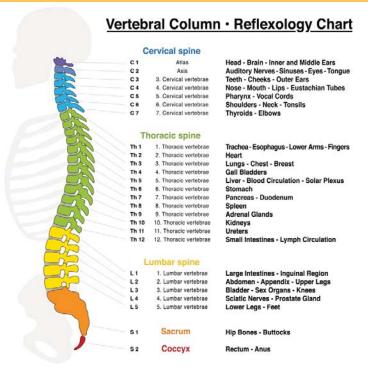
Living with paralysis is one thing, but it's the long list of secondary complications that accompany a spinal cord injury that make this condition so severe. SCI patients are highly prone to develop medical problems, such as bladder infections, bowl impaction, lung infections, and decubitus ulcers (bed sores). Bones begin to demineralize in the absence of weight bearing (gravity) causing osteoporosis (brittle bones), and muscles atrophy reducing blood/nutrient circulation. The joints in the body contract, limiting range of motion and can cause premature arthritis. Other symptoms such as nerve pain or sensitivity to stimuli, muscle spasms, muscle tone and sexual dysfunction may also develop over time.



Statistics

- An estimated **282,000 people** in the United States are living with a spinal cord injury
- 1 in every 1,114 Americans
- Approximately 17,000 new SCI cases every year
- 50% of Americans suffering a spinal cord injury are between 16-30 years of age
- 80% of spinal injuries affect men

(Source: NSCISC National Spinal Cord Injury Statistical Center)



shieldhealthcare.com





A Revolutionary Hydrophilic Cath in Bag



Reduce doctor's office visits and improve

your quality of life



Featured Product: JAW Hydrophilic Intermittent Catheter

Improve Quality of Life

- Freedom to catheterize wherever and whenever
- Greater lifestyle flexibility
- Ideal for wheelchair users and patients with mobility issues
- Rated highest by users for ease of insertion and removal

Reduce Doctor's Office Visits

- Touch-free insertion Reduces the risk for UTIs
- No increased copay
- No extra documentation required
- Billed as an intermittent catheter

SATISFIED CUSTOMERS

Share Their Feedback



It's easy and smooth when it goes in - no problem. I love the bag feature because I don't have to go the bathroom and put an extension on my catheter to reach the toilet. I can empty easily and throw away the bag. I highly recommend it." - Manuel H.

The lubrication was stellar. It was incredibily comfortable inserting and removing the catheter. I like the idea of not touching the catheter with my hands. It's a great product." - Mike J.

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References:

http://calder.med.miami.edu/pointis/intermit.html

http://www.mayoclinic.org/diseases-conditions/spinal-cord-injury/basics/definition/con-20023837

http://www.spinalinjury101.org/details/levels-of-injury

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