



QUALITY PRODUCTS CAN IMPROVE STAFF SATISFACTION

A SUPPLEMENT TO

McKnight's
LONG-TERM CARE NEWS

IN PARTNERSHIP WITH



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NEW TENA®
DuoLock™ Core
Technology

Quality

Setting a new standard for quality and cost

New TENA Complete +Care™ and TENA Complete™ briefs balance quality and cost while delivering:

- ✓ Premium brand quality
- ✓ A cost-effective solution
- ✓ More absorption capacity where it matters most with innovative TENA® DuoLock™ Core Technology
- ✓ Leakage protection and proper fit with new features including EzFasten™ fastening system and BodyFit Technology
- ✓ Wearer comfort - 3x softer material vs. current TENA®*

TENA® quality at the price you've been waiting for.
Call your TENA® Representative to learn more.

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TENA Complete +Care™
TENA Complete™



*Based on 3rd party lab testing TENA Complete™ vs. TENA® Dry Comfort and TENA Complete +Care™ vs. TENA® Classic.

Together we make a difference

Resident and staff satisfaction drive innovation

More than 360 caregivers participated to create high-quality incontinence products

All new products from Essity begin at the same place: Putting the resident first, but with the caregiver in mind.

"It all starts with the end customer and understanding providers' needs," explains Jeremy Nipple, Technical Product Manager, Essity HMS NA.

That dedication to the consumer continues from concept to the launch and beyond, he adds. This year Essity debuted two new products, years in the making, based on feedback from skilled nursing providers.

With the long-term care provider and resident at the heart of the process, the road to rollout has many stops along the way.

"We respect the operational challenges for direct caregivers, and look to where the market is underserved," says Svein Ryan, Vice President of Marketing and Business Development at Essity HMS NA. "We want to give caregivers the best product they can afford, with the quality of care they want to deliver."

Essity's two new products, TENA Complete™ and TENA Complete + Care™, involved feedback from more than 360 caregivers during the research process. Over three years, Essity also conducted focused market

tests, including:

- 11 field studies in 13 long-term care facilities
- Interviews with more than 325 nursing home residents
- Reviewing more than 650 questionnaires
- Overseeing 6,500 product changes

"We want to give caregivers the best product they can afford, with the quality of care they want to deliver."

Svein Ryan, Essity

The outcome of that rigorous testing is products with features that include DuoLock™ Core Technology which allows absorbency to settle in the right place in the brief. The smaller core, under the big core, effectively acts as a reservoir to wick away and lock in moisture, helping to keep skin drier and residents more comfortable. Another innovation is the EzFasten™ fastening system, which is comprised of two tabs.

"From prototypes we managed with the customer feedback, we got to optimize the design," says Frank Strak, TENA Regional Brand Director, Essity HMS NA. "It results in a very easy and quick handling of the product changes." When changes are quicker, it minimizes the time for the resident and caregiver. A good fit also provides better comfort, he notes.

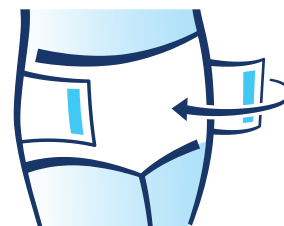
The commitment to product design results in a stronger end product, Nipple says.

"By attending multiple focus groups, interviews and customer pilots, we understand the importance of quality care," he says. "A poor quality product increases the likelihood of leakage and various skin irritations for the resident. And more leakage creates more work for the caregivers and cost to the provider."

Essity's rigorous testing and dedication to the market set the new products apart.

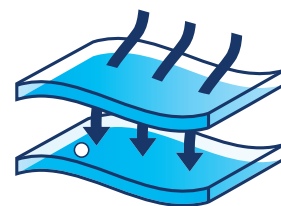
"We did a lot of testing and revision of the product to get absorption rates, product features and staff satisfaction," Ryan says. "We didn't want to stop until we got it right. We know resident care is No. 1. We want to ensure our solutions improve that capability." ■

Extra Protection Debuts



EzFasten™ Fastening System

Two-tab fastening system makes product application more efficient for caregivers and more comfortable for residents while providing a proper fit to ensure leakage protection.



Innovative DuoLock™ Core Technology

Patent-pending two core system with absorption capacity where it matters most wicks away and locks in moisture to help prevent leaks.

The true costs of cost

Quality products improve staff satisfaction in long-term care facilities

In long-term care, the price tag of products often causes heartburn. But sometimes the initial cost is misleading.

That's especially true with incontinence products — those products that are priced lower initially actually may end up hurting a facility down the line.

"Sometimes incontinence briefs are designed poorly and are not as absorbent," explains Kat Davis, Product Assortment Director at Essity HMS NA. "When the design isn't as good, you have to use more of them, frustrating both the resident and caregiver. We challenge providers to ask, 'What would the positive impacts be if I did something as simple as decrease my change rate?'"

Such a philosophy has a positive domino effect. For example, in skilled nursing, providers face the burden of treating issues such as dermatitis and skin ulcers. The right product can make a difference.

In skin care, prevention is critical, Samantha Novotny, Regional Sales Director for Essity HMS NA on the East Coast, notes.

"Preventive skin care is much

more cost-effective than treating wounds with multiple ointments, medications and dressings," Novotny says.

Ultimately, facility managers have to ask if they are shortchanging themselves.

"Look at the hidden cost of incontinence care in regards to the impacts on laundry, skin care, resident dignity and staff time," she says. Moreover, there could be an indirect cost related to "decreased resident and staff satisfaction and potential survey implications," Novotny adds.

Yet providers still sometimes face challenges with promoting a more expensive incontinence product,

especially when margins are lean. That's partially why Essity has entered the price-sensitive incontinence product segment without sacrificing its quality standards.

"We wanted to offer something at a reasonable point. But we insisted on maintaining a high

level of quality," Davis says.

Among the attributes of Essity's two new products, TENA Complete and TENA Complete Care, is a thin core that looks dignified under clothes and concentrates the absor-

"This is giving them the product performance at a price that will fit their budget and give a more positive outcome."

Eric Cohen, Essity

bent material where it matters most. This represents a departure from its peers.

"We looked at 57,000 used products across 1,300 unique users to see make sure the absorbent materials are in the spot the resident is using it most," Davis says. "We meet the price point, but we also meet the



quality markers.”

It’s not necessarily how much the product holds that’s important, but how much moisture it wicks away from the skin, notes Eric Cohen, Sales Manager - Distribution, Essity HMS NA.

“You want to make sure the product holds what it needs to hold, that the wetness goes into the product quickly and stays there,” he says.

Other ways that Essity’s new products have taken this segment by storm: A hook-and-loop fastening system that allows the caregiver to easily

open, close, and fasten and refasten the brief. A two-tab system makes it easier than ever to close the brief. TENA Complete + Care is the only value-based product on the U.S. market that offers

BodyFit technology including back waist elastic to give a secure fit around the waist.

TENA Complete + Care products also have standing leg gathers to provide additional protection from leakage.

“The new products provide a more comfortable fit, leakage security and an innovative fastening systems

for ease of use,” Novotny says.

Ultimately, many facilities would love to have the Essity brand, which has a reputation for superior quality, Cohen says.

The company relied on extensive feedback from providers for

its new products, including testing more than 200 prototypes.

“This is giving them the product performance at a price that will fit their budget and, hopefully, give them a more positive outcome,” Cohen says. ■



What’s in a brief anyway? There is more than meets the eye.

First layer: Top sheet

What it is: Made up of non-woven (fabric-like) materials, this layer is soft and helps transfer liquid to the absorbent core.

Second layer: Acquisition layer

What it is: Takes in the liquid and spreads it throughout the product.

Third layer: Absorbent core

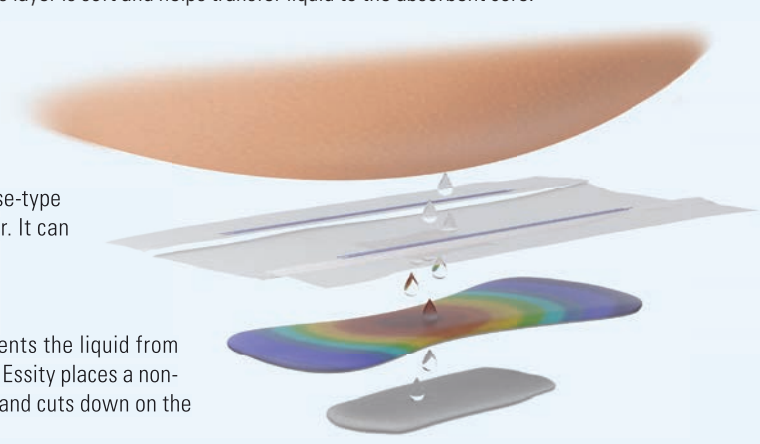
What it is: Where the “magic” happens. It has pulp (a cellulose-type materials; think cotton balls) and super-absorbent polymer. It can absorb at five times its weight.

Fourth layer: Back sheet

What it is: Made up of polymer materials, this layer prevents the liquid from leaving. Many products just have a polymer back sheet. But Essity places a non-woven back sheet inside, which helps to improve softness and cuts down on the noise of the product.

Hook-and-loop fastening system

What it is: Allows caregiver to open and close the brief. Both the TENA Complete and TENA Complete + Care products offer the two-tab system (one on each side) to make it easier for the caregiver to fasten and refasten the brief.



Source: Essity staff experts

How staff benefits from the right product



Better briefs benefit both the resident and caregiver

The right incontinence product does more than keep a resident dry. It also improves resident's overall quality of life and the job satisfaction of his or her caregiver.

After all, among the roughly 50% of residents with incontinence, almost all need a brief and toileting assistance to manage incontinence. At the most basic level, when a product doesn't have proper absorption, the resident needs to be changed more often.

"We know that a better-fitting product will leak less and make the resident feel more comfortable," according to Birgitta Sama, Regional Brand Innovation Manager, Essity HMS NA.

Moreover, how well incontinence is managed can make the difference between a resident's enjoying a visit with his or her family and an uncomfortable, embarrassing moment.

"It's about dignity," explains Xavier Lopez-Mas, Technical Innovation Manager, Essity HMS NA. "If you have the right product, residents and caregivers can plan

their days more easily. You can walk and enjoy the sun."

But on the other hand: "If you don't have the right product, you are outside having a conversation and having an accident. That affects the quality of life with the

table effect on the caregiver.

"Frontline caregivers have tough jobs," acknowledges Sean Ryan, Customer Insights and Analytics Manager, Essity HMS NA. "But they are incredibly dedicated emotionally to the care

how well they think they are doing."

The work involved in changing a product multiple times a day can start to wear on a caregiver, as it does on a resident. Just as a resident doesn't like to be changed any more than is necessary, the caregiver doesn't want to perform excess changes, which take away from other tasks the caregiver may want to perform.

TENA® performance is setting the new standard for quality and cost for improved continence care. Think of the time savings when a resident is staying dry, Sama urges. A better product means the bed and clothes need to be changed less often.

"If you are changing a bed two, three, four times a day, that's a little frustrating, because the product is not performing to the standard it should," she says. "It takes time away from other activities."

The wrong product can translate into even more time required by the caregiver. Over time, even a dedicated caregiver may begin

New TENA® Complete+ Care

Setting the New Standard for Quality and Cost

41%

more absorption capacity where it matters most vs. comparable competitors*

Improved leakage protection

60%

thinner large core vs. comparable competitors*

Increased resident dignity

3x

softer material vs. current TENA®**

Increased resident comfort

* Based on 3rd party lab testing TENA Complete +Care™ size L vs. Medline® FitRight® Plus size L and Prevail® Per-Fit® size L.

** Based on 3rd party lab testing TENA Complete +Care™ vs. TENA® Classic.

niece, nephew or son who came to visit," Lopez-Mas notes.

Impact on the caregiver

How residents feel has an inevi-

and well-being of the residents. When an individual is leaking and the resident is uncomfortable and embarrassed, that impacts morale for caregivers. It lessens

Why men need their own incontinence protocol

Incontinence is a condition that both men and women face. But as is true for many issues, the way they regard it is totally different.

“Men have different plumbing than women, but also different life experiences and attitudes, and what incontinence means to us as a person,” says Tony Forsberg, RN, BSBA, WCC, CSPHA, National Clinical Director at Essity HMS NA. “Frequently, with the industry, we talk about it in a gender-neutral manner — as in what works for men works for women. Men have different needs. It’s important to approach all residents in a person-centered manner.”

Why is it different? Most women will have begun wearing a sanitary napkin during their teenage years, and incontinence may have occurred after childbirth. They may have already spent significant time using different products by the time they arrive in a nursing home.

Men, in contrast, are less likely



than women to admit and accept problems with incontinence. As an example, sometimes, in an effort to hide the problem, they might put washcloths or socks in underwear.

“Men need a slightly different approach,” Forsberg states. “They need to know that just because they have some incontinence doesn’t mean their virility is in question.”

Essity’s research has shown men believe when that they start having incontinence they have some type of cancer, such as prostate cancer,

Forsberg says.

“They might be afraid and then not go to the doctor,” he says. “When you address how incontinence doesn’t mean there is another diagnosis they should be fearful of, it can take the weight off their minds.”

Besides having the right understanding of the issue, they also need the right product, Forsberg notes. “If we suggest a man with light dribbling use a regular pad, he’d be resistant to it,” Forsberg says. “A purpose-built product like TENA for Men, which is shaped like an athletic cup, would be more readily adopted.”

Understanding how men approach incontinence is the subject of a new CEU-driven master program. The Clinical Master Series for Male Incontinence tackles how to talk

about male-specific products and addressing incontinence with male patients.

On a clinical level, an enlarged prostate can lead to incontinence by reducing the flow of urine, creating a bladder outlet obstruction. That results in more urine left behind in the bladder. One positive: Men are less likely to develop urinary tract infections. This is due

to the length and placement of the urethra, which is not close to the anus.

While men often deny they have an incontinence issue, the problem is not going away. Between 30% and 40% of men over age 75 in facilities are incontinent.

“It’s about educating them gently and treating them differently,” Forsberg says.



to burn out.

The facility also may suffer from ineffective products, specifically during a Centers for Medicare & Medicaid Services survey. The agency recognizes that “absorbent products can be a useful, rational way to manage incontinence; however, every absorbent product has a saturation point.” A lack of proper care and treatment of incontinent residents can lead to penalties.

“The state will come in unannounced and critique the home,” Sama points out. “If care is something they see is not good, fines can be imposed.”

Training leads to success

Because of the far-ranging effects incontinence has on a facility, training staff in incontinence care can be a game-changer. Training includes teaching when and how to check and change a resident

and fitting the resident properly.

“When incontinence products are too large, residents experience leakage, excessive bulkiness and even sometimes skin irritation from excess material rubbing against delicate skin,”

“It’s about dignity. With the right product, residents and caregivers can plan their days more easily. You can walk and enjoy the sun.”

Xavier Lopez-Mas, Essity

Ryan says. “The result is an uncomfortable resident who worries about embarrassing leaks, possibly hiding in his or her room and losing the health and well-being that come from interaction with others.”

Another challenge: Choosing

the right size.

“When too small incontinence products are used, residents could experience embarrassing leakage, pinched skin and overall discomfort, once more keeping the resident inactive and risk-

ing physical and mental health,” Ryan says.

There also are common mistakes caregivers make, such as putting two pads on a resident.

“That’s not the correct protocol,” Sama warns. “With our field reps, they will go in and

spend time with different shifts to ensure there is an understanding of sizing, performance and application. We know that a better-fitting product will make the resident feel more comfortable.”

Plus, staff who work with the same residents each day grow familiar with the residents’ routines and preferences. Staff who develop relationships with residents can help them with their incontinence and are more likely to see positive attitudes. That has far-reaching effects, such as an increased likelihood of a better survey to a unit with less odor, making it more marketable to families and visitors.

“Caregivers want to provide the best experience possible for residents,” Ryan says. “And when the product is comfortable, fits well, doesn’t leak and performs well, they’re happy and the residents are happy. It’s really just that simple.” ■



Confidence

**Jenny believes in living large.
And wishing big.**

In her 78 years, Jenny Bond has always lived life with confidence. Whitewater rafting. Paragliding. Skydiving. Scuba diving. And back in 1960, Jenny was enchanted with an elephant at the Munich Zoo, when she was living overseas. That memory stayed with her and Jenny's wish was to help care and feed an elephant, up close and personal. Partnering with *Wish of A Lifetime*, Essity was happy to make that wish come true, spending time at the Houston Zoo caring for Tupelo the elephant.

Essity, the maker of TENA® incontinence and skin care products is committed to enriching the lives of seniors. It's why we proudly partnered with non-profit *Wish of a Lifetime* that fulfills the lifelong wishes of senior citizens like Jenny Bond. Jenny shows us all that when it comes to dreaming big, age should never be an obstacle.



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