

# BETTER COMFORT, BETTER CARE

A SUPPLEMENT TO  
**McKnight's**  
LONG-TERM CARE NEWS

IN PARTNERSHIP WITH  
 **essity**

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# Your mission is our mission

You provide comfort,  
care and protection.  
Your skin can pay  
a price.

Protective masks and other PPE can cause skin damage. A number of Essity products that you may already be using for wound and skin integrity may be just what you need for protection, relief and treatment of skin irritation.

To learn more about how our products can help,  
contact us at [HMS.Sales.Support@essity.com](mailto:HMS.Sales.Support@essity.com)

## PROTECTION FROM SKIN DAMAGE

### Hypafix®



**HYPAFIX®  
TRANSPARENT**  
A THIN, FLEXIBLE  
AND BREATHABLE  
FIXATION DRESSING



### TENA® BARRIER CREAM



A PERFUME  
FREE AND  
WATER-  
REPELLANT  
LAYER

### Cutimed®

**CUTIMED®  
PROTECT  
FOAM  
APPLICATOR**  
A CLEAR,  
TARGETED SKIN  
PROTECTANT



## RELIEF OF IRRITATED AREAS

### Leukoplast®

**LEUKOMED®  
CONTROL**  
SOFT, TRANSPARENT  
DRESSING WITH  
GEL PADS



## TREATMENT OF SMALL PRESSURE WOUNDS

**CUTIMED® HYDROCONTROL®**  
PROTECT AND SUPPORT  
HEALING OF OPEN WOUNDS  
AND BROKEN SKIN

### Cutimed®



Ensure the functionality and fitting of the mask is not compromised when using products. Do not use in combination with fatty products, such as ointments, creams and solutions. Refer to your local or national policy or guidelines before use.

During the COVID-19 crisis, we are dedicated to continue serving the community with essential goods and services, while strictly adhering to all health and safety guidelines.



# TENA Complete+ Care™ Expansion improves fit, confidence, workload



**W**hen it comes down to incontinence products, one size does not fit all. Products with the wrong cut or too little absorbency can lead to embarrassing leaks and threaten skin integrity — creating more work for time-strapped caregivers.

As the nation's long-term care providers grapple with COVID-19 and its effects, nursing homes are especially mindful of the demands of routine care. Higher-absorbency products provide peace of mind and flexibility with changing strategies for incontinent residents.

"Having a more absorbent product that is comparable in price is a much better value for those on the frontline of care right now as they are managing their change rates for residents," says Tony Forsberg, RN, BSBA, WCC, CSPHA, Essity's national clinical director.

Two new additions to TENA Complete's innovative product line address individual differences by adding coverage and improving fit for residents.

Both TENA Complete Ultra™ and TENA Complete + Care Ultra™ offer 25% more backside coverage than traditional TENA Complete products and have added standing leg gathers using dual soft elastics to ensure a better fit in the groin area to help reduce leaks.

TENA's approach to improved comfort

and fit doesn't come with uncomfortable trade-offs. There's no extra bulk, making each brief a discreet and chafe-free option for residents.

Dignity for residents is paired with ease of use for busy staff, who might easily spend 15 minutes changing incontinence products and linens in the case of leaks. TENA's multi-void products offer unmatched absorbency that can help facilities reduce time spent on unexpected leaks and, potentially, make fewer changes.

*"It all connects to mitigate the level of incontinence and restore the confidence of residents."*

*Tony Forsberg, Clinical Director*

In a recent third-party lab test of absorption capability, TENA Complete + Care Ultra outperformed two major competitors by 25%.

"We continue to set the standard for



product performance, resident care and also staff satisfaction,” says Birgitta Sama, global brand innovation manager. “We know staff members want to work with a product that performs.”

The Centers for Disease Control and Prevention estimates 45% of women and 25% of men over 65 suffer from urinary incontinence. In a skilled nursing setting, those numbers skew closer to 65%, with many residents also coping with fecal incontinence.

### Less burden, more value

Using a lesser product may require eight to 10 changes daily for every incontinent resident in a building. That creates an unnecessary burden on staff, who have competing demands for their valuable time.

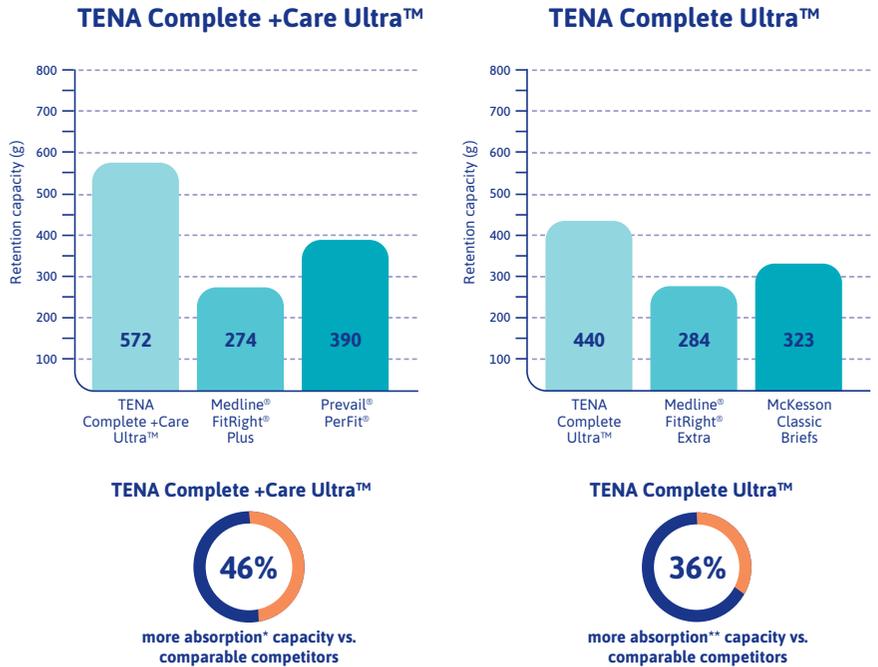
“Customers who are buying this type of product have a lot on their plates,” says Bonnie Grady, Essity’s senior product manager for briefs and skin care. “One thing they don’t want to have to worry about is whether their incontinence product is going to leak.”

The newest TENA briefs — each available in three sizes — feature the same EZFasten™ Fastening System as the TENA Complete and TENA Complete +Care, on which nursing home staff have come to depend.

Also chief among TENA Complete’s offerings is value. Each product is priced for use in any community. Better fit and absorbency combined have been shown to reduce costs for labor, product and even laundry operations.

“Even without a huge budget, our cli-

## Third Party Absorption Capacity Testing Outcomes



\*Based on the average of 3rd party lab testing results, TENA Complete +Care Ultra™ size L vs. Medline® FitRight® Plus size L; Prevail® Per-Fit® size L  
 \*\*Based on the average of 3rd party lab testing results, TENA Complete Ultra™ size L vs. Medline® FitRight® Extra size L and McKesson Classic Briefs.

ents demand a quality product for their residents,” says Sama. “They want leakage security, fit and comfort along with value.”

The entire TENA Complete line features the patent-pending DuoLock core, which wicks away and locks in moisture, helping to keep skin drier and the wearer more com-

fortable. These multi-void briefs also require less frequent changes for urinary incidents, a premium feature not typically associated with value products.

“It all connects to mitigate the level of incontinence and restore the confidence of the residents,” Forsberg says. ■

## Comprehensive restorative nursing program is the key

Incontinence is not a normal consequence of aging and, in many cases, residents benefit from tailored treatments.

A comprehensive restorative nursing program is key to improving function and control. With the largest clinical staff of any incontinence manufacturer in the United States, Essity partners with long-term care providers as they select strategies and products for individuals in their care.

Success starts with a thorough

assessment that will drive the right approach and ensure appropriate reimbursement for providing high-quality care under the Patient Driven Payment Model.

“Under PDPM, the Centers for Medicare & Medicaid Services has increased its focus on providing that patient-driven care,” notes Tony Forsberg, Essity’s national clinical director.

“We need to understand the history, the onset, the cause of the incontinence, and then we

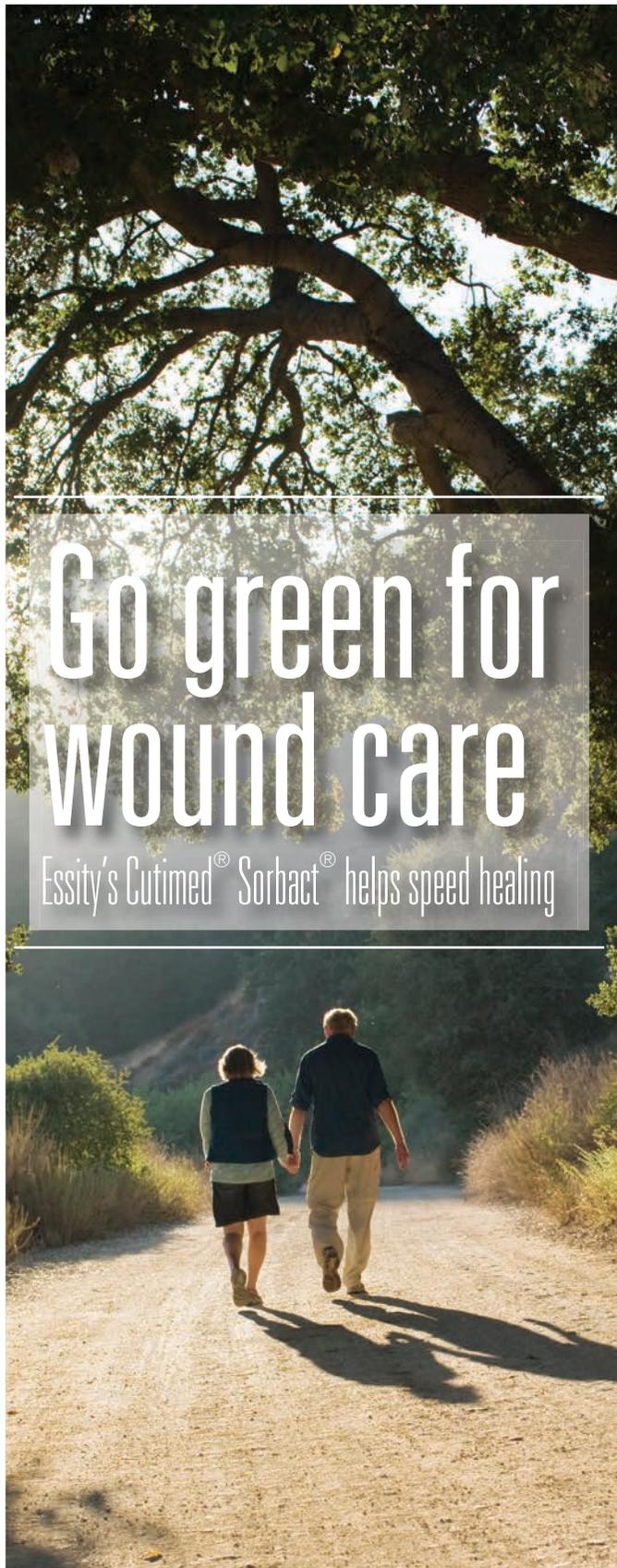
can understand how to reduce — or maybe eliminate — that incontinence.”

Residents may be experiencing stress, urge, mixed or functional incontinence. In addition to understanding the physiology behind an individual’s incontinence, physical or cognitive limitations should be considered as providers determine appropriate interventions.

Core elements of a successful, nurse-directed restorative

program will improve a resident’s ability to adapt and live as independently as possible by incorporating:

- Bladder retraining
  - Prompted voiding
  - Scheduled/habit toileting
- “Check and change” does not count as a restorative nursing program, Forsberg reminds clients. Even the best products must be matched with the kind of care that can help restore continence and improve quality of life.



# Go green for wound care

Essity's Cutimed® Sorbact® helps speed healing

**A**s a leader in clinical education, Essity is advancing the treatment and management of wounds around the world through its antimicrobial stewardship and sustainable product development.

But going green has additional meaning for the company's extensive Advanced Wound Care line used in the treatment of complex and chronic wounds such as diabetic foot ulcers, venous leg ulcers and pressure injuries.

Some of Essity's most powerful tools are designated by a green label — a nod to both the unique medicine-free power of Cutimed® Sorbact® and its potential to help reduce the time and money needed to produce healing.

Cutimed Sorbact technology uses a simple physical bonding process to slough away bacteria without disturbing the cells found inside colonised and infected wounds.

"Anything green in our product line is embedded with the hydrophobic fatty acid compound, dialkylcarbamoyl chloride, or DACC," explains Amy Gray, RN, BSN, CWS, clinical manager of wound care for Essity.

"Many bacteria have a hydrophobic surface that is attracted to the compound, and are immediately and irreversibly bonded to it. We're catching the bacteria instead of killing it."

## Cutimed® Sorbact®:

- Improves healing
- Is naturally safe and effective
- Quickly binds bacteria
- Has no known risk of bacterial resistance

With Sorbact® technology, no antimicrobial agent is released to the wound and no mechanism for development of bacterial resistance has been described.

When staff remove Cutimed products containing Sorbact from a wound, they hold on to the bacteria they've captured making for simple, effective removal. In a randomized clinical study, Sorbact products improved healing time by as much as 40%!

"That's why this technology is so impressive — and it's less expensive than many other options," Gray adds. "If you bring a product like Sorbact into your facility, it's a great tool for anyone who might need to use it."

Essity's Cutimed Sorbact is available in 10 products in a variety of shapes and sizes to meet

a range of wound care needs, from sacral area pressure injuries to post-surgical site wounds.

Essity's clinical team offers on-site training and product selection for clients. Our product line comes in multiple

**Cutimed® Sorbact®**

<b>Quickly Binds Bacteria</b>	<b>Improves Healing</b>
<b>Cutimed® Sorbact®</b>	
<b>Naturally Safe and Effective</b>	<b>No Known Risk of Bacterial Resistance</b>

**Redefining Infection Management**

varieties, such as ribbons, dressings and gels to meet a resident's needs.

Cutimed Sorbact must touch the wound bed, making a ribbon ideal for use on undermining and tunneling frequently found with pressure injuries.

Cutimed Sorbact requires exudate to work. In cases where not enough is present, staff can add a Cutimed HydroControl gel to incite action.

Do not use lipid-based products such as ointments or creams because they can negate the power of Cutimed Sorbact's hydrophobic effect.

Having a range of Cutimed® products on-site will help facilities respond quickly when they accept a resident with an existing wound or need to slow a new wound from progressing. A combined approach is especially important when addressing pressure injuries.

"Our products help you work on healing," Gray says. "But it's important that you have a protocol in place and that your nursing staff has the ability to delay progression using the right Cutimed® variants and the ability to order foam or other tools needed for off-loading."

### Refining infection management

Used on pressure injuries and moisture-associated wounds in the sacral region or other

anatomically challenging sites, Cutimed® Siltec® Sorbact® products facilitate exudate management and promote healthy conditions for healing. A silicone border provides gentle, flexible adherence to surrounding skin, while a polyurethane foam core with super-absorbers offers excellent retention. A highly breathable pressure injury film creates an ideal, moisture-balancing environment.

Cutimed Siltec is available with or without Sorbact technology. When the wound-contact layer is embedded with Cutimed Siltec

Sorbact, it helps manage and control infections.

The Cutimed Siltec Sacral bandage features the same innovative properties, including super-absorbent hotmelt stripes that increase absorption capacity. These stripes ensure vertical absorption, pulling moisture away from the skin to decrease the odds of maceration.

At the same time, these products are shown to promote the kind of moist environment that promotes cell growth and improves wound healing, possibly doing so with less pain and

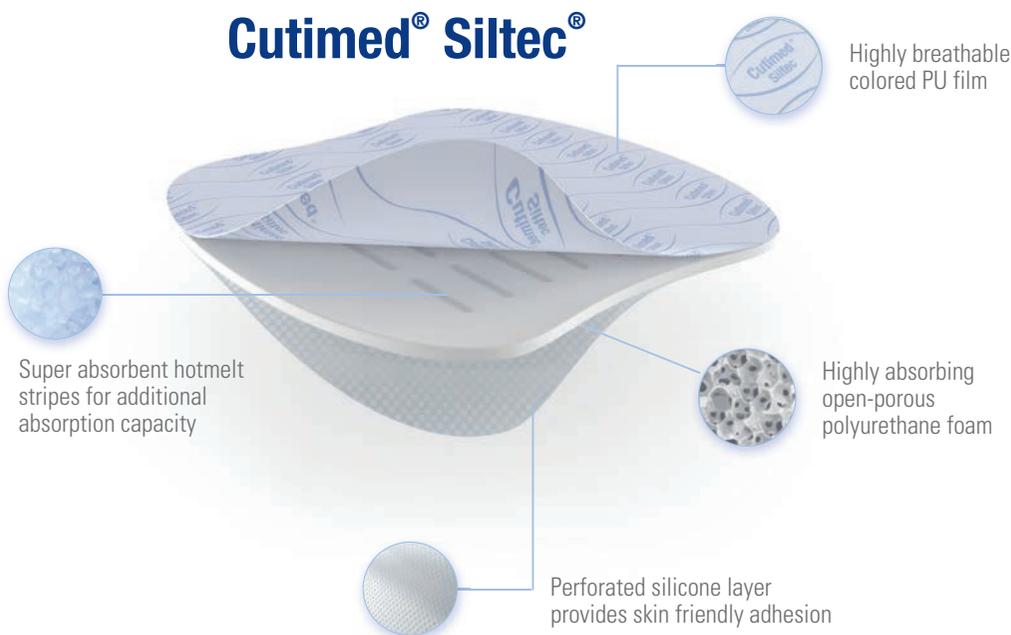
scarring.

Essity continues to expand its Cutimed line in order to ensure that long-term care providers have the tools that they need for easy application and reliable adhesion on vulnerable, contoured body parts. Because Sorbact doesn't disturb the wound bed, dressing changes are also likely to be less traumatic for residents.

### Safe and effective

Selecting Cutimed Sorbact can also help providers directly address one of today's most

## Cutimed® Siltec®



## Fluid Handling Capability

- Super-absorbent hot-melt stripes ensure vertical absorption of exudate reducing the risk of maceration.
- Dynamic MVTR allows fluid to transpire while also maintaining a moist wound environment.
- Good flexibility and conformability with new unique sizes. Easy application and reliable adhesion on contoured body parts and joints.
- Silicone layer minimizes pain with atraumatic dressing changes, and wound bed remains undisturbed. This may help patient comfort and compliance.

pressing emerging issues: an increasing overreliance on antimicrobial agents.

Though it remains a popular choice in many wound care products, recent research suggests that humans are beginning to build a level of resistance to certain antimicrobial agents used for medication.

Cutimed Sorbact offers an effective alternative — one that fits into many antimicrobial stewardship initiatives.

Many forms also can be worn for up to seven days of effective wound management, making Cutimed Sorbact a sustainable and cost-effective option, stakeholders note.

Essity has been selling the Sorbact line of products in the U.S. for more than six years.

Now, the company is poised to expand its line after buying a larger stake in Abigo Medical, the European company that created this technology.

“This gives us the opportunity to explore many more avenues to build products for our customers,” says Larry Grom, Essity’s senior product manager for wound care.

Wound Type	Location	Depth	Characteristics
Pressure Ulcer/Injury	Over bony prominences Circular Wound or wound with regular shape (may be irregular)	Partial to Full Thickness (can extend to subcutaneous, muscle or bone)	Undermining and tunneling is common. Slough and eschar may be present.
Incontinence associated dermatitis (shining wet skin)	Sacrum, buttock, perineum Skin folds where urine accumulates (Diffuse irregular edges)	Superficial/Partial Thickness	Maceration due to excess moisture (pink or white)

### Definition of a pressure injury

- Local damage to skin and the underlying soft tissue
- Usually over a bony prominence, but can also be related to a medical or other device
- Can present as intact skin or an open ulcer.
- Occurs as result of intense and/or prolonged pressure, or pressure combined with shear.
- May be affected by microclimate, nutrition, perfusion, co-morbidities and soft tissue condition.

Source: National Pressure Injury Advisory Panel September 2016. <http://www.npiap.com>

### More on the way

Later this year, Essity will relaunch Cutimed® Sorbion®, a superabsorber with borders designed for use on moderately to highly exuding wounds, including acute and chronic wounds; leg, foot and pressure ulcers; and wounds

healing by secondary intention.

And in 2021, Cutimed Sorbact will expand into a gelling fiber dressing that can cover and help manage drainage and removal of dead and damaged tissue.

Provider reaction from those who have tried it has been

encouraging.

“Once people see how Sorbact works, they become fans for life,” Gray observes. ■

<sup>1</sup> Corsi, Alessandro. Comparison of a novel non-mediated bacteria-binding dressing to silver dressings in the management of acute and chronic skin lesions. Poster presentation SAWC 2012.

## Pressure or moisture? Understanding the risk factors

Heat and humidity are a dangerous combination in individuals at risk of developing pressure injuries.

Direct contact with moisture from voiding or sweat can soften the skin, making it more fragile and susceptible to friction. Often, related injuries might be misdiagnosed as moisture-associated dermatitis, costing residents precious time during which their wounds decline and advance.

For residents using incontinence products, proper staff education and products that lock in moisture while also removing it from the skin’s surface are a strong protective combo.

“We have to understand the causes of both, and when we see it, we need to know what to do next,” says Tony Forsberg, Essity’s national clinical director. “If possible, you want to work with a manufacturer that

will provide education on-site and help you develop a structured skin care program.”

Incontinence-associated dermatitis typically leads to a red, blotchy rash that blanches to the touch in the perigenital area. Such breakdown can be painful for residents and costly for providers because it puts residents at greater risk of developing a secondary infection or a pressure injury.

Staff efforts to properly identify incontinence and its cause at the initial assessment; to understand its cause; to improve resident mobility and toileting skills; and to implement a care plan can head off further complications.

One of the best tools is a supply of incontinence products that address fit and breathability to keep residents dry between changes.

Essity’s extensive line of absorbent products are designed to normalize the wearer’s

microclimate using TENA ConfioAir® Fully Breathable Technology with 100% breathable sides and cores to promote healthy skin. TENA ConfioAir Breathable Technology has been added to many TENA products, including briefs, protective underwear and pads.

All TENA briefs also incorporate patent-pending DuoLock core technology to wick away and trap moisture away from the skin, rather than trapping it between bulky layers.

“Incontinence-associated dermatitis is challenging and common,” Forsberg says. “It’s uncomfortable and affects quality of life, as well as an individual’s physical and psychological well-being. But with careful risk assessment, differential diagnosis and the right products, our customers routinely implement effective measures that protect and promote skin health.”

# Your mission is our mission

It's hard work **making**  
someone's life easier.

You're on a mission to improve lives; and Essity is right there with you. It takes work and commitment to ease suffering and instill confidence, but you're doing it... and Essity brands can be an enormous help.

To learn more about how our products can help,  
contact us at [HMS.Sales.Support@essity.com](mailto:HMS.Sales.Support@essity.com)



A FULL RANGE OF INNOVATIVE  
PRODUCTS THAT MINIMIZE THE  
IMPACT OF INCONTINENCE.

**Cutimed®**



ADVANCED WOUND MANAGEMENT  
SOLUTIONS, INCLUDING SORBACT®  
TECHNOLOGY THAT REMOVES  
HYDROPHOBIC BACTERIA FROM  
THE WOUND.

**JOBST**



THE #1 PHYSICIAN  
RECOMMENDED BRAND OF  
COMPRESSION HOISERY IN  
THE U.S.\*

During the COVID-19 crisis, we are dedicated to continue serving the community with essential goods and services, while strictly adhering to all health and safety guidelines.

\*Among physicians who recommended a brand.

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