

## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

May 20, 2014

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### **SHIELD HEALTHCARE APPOINTS OSTOMY LIFESTYLE EXPERT, LAURA COX TO PROVIDE SUPPORT AND INSPIRATION TO THE OSTOMY COMMUNITY**

Valencia, CA – Shield HealthCare, a leading provider of medical supplies for care at home since 1957, welcomes the addition of Laura Cox to their team of medical supply experts. Laura will fulfill the role of Ostomy Lifestyle Expert and will be a resource for Shield’s customers and referral partners. Shield HealthCare understands the overwhelming need for support and education for the newly diagnosed and for those adjusting to life after ostomy surgery. Shield HealthCare is pleased to introduce Laura as a voice of empathy and first-hand knowledge. Laura’s story began when she was 18 years old, diagnosed with Ulcerative Colitis. The disease became untreatable within two years and established her need for a total colectomy surgery. The creation of a diverting ileostomy in December 2011 marked a new beginning for Laura, whose positive outlook on life enabled her to thrive through a life-changing alteration.



Laura Cox, Ostomy Lifestyle Expert

Laura’s journey inspired her to create a YouTube channel called “[Ostomystory](#)” to share her trials, tribulations and the beautiful moments of her life with an ostomy. Her YouTube channel blossomed into a safe place for others with similar conditions, offering sincere encouragement and advice on coping.

In her role at Shield HealthCare, Laura will provide a fresh and candid outlook with valuable tips and perspectives about how to live with an ostomy. As an Ostomy Lifestyle Expert, Laura will host Shield HealthCare’s online [ostomy blog community](#) at [shieldhealthcare.com](http://shieldhealthcare.com), featuring how-to videos, advice for ostomates and answers to commonly asked questions. Laura is excited to be a part of Shield HealthCare’s team and shared, “My goal while working for Shield is to spread awareness, normalize and educate people about life with an ostomy. I look forward to providing my view of life with an ostomy, sharing tips

I've learned along the way, answering your questions to help make your life easier. I'm grateful Shield Healthcare has given us this platform to expand our community."

The "Ask Laura" feature on the Shield HealthCare website officially launched on May 16, 2014. People with an ostomy, those with surgery pending, ostomy caregivers and healthcare professionals are encouraged to visit the Community tab on [shieldhealthcare.com](http://shieldhealthcare.com) for education, inspiration and a healthy dose of optimism from Laura Cox, Ostomy Lifestyle Expert.

"This isn't the life I anticipated, but it's a GIFT." –Laura Cox

#### About Shield HealthCare

Since 1957, Shield HealthCare has been an industry leader focused on meeting the medical supply needs of families and caregivers at home. Shield HealthCare provides high quality disposable medical products including Incontinence, Enteral Nutrition, Ostomy, Urological, Breastfeeding and Wound supplies. Shield HealthCare operates twelve locations, serving California, Colorado, Washington, Illinois and Texas.

Come see what's new at Shield HealthCare on Facebook at <http://www.facebook.com/shieldhealthcare> or follow on Twitter @shieldhealth.

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