



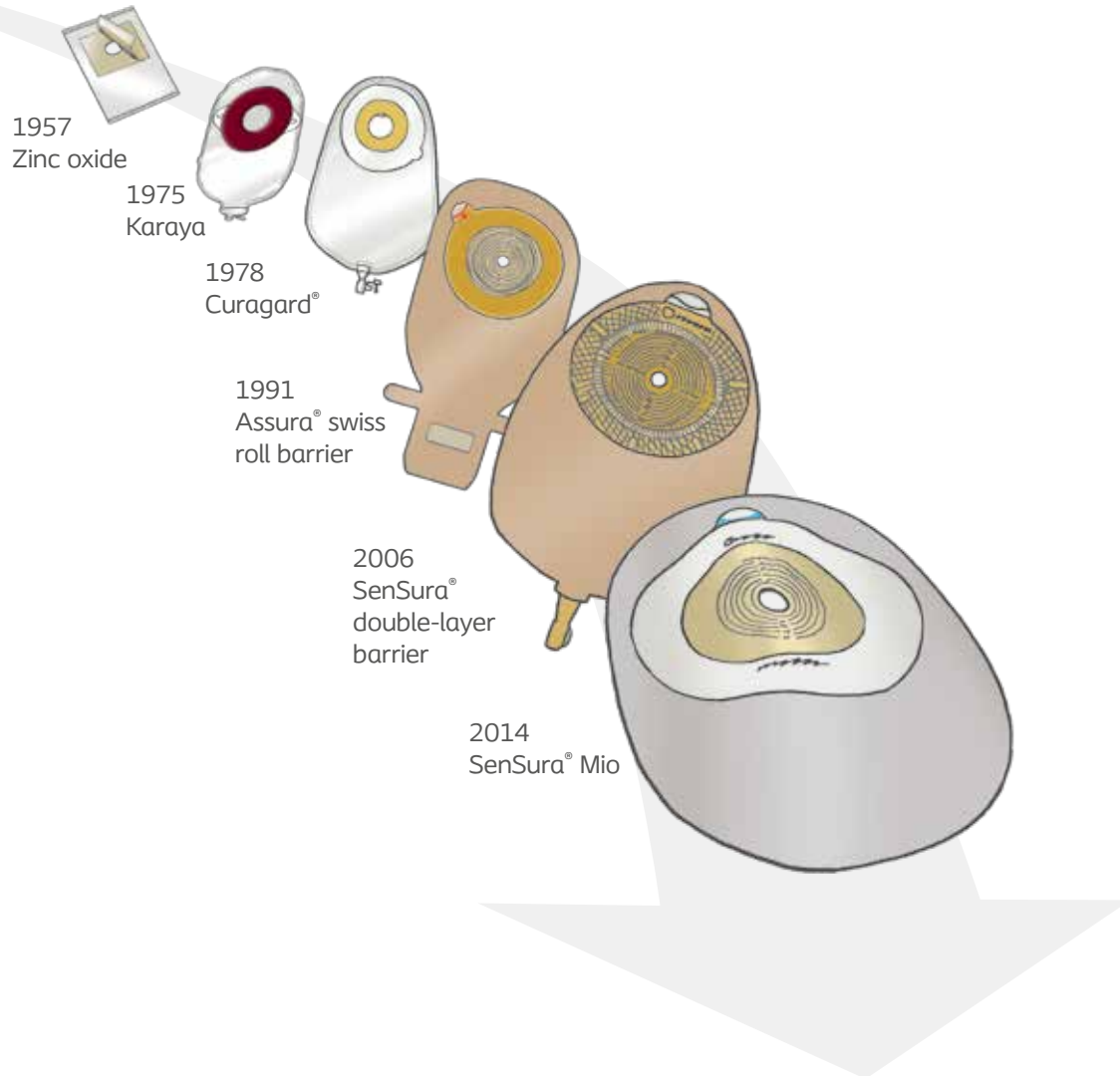
# Mio

*for every*

# body

## About us

We are passionate about *making a difference*, and this fuels us to constantly innovate



**#1** Global leader

**\$150 million** spent on R&D every year

**4x** market growth<sup>1</sup>

### References

1. Coloplast data on file.

## The Challenge

Yet we see a significant opportunity *to do better*

Leakage is *still* the  
**#1 issue** facing  
people with a stoma



**80%**

of people with an ostomy  
experience leakage<sup>1</sup>

*Complications from ostomy care are costly to the system*



**21%**

Ostomates visit the  
emergency room<sup>2</sup>



Ostomy surgery is the  
**2<sup>nd</sup>** leading cause\* for  
hospital readmissions<sup>3</sup>

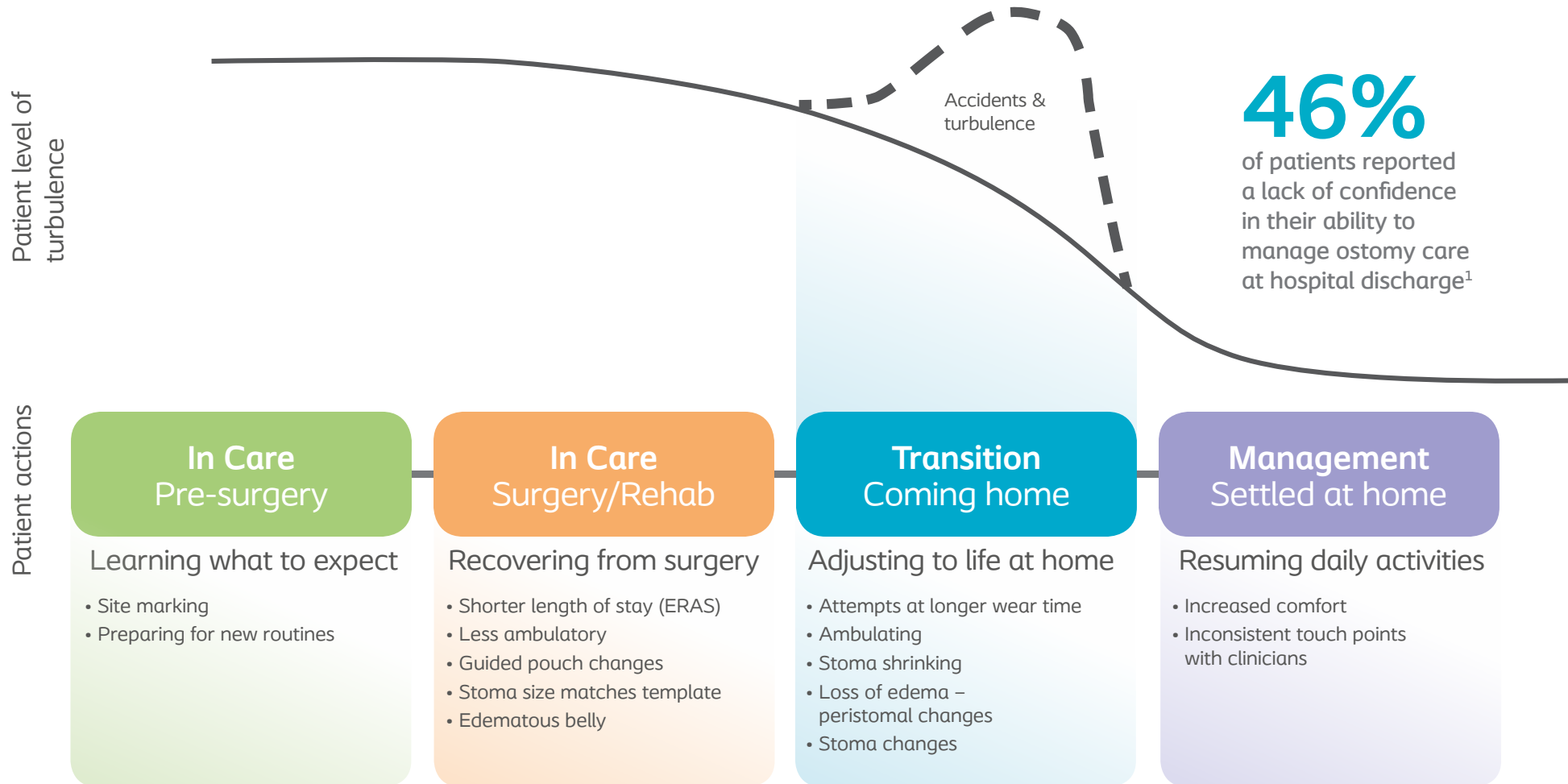
### References

1. Ostomy Life Study, 2017. Data on file.
2. Rojanasarot, S., The Impact of a Readily Available, Post-Discharge Support Program for Ostomy Surgery Patients on Preventable Health Care Utilization, Jan/Feb 2018 JWOCN.
3. Weiss, A., et. AL., Statistical Brief #154, Readmissions to U.S. Hospitals by Procedure, 2010, Healthcare Cost and Utilization Project, Agency for Healthcare Research and Quality, April 2013. Data derived from readmission rates of ileostomy, colostomy (temporary and permanent), and other enterostomy procedures

\*22% of ostomates are readmitted within 30 days of surgery

## The Challenge

# The ostomy patient journey is *fragmented* and *patients' needs evolve*



### References

1. Goldberg, M., Colwell, J., Burns, S., Clinical Guideline: Management of the Adult Patient with a Fecal or Urinary Ostomy. WOCN Society. 2017.

## The Challenge

# How does this impact *real people*?

“Initially when I was experiencing leaking and skin irritation, I just kind of assumed that it came with the territory of living life with an ostomy. *I thought that struggling with changing my pouch multiple times in the week, if not in a day, was just normal,* and I was content with living with this constant struggle.”

**Keagan\***,

ileostomy since age 15

\*Keagan has received compensation from Coloplast to provide this information.



The Challenge

Every **body** is different



The Solution

We focus on *fit* to *real bodies*



*The Solution*

The first step to identifying ***the right fit*** to body is determining peristomal body profile



**Regular 53%**<sup>1</sup>

**Inward 13%**<sup>1</sup>

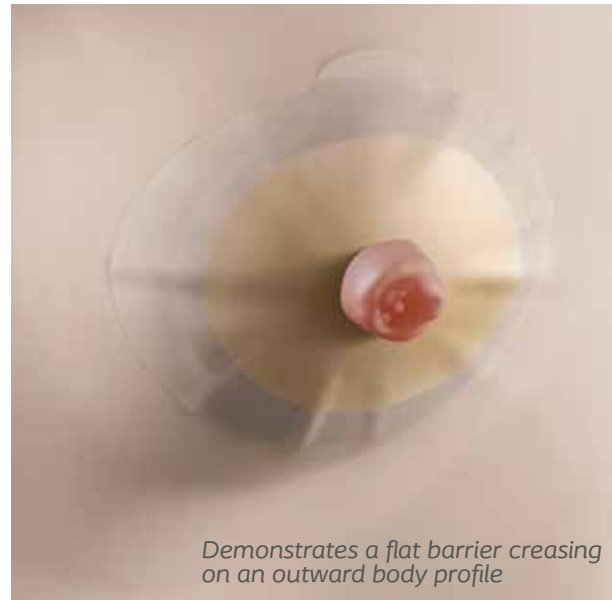
**Outward 34%**<sup>1</sup>

1. Coloplast, Market research, OLS 2016\_G-COF presentation, Data on file PM-05068



# We achieve this through **BodyFit Technology**®

How did we develop BodyFit Technology?



**1** Examine the vast array of body profiles – and their challenges

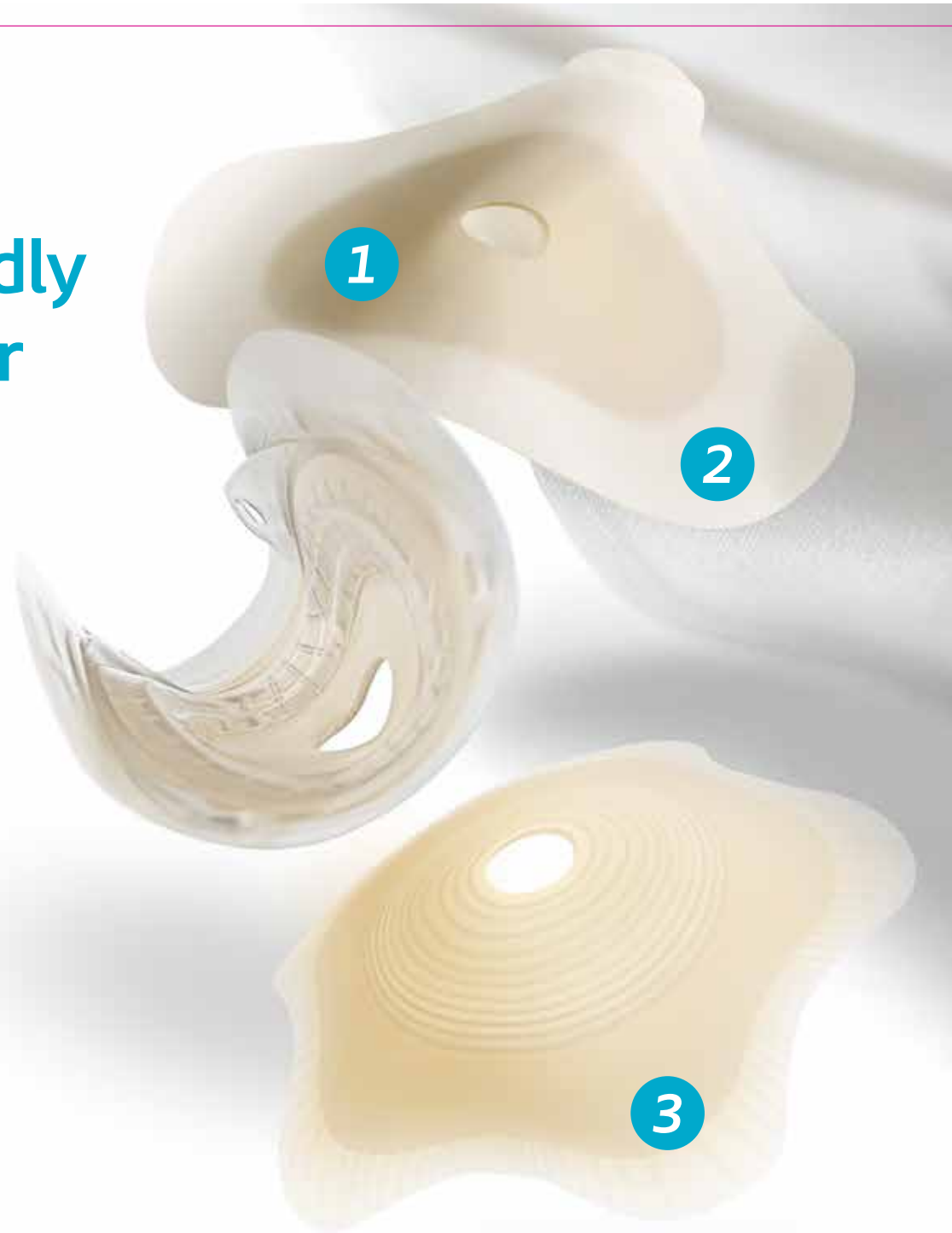
**2** Confront challenges unique to each profile using innovation to achieve a secure fit

**3** Fits right, feels right – a solution that offers a custom fit to individual bodies

## The Solution

# BodyFit Technology<sup>®</sup> is founded on the **skin-friendly** and **elastic double-layer adhesive**

- 1** **Skin care layer** full of hydrocolloids - focused on absorbing sweat, oil, and moisture from the skin around the stoma
- 2** **Protection layer** with more polymers for strength and structure – provides structural integrity to remove in one piece, and protect the skin underneath
- 3** **Elastic topfilm** – enables the barrier to stretch, bend, and follow body movements



## The Solution

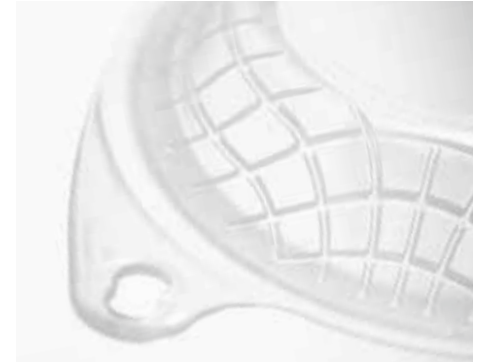


**BodyFit**  
Technology®

**BodyFit Technology®**,  
uses many innovative  
features to ensure a  
**secure fit**



Elastic adhesive



FlexShell with integrated flexlines



Curved adhesive



Star-shaped adhesive



Stability ring



Fit zones

*The Solution*

# There is a *Mio* for *every body*

The SenSura® Mio range is designed to fit individual body shapes, whether regular, inward or outward.



***SenSura® Mio***

***SenSura® Mio  
Convex***

***SenSura® Mio  
Convex Flip***

The Solution

# The Coloplast ostomy solution is designed to *meet the needs of you and your patients*

## Our products and support services:

Products that *fit to real bodies*



**SenSura<sup>®</sup> Mio**    **Brava<sup>®</sup>**

Support services that help patients *live a better life*



Coloplast<sup>®</sup>  
**Care**

*Clinician education* to support you in your practice



Coloplast<sup>®</sup>  
**Professional**

## The Results

# Coloplast<sup>®</sup> ostomy care is proven *to deliver better patient outcomes*



30%



Reduction in hospital  
readmission rates<sup>1</sup>



45%



Reduction in  
unnecessary ER visits<sup>1</sup>



25%



Increase in HCAHPS  
satisfaction scores\*<sup>2</sup>

**83%** of enrollees said Coloplast<sup>®</sup> Care improved  
their stoma-related quality of life<sup>3</sup>

### References

1. Rojanasart, S., The Impact of a Readily Available, Post-Discharge Support Program for Ostomy Surgery Patients on Preventable Health Care Utilization, Jan/Feb 2018 JWOCN.
2. O'Day, M. & Helder, D. Measuring system impact by improving the ostomy patient experience from a product standardization project in a 13-hospital integrated delivery network in the Midwest. Poster Presentation at June 2017 WOCN Conference.
3. Coloplast Market Study, 2013, data on file. N=2345

\* When combined with formulary usage of SenSura<sup>®</sup> Mio.

MiO *for every*  
*body*

*A curved fit* for curved areas

## SenSura<sup>®</sup> Mio Convex Flip

The first pouching system specially designed for curves, bulges, rounded bellies, and hernias.

# 93%

of people who tried SenSura Mio Convex Flip would recommend it to others<sup>1</sup>

1. Coloplast, Product Evaluation, SenSura Mio Convex Flip global product evaluation, 2017, data on file, PM-05104 n=84



^  
Barrier profile

*Just flip  
to fit!*



## Common fit challenges



Flat surfaces don't fit over curved ones **without creases and folds.**



**Outward curves move a lot!**  
The pouching system needs to stay secure.



60% say stoma shape changes when body position changes\*

**The stoma changes shape during movement** and the area around it can retract or extend.

Outward areas come in many different sizes

# 48%

of users with an outward profile worry that their barrier will loosen<sup>1</sup>

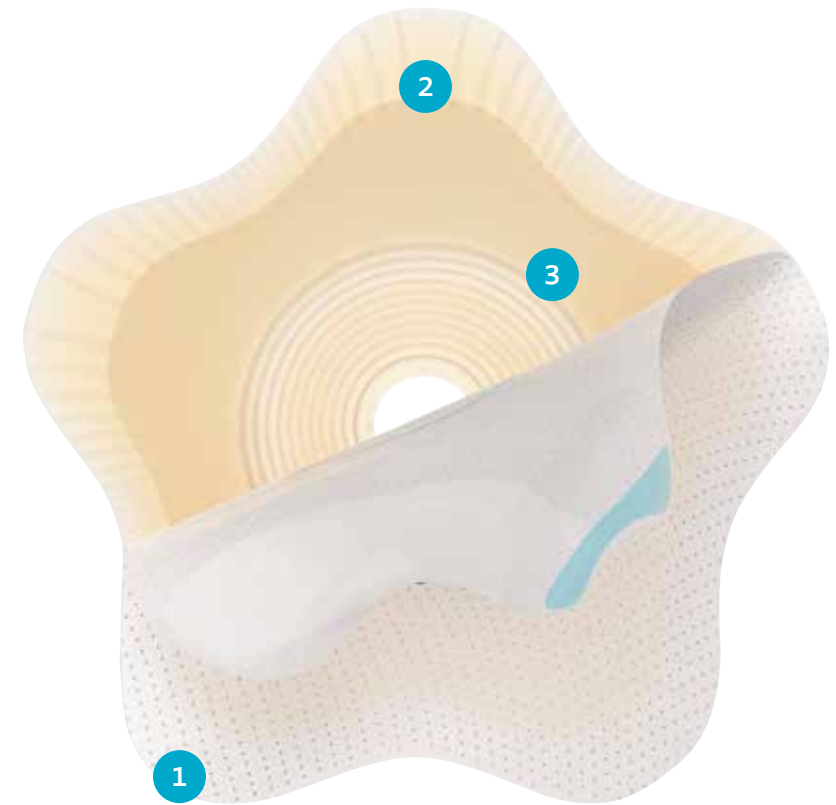


1. Coloplast, market research, Ostomy Life Study Review, 2016, Data on file PM-03463

\*Coloplast, Market research, Ostomy Life Study, 2016 (VV-0193510)

# 92%

of users who tried it report the feeling of security to be good/very good<sup>1</sup>



1. Coloplast, Product Evaluation, SenSura Mio Convex Flip product evaluation, 2017, data on file, PM-05104 n=84



## BodyFit Technology

increases contact between the adhesive and the outward area<sup>1</sup>

1



**The curved star-shaped barrier** has petals that hug the body with less creasing or folding.

2



**Fit zones in the center and outer rim of the barrier** increase flexibility right around the stoma and optimize fit and flexibility for movement.

3



**A built-in stability ring** stabilizes the center zone so the stoma gets the necessary support.

1. Comparison of SenSura® Mio Convex Flip and standard flat barrier

Curves, bulges and hernias vary significantly in size from person to person.<sup>2</sup>

Small  
(<4")

55%

Medium  
(4 - 6")

22%

Large  
(6 - 8")

13%

X-large  
(> 8")

4%

5%

Don't know

2. Coloplast, market research, Ostomy Life Study Review, 2016, Data on file PM-03463

“It just fits around the stoma. I don’t have to worry that I’m going to have an accident. I can be free and just enjoy life.”

Rachel\*, SenSura® Mio Convex Flip user



\*Rachel is a SenSura Mio Convex Flip user who has received compensation from Coloplast to provide this information.

SenSura Mio Convex Flip barriers are sized to match the full variety of curves, bulges and hernias, from small to extra large.

**1 piece**

Outward area Stoma size	Small < 4"	Medium 4 - 6"	Large 6 - 8"	X-large > 8"
< 1 <sup>9</sup> / <sub>16</sub> "	S	M	M	L
1 <sup>9</sup> / <sub>16</sub> - 2"	M	M	M	L
2 - 2 <sup>3</sup> / <sub>8</sub> "	L	L	L	L
>2 <sup>3</sup> / <sub>8</sub> "	Refer to 2P range	Refer to 2P range	Refer to 2P range	Refer to 2P range

**2 piece**

Outward area Stoma size	Small < 4"	Medium 4 - 6"	Large 6 - 8"	X-large > 8"
< 1 <sup>3</sup> / <sub>8</sub> "	S	M	M	L
1 <sup>3</sup> / <sub>8</sub> - 1 <sup>3</sup> / <sub>4</sub> "	M	M	M	L
1 <sup>3</sup> / <sub>4</sub> - 2 <sup>1</sup> / <sub>4</sub> "	L	L	L	XL
2 <sup>1</sup> / <sub>4</sub> - 2 <sup>9</sup> / <sub>16</sub> "	XL	XL	XL	XL

- If your patient is between two barrier sizes, choose the smallest one.
- If the barrier has creases after application, a smaller barrier will likely provide a better fit.

Inward

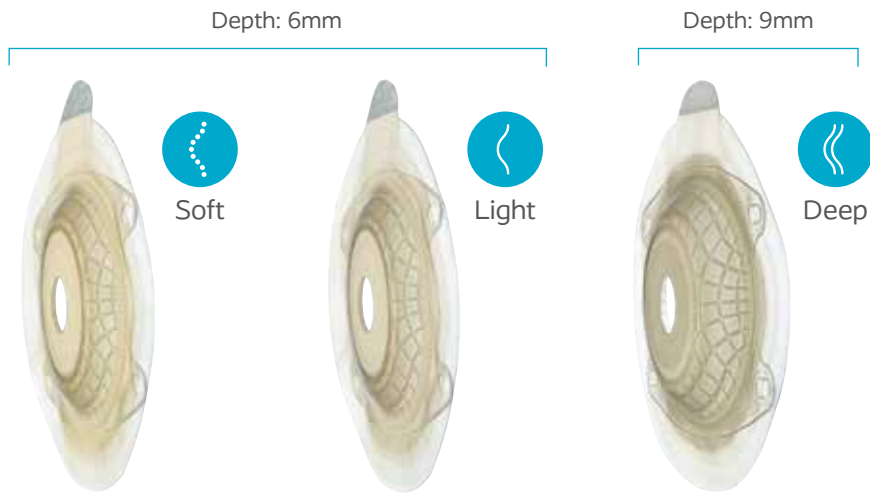
Inward

**Proven leakage reduction<sup>1</sup>**  
for inward areas

## SenSura<sup>®</sup> Mio Convex

Enables comfortable bending without compromising stability.

Available in 2 depths:



1. Vs. standard of care.  
Walker et al. Raising the bar: new flexible convex ostomy appliance – a randomized controlled trial. WCET supplement 2016

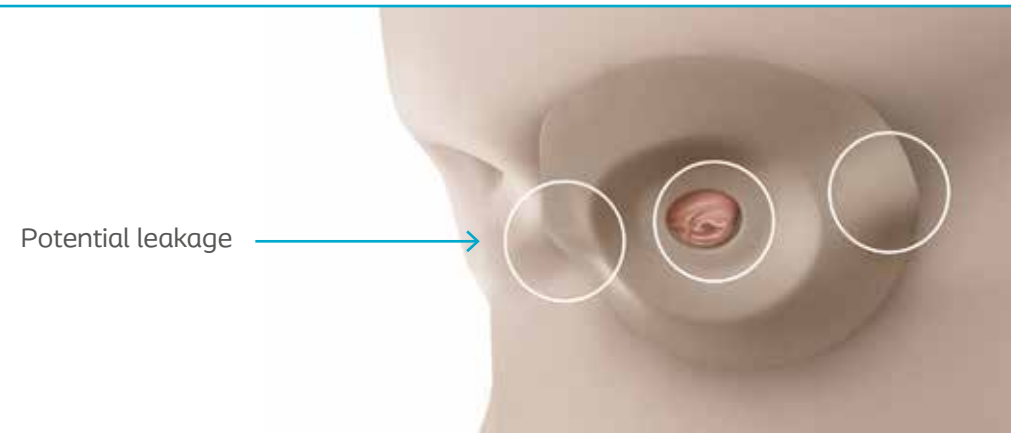
Barrier profile



## Common fit challenge

Some of the fit challenges for users with inward body profiles are:

- Stoma openings are commonly flush with or below skin surface<sup>1</sup>
- High risk of leakage (84%)<sup>1</sup>
- Traditional convex barriers can feel bulky and stiff<sup>2</sup>



1. Coloplast, Market Study, Ostomy Life Study 2016 G-COF presentation, data on file PM-05068

2. Walker et al. Raising the bar: new flexible convex ostomy appliance – a randomized controlled trial. WCET supplement 2016



### ***Integrated flexlines***

Ensure a stable and secure fit around the stoma while allowing the wearer to move freely.



“With this product I’m fine. I can just enjoy myself.”

Brittany\*,  
SenSura® Mio Convex user



**BodyFit Technology**® for flexibility and comfortable bending without compromising stability.

2x

Even the deep convex is twice as flexible as a traditional light convex barrier<sup>1</sup>

68%

of nurses said their patients achieved longer wear time compared to a prior convex product<sup>2</sup>



A comfortable convex

\*Brittany is a SenSura Mio user who has received compensation from Coloplast to provide this information.

1. Coloplast, Verification Report, Bendability of convex shells and baseplates, 2017 (VV-0054174)
2. Coloplast, US Product Evaluation, SenSura Mio Convex, Sept 2015 - June 2016 (PM-00285) n=98

Regular

Regular

*Follows shape* and movement

## SenSura<sup>®</sup> Mio

A unique elastic adhesive is found in all SenSura Mio pouching systems.



Barrier profile



*Fits right.  
Feels right.*

## Common fit challenge

Some of the fit challenges for users with regular body profiles are:

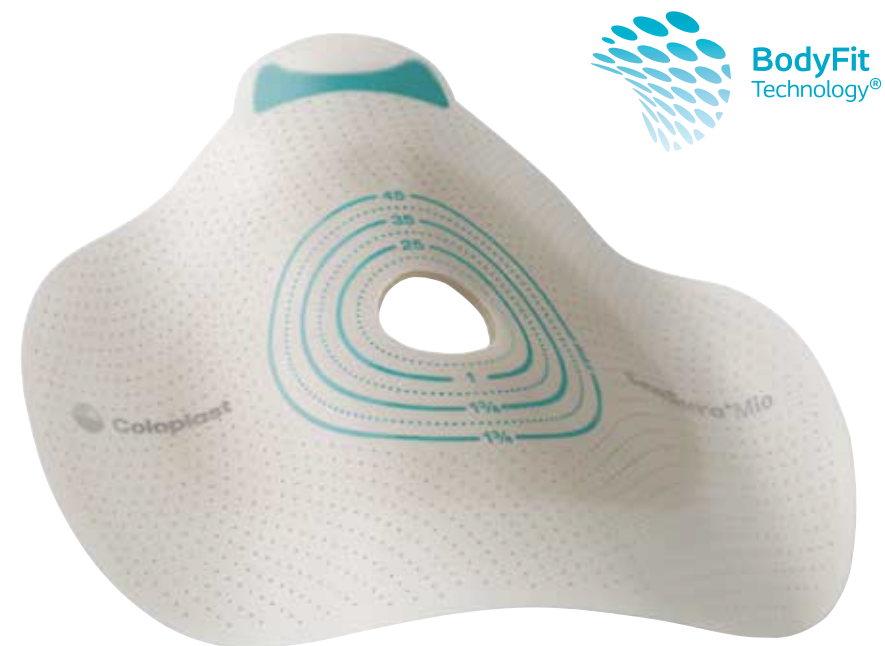
- The abdomen moves when users are physically active<sup>1</sup>
- To secure a good fit that supports the user's lifestyle<sup>2</sup>



1. 63% of users with a regular body profile report that their abdomen moves up and down when they are physically active, eg. during sports) Coloplast Market study, Ostomy Life Study 2016, data on file PM-05235

2. 30% of users with a regular body profile report that they limit their physical activity due to concerns about leakage Coloplast Market study, Ostomy Life Study 2016, data on file PM-05235

SenSura® Mio's unique elastic adhesive is founded on the same double-layer principle as SenSura® - **but it's elastic!**



**Skin care layer** - full of hydrocolloids - focused on absorbing sweat, oil, and moisture

**Protection layer** - with more polymers for barrier strength and cohesion

**Elastic topfilm** - enables the barrier to stretch, bend, and follow body movements

“I can do the things I feel like doing. An ostomy is no longer an obstacle.”

Margit\*,  
SenSura® Mio user

\*Margit is a SenSura Mio user who has received compensation from Coloplast to provide this information.



Thanks to **BodyFit Technology**®, the barrier can bend and stretch with the body while maintaining a secure fit to the skin.

2x

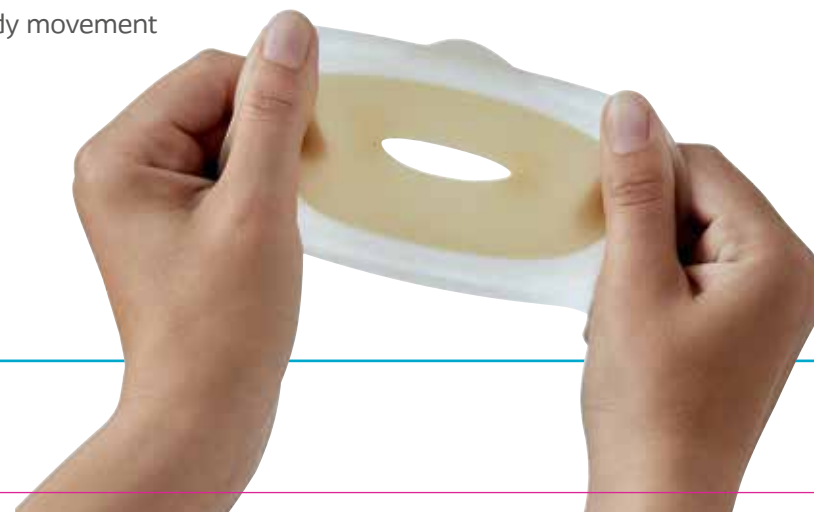
more stretchable than a conventional barrier<sup>1</sup>

89%

of users experience a good or very good fit<sup>2</sup>



Bends and stretches with body movement



1. Coloplast, Laboratory Report, Stretchability of SenSura Mio (VV-0197750)  
2. Coloplast, US Product Evaluation, SenSura Mio, Feb - May 2014 (PM-00075) n=209

A young child with short brown hair, wearing a light-colored polo shirt, is leaning on a dark railing. The child is smiling and looking towards the camera. The background is a soft-focus green, suggesting an outdoor setting with trees or bushes.

*For little  
fighters*

# Applying **BodyFit Technology**<sup>®</sup> to the fit challenges of babies and kids

Babies and kids present different challenges compared to adults:



## **Babies**

Premature babies should be disturbed as little as possible.

SenSura<sup>®</sup> Mio Baby has BodyFit Technology to provide premature babies and infants long wear time without compromising skin-friendliness.



## **Kids**

Kids are especially active and need a pouching system designed for kids.

SenSura Mio Kids has BodyFit Technology to fit kids' small, round bellies.



What other fit challenges do you experience when working with babies and kids?



## **Long wear time**

– less disturbance

# **SenSura<sup>®</sup> Mio Baby**

A pouching system specifically designed with BodyFit Technology<sup>®</sup> to meet the challenges of babies, including those born prematurely:<sup>1</sup>

- Fragile skin
- Limited space on the body for appliance
- Should be disturbed as little as possible
- Typically aggressive output



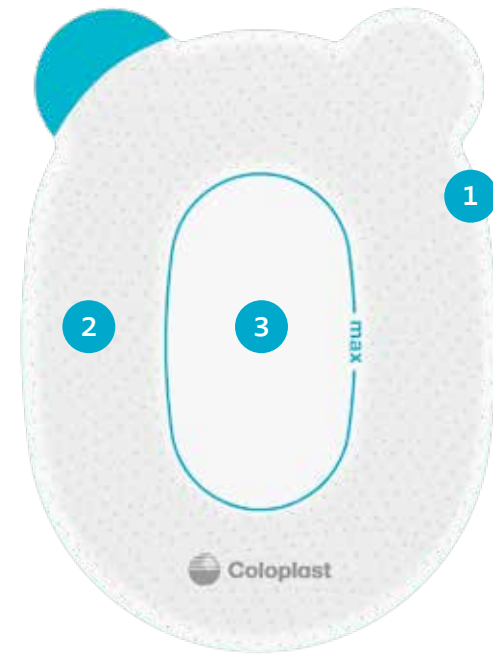
1. SenSura Mio Baby can be worn from 30 weeks' gestation up to six months



## **Challenge**

Premature babies should be disturbed as little as possible.

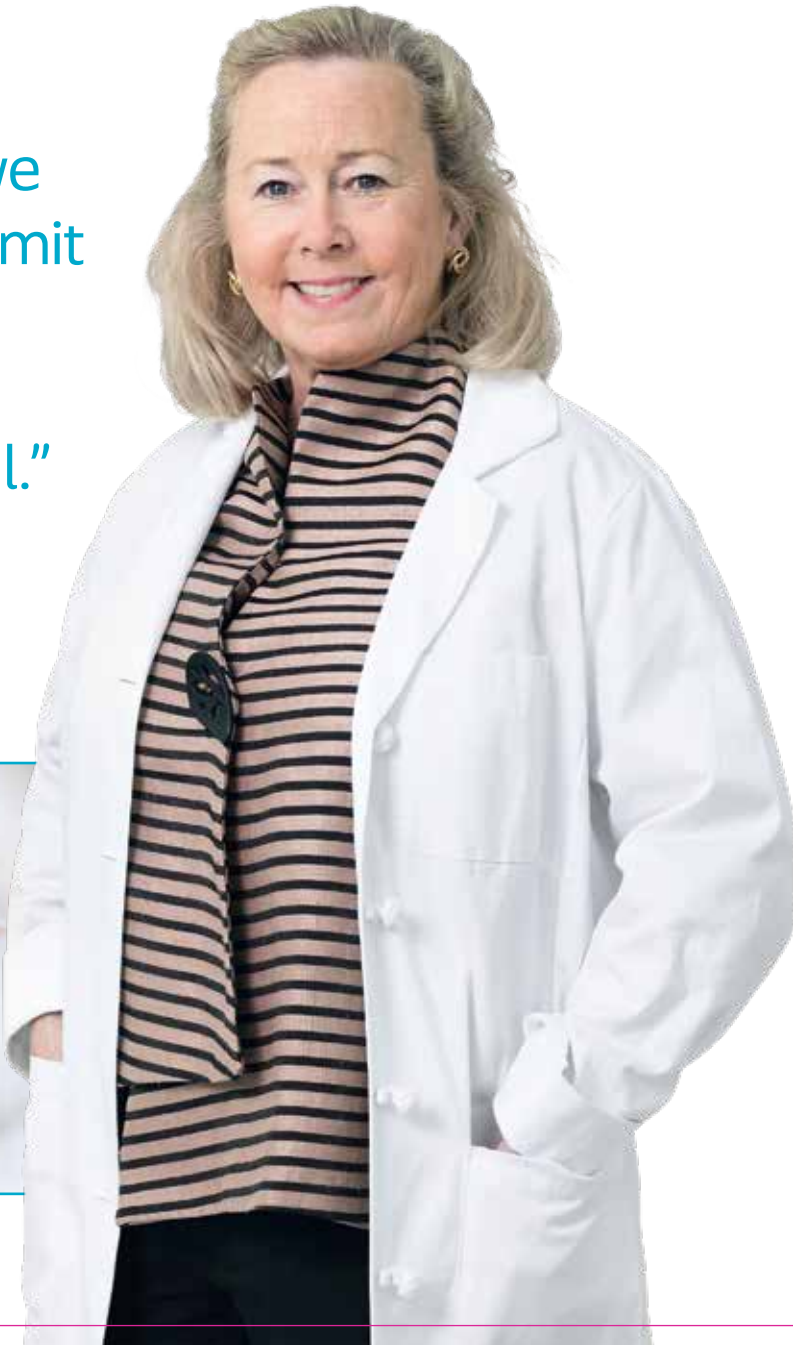




- 1 **The soft flange** is designed for gentle application of the pouch with little pressure on the abdomen.
- 2 **The elastic adhesive** balances the pH level of the skin and fits the contours of premature babies.
- 3 **The barrier** has no starter hole and can be customized to accommodate two stomas.

“Anything we can do to limit our pouch changes is very helpful.”

June\*,  
pediatric ostomy nurse,  
Washington, D.C.



\*June has received compensation from Coloplast to provide this information.

## Features



Elastic barrier with soft flange



Soft outlet



Access window



Two-piece system

So kids can *move like kids*

## SenSura<sup>®</sup> Mio Kids

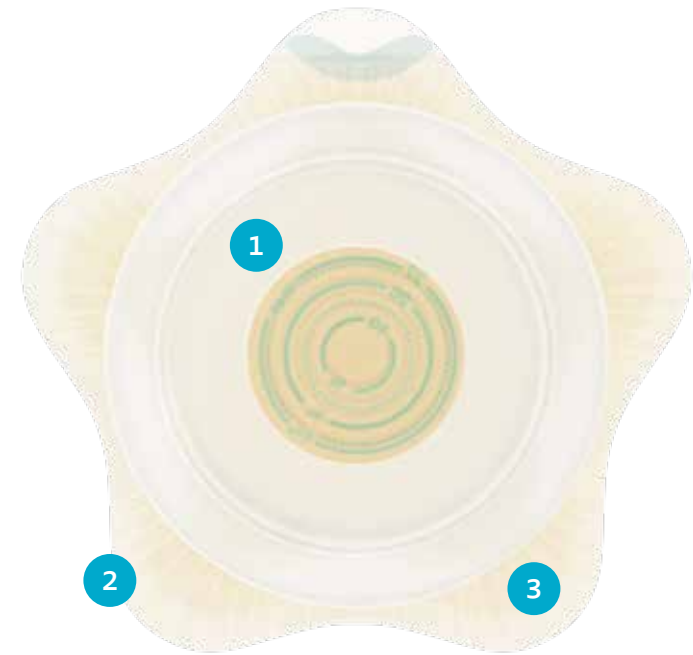
Designed for kids aged six months to four years, SenSura Mio Kids has BodyFit Technology<sup>®</sup> so it can adapt to their small, round bellies.



## **Challenge**

Kids are especially active and need a pouching system that hugs their small, round bellies.





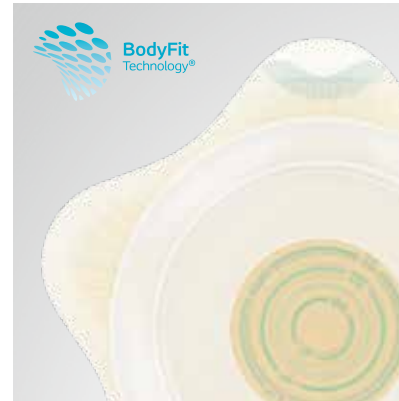
- 1 **The elastic barrier** follows body movements while maintaining a secure fit.
- 2 **The star shape** provides more flexibility in terms of placement while the special petals hug the body.
- 3 **The fit zones in the center and the rim** increase flexibility around the stoma and optimize fit and flexibility for movement.

“A pouch that fits his body, so he can do what he wants to do – that’s everything to me.”

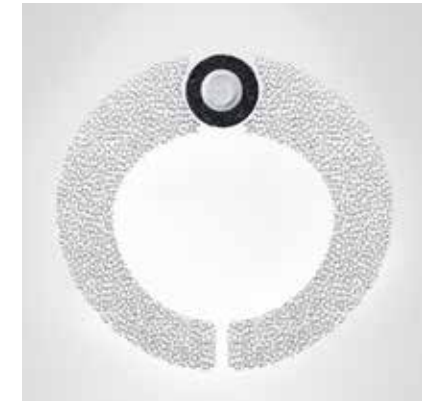
Mark\*, Henry’s dad



## Features



Star-shaped elastic barrier with fit zones



Unique full-circle pre-filter



Discreet, non-medical textile



Available as a 1- and 2-piece system



\*Coloplast has compensated this caregiver to share product experience.

Thanks to *BodyFit Technology*,<sup>®</sup>  
there is a *Mio for every body*

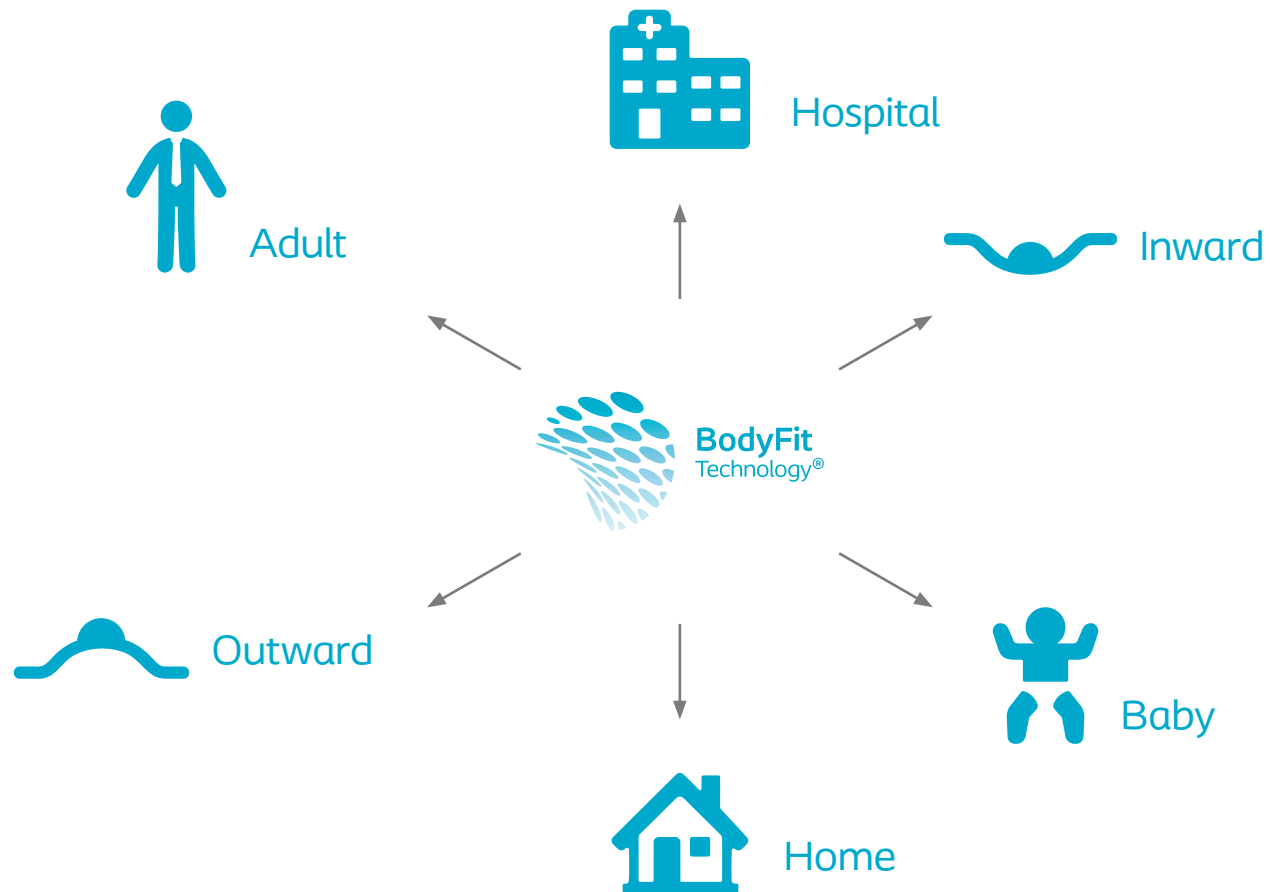


***BodyFit for everyone***

The SenSura<sup>®</sup> Mio range provides the benefits of BodyFit Technology at any stage of life, with appropriate fit and a feeling of security for babies, kids and adults.



# BodyFit Technology<sup>®</sup> for *everyone*



# Brava® supporting products

The Brava range of supporting products has been developed to deal with and prevent common ostomy issues.

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More than **90%**  
of people with an ostomy use supporting products.<sup>1</sup>

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1. Coloplast, market research, Ostomy Life Study Review, 2016, Data on file PM-03463



Which *issues* below do your patients have trouble with?



What's right for your patients?



See "Products" tab for product recommendations by issue.  
Visit the troubleshooter at [www.coloplast.us/global/ostomy/ostomy-self-assessment-tools/troubleshooter](http://www.coloplast.us/global/ostomy/ostomy-self-assessment-tools/troubleshooter) to explore the range.

High Output  
and Post Op

*The right fit* from day one  
Covering patients'  
needs from *hospital*  
*to home*

Patients only have to learn one system, giving them more time and energy for other changes in life.



SenSura® Mio and BodyFit Technology® is now also available for patients immediately post-operatively as well as in the community.

SenSura Mio Post Operative and High Output products cover the special needs of patients with an ostomy, ***right from the start.***

Wearers can bend and stretch confidently, knowing that their pouching system will follow their movements – a critical advantage in recovery.

## Special *features*



*Big max cut barrier*



*Scale on transparent pouches*



*Post-operative window*



*Connection for night bag*



*Tap outlet*



*Soft outlet*





# 3 more reasons why the SenSura<sup>®</sup> Mio range fits your patients' needs

## The right appearance

The smooth, all-textile material is less like a medical appliance and more like a clothing item or accessory.

Its specially chosen, neutral color is designed to stay unnoticed under clothing – even white.

## A filter you can trust

A unique, full-circle pre-filter provides greater protection against clogging.

Proven to reduce incidents of ballooning by

**61%**<sup>1</sup>

1. Coloplast, Clinical Study, 2010 (VV-0009690) for ileostomists, compared to Standard of Care

## Couplings for different needs

**Flex coupling** is flexible enough to adapt to body contours and comfortable during wear. The profile is almost as low as a 1-piece pouching system.

**Click coupling** has a lock ring designed for reassurance and a feeling of security. An audible 'click' confirms the secure locking of the pouch to the barrier.

Support



# Coloplast® Care helps your patients navigate life with an ostomy

With Coloplast Care, your patients receive:



Individualized support and product access coordination led by patient-focused Ostomy Advisors



Personalized, nurse-validated education



Routine self-assessments to identify and address concerns



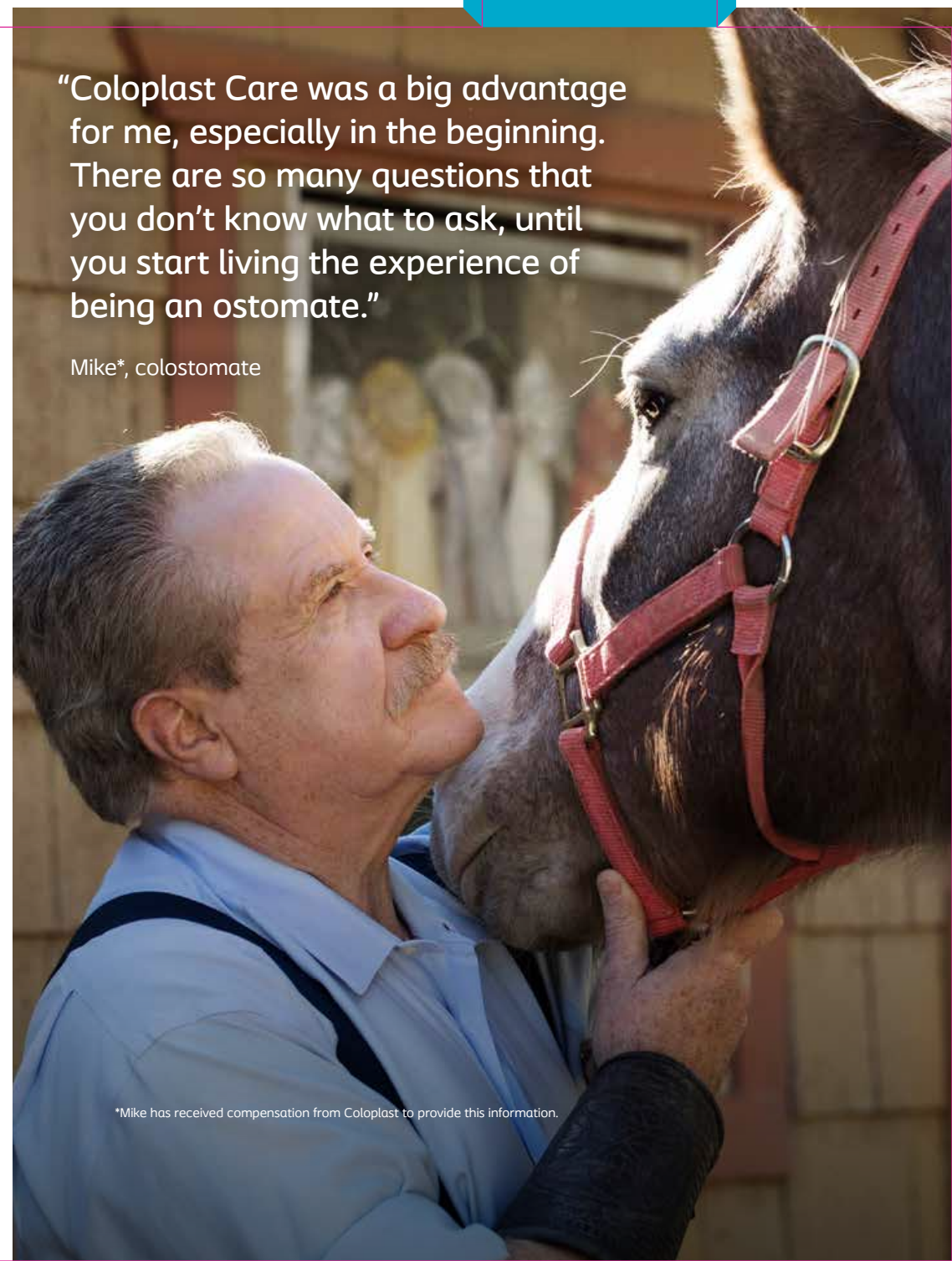
Proven outcomes

**Guide your patients to a better life with an ostomy**

- [www.coloplastcareenroll.com](http://www.coloplastcareenroll.com)
- Fax 1-800-501-8533
- Call 1-877-858-2656
- Email [care-us@coloplast.com](mailto:care-us@coloplast.com)

“Coloplast Care was a big advantage for me, especially in the beginning. There are so many questions that you don’t know what to ask, until you start living the experience of being an ostomate.”

Mike\*, colostomate



\*Mike has received compensation from Coloplast to provide this information.



## Let the *Ostomy Check* help identify struggling patients

Red and itchy skin. Leakage. Ballooning. Patients often think unpleasant issues are “just how life is” when living with an ostomy.

The Ostomy Check tool identifies people living with an ostomy who are struggling in silence and allows Coloplast Care Advisors to support them over the phone with personalized advice - or redirect them to their wound ostomy care nurse for clinical related issues.

The Ostomy Check helps patients become more aware of their ostomy health.



Kari,  
Ostomy  
Advisor



Coloplast®  
Professional

## Coloplast® Professional as part of the service

Coloplast Professional is an education and collaboration platform designed to help you at all stages of your professional journey.



### **Online learning with continuing education credit**

Learn in a flexible environment and gain CE contact hours



### **Live learning presentations & webinars**

Broaden expertise through expert-led interactive learning peers



### **Facility-led education series: Train the Trainer**

Facilitate meaningful training with pre-designed courses



### **Educational resources**

Support your patients in everyday situations and help provide positive outcomes

Coloplast®  
Professional

# Coloplast® Academy supports continuing education

## Online Classes

- **Ostomy Basics: Pre & post-operative management** – 1 CE Credit
- **Ostomy Challenges: Beyond the Basics** – 1 CE Credit
- **The Patient with an Ostomy: Stoma and Peristomal Challenges** – 1 CE Credit
- *With additional courses under development!*

Visit Coloplast Academy at:

[www.coloplast.us/coloplast-professional-ostomy](http://www.coloplast.us/coloplast-professional-ostomy)





MiO *for every*  
**body**

## High Output & Post Op Range

### 1-piece drainable with soft outlet

- the first 1-piece convex pouch with a soft outlet!  
also available in flat

### 2-piece High Output and drainable

- available with two different outlet types and two pouch sizes to accommodate different needs
- available with SenSura® Mio convex, convex flip or flat barriers

### Post-operative

- sterile and non-sterile pouching systems featuring new packaging

Textile



2 3/4" Flat

4" Flat

2" Soft Convex  
1 7/16" Light Convex

Textile



Click drainable  
Tap

Click high output  
Tap, Soft

Flex high output  
Tap, Soft

Sterile



2 3/4"

4"

Transparent with scale



2 3/4" Flat

4" Flat

2" Soft Convex  
1 7/16" Light Convex

Transparent with scale



Click high output  
Tap, Soft

Flex high output  
Tap, Soft

Non-sterile



2 3/4"

4"



# Community Range

1-piece

## SenSura® Mio flat



Closed

Drainable

Uro

## SenSura® Mio Convex



Closed

Drainable

Uro

## SenSura® Mio Convex Flip



Closed

Drainable

Uro

2-piece, Click

## SenSura® Mio flat



Closed

Drainable

Uro

## SenSura® Mio Convex



Closed

Drainable

Uro

## SenSura® Mio Convex Flip



Closed

Drainable

Uro

2-piece, Flex

## SenSura® Mio flat



Closed

Drainable

Uro

## SenSura® Mio Convex



Closed

Drainable

Uro

# Pediatric Range

1-piece

## SenSura® Mio Kids



Midi drainable  
No starter hole



Uro drainable  
3/8" starter hole

## SenSura® Mio Kids Transparent



Midi drainable



Uro drainable

2-piece

## SenSura® Mio Baby



Drainable



Baby Adhesive  
Remover

## SenSura® Mio Kids



Max cut:  
1 1/16"



1 3/8"



Mini drainable  
1 1/16"



Midi drainable  
1 1/16" & 1 3/8"



Uro drainable  
1 1/16" & 1 3/8"

## SenSura® Mio Kids Transparent



Mini drainable  
1 1/16"













Midi drainable  
1 1/16" & 1 3/8"

# Brava® range of supporting products

## Commonly occurring ostomy issues:

- Leakage
- Skin irritation
- Application & Removal
- Physical activities
- Intimacy & Discretion

<p>●</p>  <p>Brava® Paste</p>	<p>●</p>  <p>Brava® Powder</p>	<p>● ● ●</p>  <p>Brava® Protective Seal</p>	<p>● ● ●</p>  <p>Brava® Elastic Barrier Strips</p> <p>Brava® Elastic Barrier Strips XL</p> <p>Brava® Elastic Barrier Strips - Straight</p> <p>Brava® Elastic Barrier Strips - Y-shape</p>		
<p>● ●</p>  <p>Brava® Skin Cleanser **Not covered by insurance**</p>	<p>●</p>  <p>Brava® Lubricating Deodorant</p>	<p>● ●</p>  <p>Brava® Adhesive Remover</p>	<p>● ●</p>  <p>Brava® Skin Barrier</p>	<p>● ●</p>  <p>Brava® Belt</p> <p>Brava® Belt for SenSura® Mio</p>	<p>● ●</p>  <p>Brava® Protective Sheet</p>

Ostomy Care / Continence Care / Wound & Skin Care / Interventional Urology

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 urology care. We operate globally and employ more than 11,000 employees.

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