



The STYLISH choice

Acceptance following Stoma Formation

Author

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About Jim

A 60-year-old heating engineer, underwent a colostomy after being diagnosed with colon cancer. The surgical procedure was undertaken in April 2020 during the COVID-19 pandemic.

Clinical Need

To find a product that empowers Jim who struggles with self-esteem and self-efficacy issues related to his stoma pouch

Care Pathway

Aurum[®] Plus Flat Drainable Pouch

Introduction

Patients undergoing stoma formation face significant challenges as they adapt to life with a stoma. The journey involves not only physical recovery but also psychological acceptance and lifestyle changes.

This case study explores the impact of stoma care has on patient

wellbeing, focusing on a specific patient, Jim, and how personalised nursing interventions helped Jim to improve his quality of life by providing a pouch tailored to his needs of discretion through the colour of the pouch, enabling his restored self-confidence and increased product satisfaction.

Patient Assessment

Whilst Jim's surgical recovery was unremarkable, Jim struggled with self-esteem and self-efficacy issues related to his stoma pouch on his return to work. He expressed psychological concerns about whether his clients could see the pouch. In Jim's words these concerns were "can my clients see my pouch? what will they think?", leading to feelings of embarrassment, reduced self-confidence and daily worry.



Wearing Aurum® Plus Sand

Clinical Need

Patients undergoing stoma formation, like Jim, often face psychological challenges such as anxiety and embarrassment related to the visibility of their pouch. Jim was particularly concerned about his clients noticing his stoma pouch, affecting his confidence at work. The discreet black design of the Aurum® Plus Flat drainable pouch helped reduce these concerns, restoring his self-confidence and easing his anxiety.

The need for discreet, secure stoma products like the Aurum® Plus is vital for improving patients' psychological wellbeing. By offering a comfortable, flexible fit, it supports patients in resuming daily activities and work with greater confidence, highlighting the importance of personalised stoma care.

Care Pathway

As Jim's SCN, Sharon supported him by addressing both his physical and psychological needs.

During their interactions, which were conducted over the phone due to Covid-19 restrictions, Jim voiced his concerns over the potential visibility of his stoma pouch whilst at work, describing it as "a medical bag." He was particularly concerned about its visibility while at work.

To help Jim regain his confidence, ease his anxieties and help him retain his clients, Sharon suggested trying the Aurum® Plus black stoma pouch. The black outer material was chosen to be less conspicuous, potentially easing Jim's anxiety about the pouch

being noticed by others and help him retain his clients. Jim felt happy we could offer him a black pouch as he did not wish to change his brand of pouch, as he had had no problems with it. He just felt embarrassed.

Sharon followed up with Jim with a couple of phone calls and within the first two weeks. His initial reaction to the pouch before application was "I think it looks great", "I like the look of the cut-out sections on the flange", and "I'm impressed".

Clinical Outcome

- **Psychological Acceptance**
Sharon noted that during the follow up, Jim's tone of voice changed. He appeared to be excited by the black pouch. "I know it's not a fashion statement, but this one is loads nicer. It looks much better". He felt the pouch was "less conspicuous", which made this pouch less noticeable, and he felt more confident wearing it. The introduction of the new pouch helped Jim with his wellbeing.
- **Increased Security**
A secondary benefit noted by Jim was that he felt this flange and pouch moved with his body, providing a secure fit, as he bent and twisted into many positions at work, offering him a greater sense of security.



Wearing Aurum® Plus Black

Overview

By Moira Evans, Clinical Marketing Manager, Welland Medical Ltd & Stoma Care Nurse

This case study highlights the importance of personalised nursing care in improving a stoma patient's quality of life. By addressing both the practical and psychological aspects of stoma care, we were able to help Jim regain his confidence and return to his normal lifestyle.

This example underscores the critical role that SCNs play in not just managing physical symptoms but also supporting patients' overall wellbeing.

The nursing intervention of introducing a black coloured pouch in this instance, enabled Jim to resume his lifestyle not as a stoma patient but as himself.

"I feel happier that I have been able to make a difference, as Jim had lost all confidence with his previous pouch ... now he can go to work and not feel conscious or worried about his pouches"

- Sharon Leighton

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