

*Innovative Ostomy Education: Improves Patient Independence and Team Efficiency

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CLINICAL CHALLENGE & SIGNIFICANCE TO PRACTICE

- 130K+ bowel & urinary diversions performed annually in the United States
- Ostomy surgeries impact WOC nurses' workload across all settings.
- Shorter hospital stays reduce inpatient teaching time but increase outpatient and home care needs.
- Complex patient population

WOC Nurses tasked with finding creative long-term solutions for ostomy education across all care settings.

One Setting in 2018

- One WOC nurse was employed across inpatient/outpatient
- Patients frequently called the outpatient clinic seeking guidance on how their ostomy impacts their lifestyle.
- Few practitioners in the community could help these patients
- Covid further limited resources

Identified need for:

- Basic ostomy education program
- Lifestyle resources
- Care strategies
- Accessible resources

DEVELOPMENT

- A WOC Nurse and a Patient Advocate created a vendor-neutral Innovative Ostomy Education (IOE) process (2020)
- Developed an accessible and affordable (IOE)
- Addressed the demand for remoted education
- Designed a platform with vital pre- and post-operative information about ostomy:

- Lifestyle
- Wardrobe
- Work
- Surgical procedures
- Post-surgical challenges
- Stoma care
- Support Mtgs + Programs
- Sleeping
- Bathing
- Intimacy
- Travel

PROCESS

1. Free 1.5-hour virtual class
2. On-demand video library with patient and clinician resources via app and website
3. The medical team collaborates to ensure patients & clinicians consistently use IOE resources throughout the care continuum.

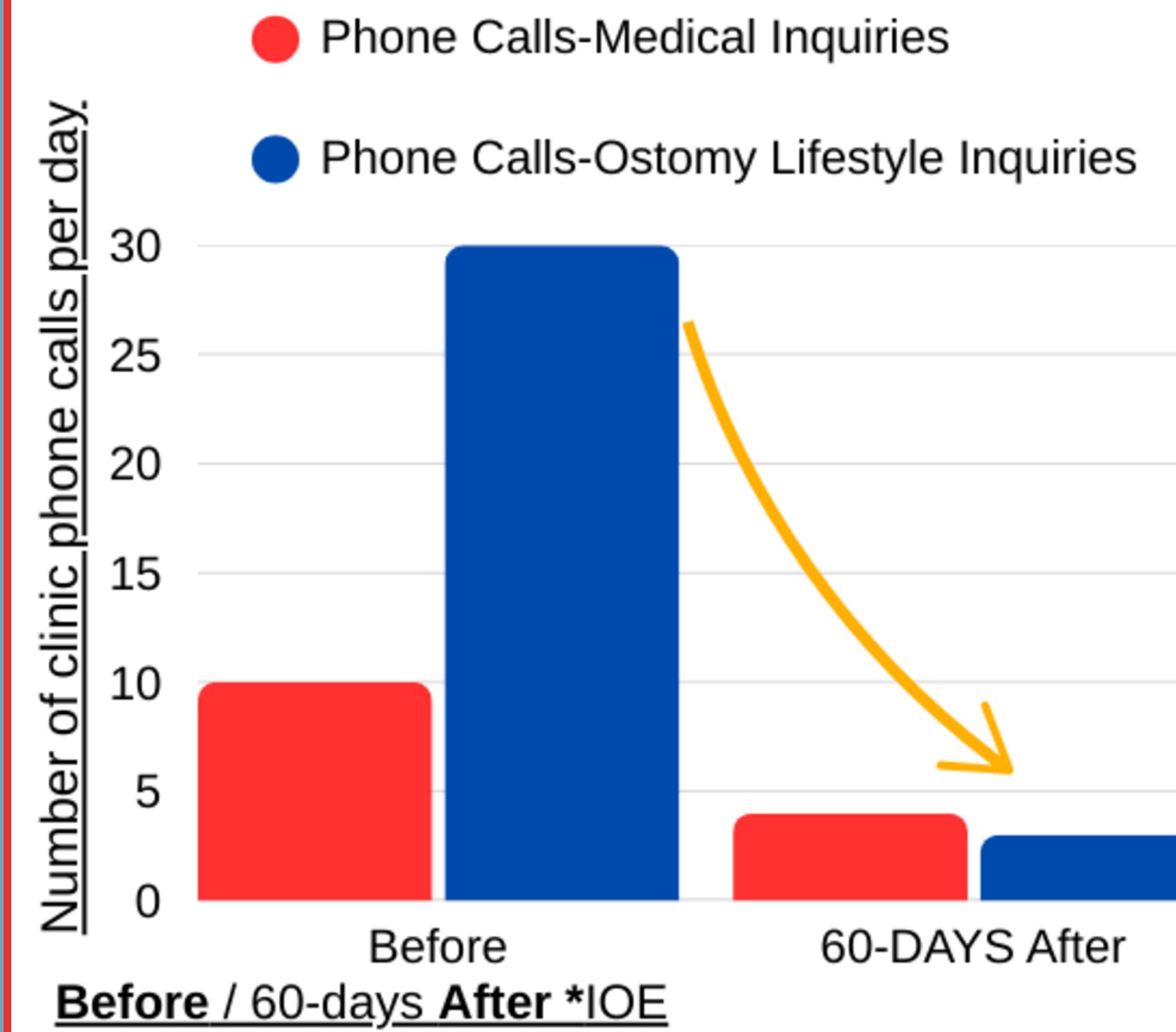
Acknowledgements:

University of California San Diego Medical Center

*IOE: Ostomy 101 Inc. Nonprofit, Ostomy101.com

RESULTS

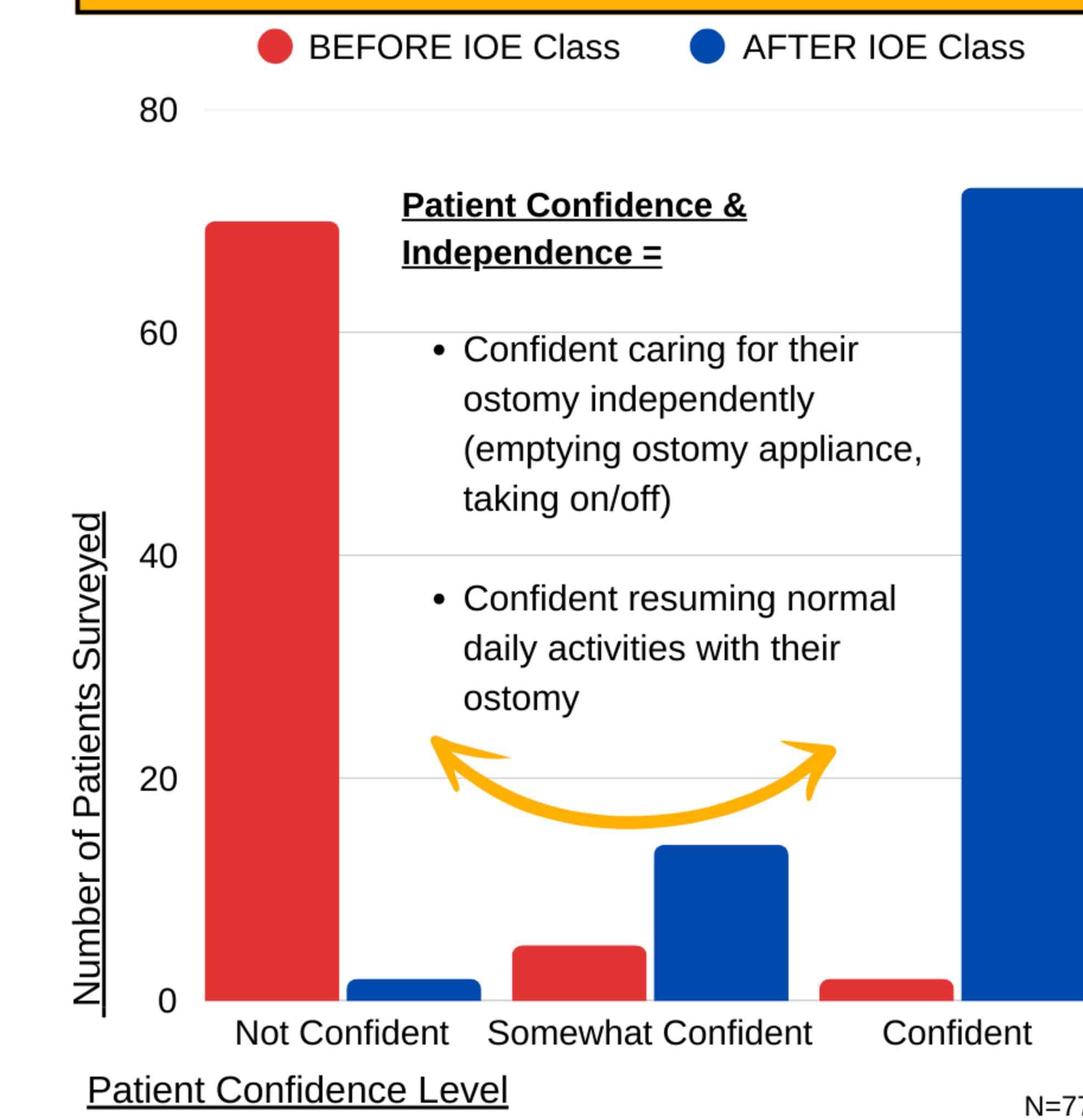
60-Day Impact of IOE on Patient Phone Calls



60-Days After Implementation

- **90% Reduction of total clinic phone calls**
- **90% Reduction of ostomy lifestyle inquires**
- **40% Reduction of medical inquires**

Patient Confidence & Independence

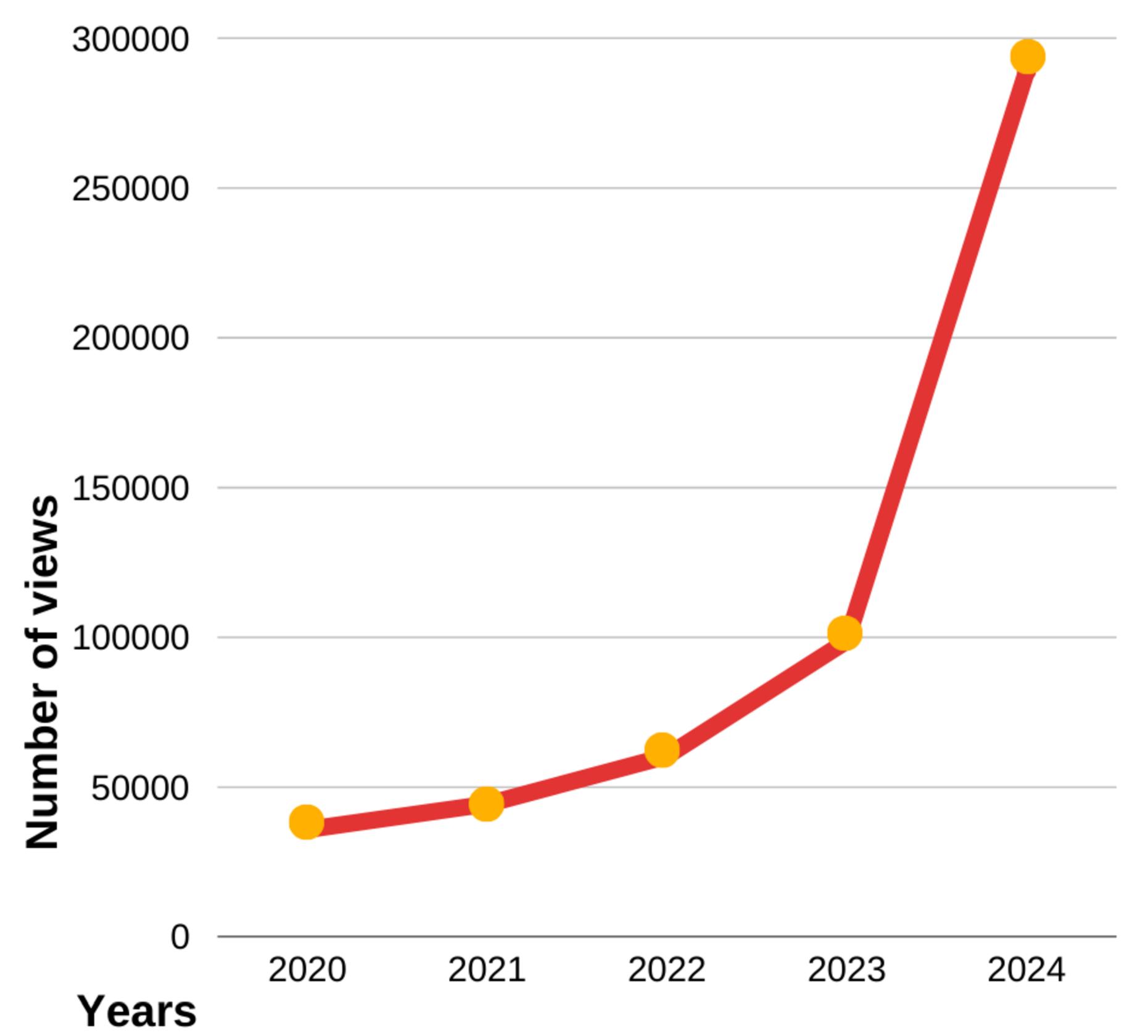


USED IN 70+ COUNTRIES



Annual Digital Platform Engagement

2020-2024 *IOE All Platforms Combined



CONCLUSION

The IOE Platform revolutionized ostomy care:

- Empowering patients
- Enhancing independence
- Transitioning to ostomy life
- Adopted by over 250 U.S. hospitals
- Used in over 70 countries



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