

# So you can be you

Together, we can make  
life easier for people with  
intimate healthcare needs

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2018/19

Tatiana



*“You should never let anyone stop you from dreaming, or tell you what you can’t do.”*

**Tatiana**

Being born with spina bifida, Tatiana has had to catheterise her entire life. Lack of understanding and discriminating social structures have meant that she has had to fight for everything. Today, she has learned to be comfortable with who she is and accept her condition. She insists that her disability should not hold her back. On the contrary. Catheterising is just part of her life - like putting on make-up and hanging out with friends in Los Angeles.

Tatiana is an intermittent catheter user who has received compensation from Coloplast to provide this information. Each person's situation is unique, so your experience may not be the same. Talk to your healthcare professional about which product might be right for you.

The programmes, services, and product offerings contained in this brochure are not available in all geographies and business areas and may vary.

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Coloplast  
Corporate brochure 2018/19

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# Welcome to Coloplast

Coloplast leads the market within intimate health-care. For more than sixty years, we've worked closely with healthcare professionals and users to develop products and services that make life easier for people with intimate healthcare needs.

#### Listening to learn more

By listening to the people who use our products – patients as well as the nurses and specialists who care for them – we get a better understanding of their needs and challenges. This knowledge inspires the intelligent design of our products and feeds into our education programmes and best practice guidelines.

#### Investing in growth and innovation

For us, leadership comes with the obligation to constantly raise the bar for what is possible.

Leakage, bowel or bladder management, chronic wounds or urological conditions are still causing great discomfort and distress for millions of people around the world. And these conditions come at a high price – for the individual and society.

By setting new clinical standards for the industry, we will keep developing pioneering products that address unmet needs and make a real difference to users and healthcare professionals. By investing in access to innovative products – on existing as well as new markets – we will make them available to users to a much larger extent.

That's how we will help to raise the global standard of care – and give people with intimate healthcare needs the opportunity to live the life they want to lead.

**Kristian Villumsen**  
CEO

*“Ideally, we would like to have people forget they have a medical condition. It’s all about people just living the life they want.”*

Kristian Villumsen  
CEO, Coloplast

Keagan





Nicolas and Simrone

*“It’s the spirit at Coloplast that really makes a difference. We have the same purpose. That’s very fulfilling from a personal perspective.”*

**Nicolas**

Nicolas has been with Coloplast for five years. Originally from France, he started working as a Marketing Director in our French subsidiary. In 2015, he moved to Denmark to take on a global role as Product & Brand Director. In 2017, Nicolas was promoted to Vice President of Product Management.

*“I’ve been given a chance to focus on the tasks that interest me the most. The management team are really willing to listen to you; they are really interested in developing you.”*

**Simrone**

Simrone is from the UK. She has a PhD in Applied Chemistry and moved to Denmark in 2017 to take up a position as Adhesive Specialist in our R&D team.

Simrone and Nicolas are Coloplast employees. Each person’s situation is unique, so your experience may not be the same.

# Developing a culture of growth and diversity

Coloplast leads the market within intimate healthcare. We owe our success to the talent and dedication of about 12,000 people across 43 countries. We believe such commitment can only grow in an environment where ambitious targets and care for the individual go hand in hand.

## Promoting inclusion and diversity

Coloplast wants every employee to feel they belong, and to experience that they have equal opportunities to pursue their career, regardless of gender, age, race, nationality, ethnicity, sexual orientation or physical disability. It’s part of our DNA to respect and empower the individual – because we believe it improves our business, promotes innovation and stimulates engagement in the short as well as the long term.

Coloplast is a global organisation engaging with employees, stakeholders and customers from all over the world – a world that’s becoming more complex by the day. That’s why diverse perspectives are necessary to make the right decisions. We know that to perform as a company, our employees must feel that they can be truly themselves.

Diversity can only flourish if it is nurtured in an open-minded environment. Coloplast is committed to developing an inclusive leadership and organisational culture, where people bring their differences to work each day, fulfil their potential, and have a strong sense of belonging.

## Developing people

To deliver on our commitment to customers, we have to be the best at what we do. The personal and professional development of each individual employee is vital to our company’s growth. Ambitious personal goals, solid development plans and continuous feedback help all of us to develop our talent – and take it as far as possible.

In our Career Promise, we commit to filling two out of three positions with people from within the organisation. This allows us to develop a pipeline of leadership talent; it also gives all employees easy access to learning and development opportunities, which will help them to perform in their current and future roles.

## Forward together

Working together with colleagues, customers and partners, we share knowledge and explore new possibilities. That’s what moves things from what they are to what they could be. For us as a company – and for the thousands of people around the world who rely on our solutions and support.

# Making life easier for people with intimate healthcare needs



Sean

How we do things differently

# Leading with a unique perspective

Everything changes when you think from a user's perspective. Users' ambitions drive us – seeing the context of their lives, not just their conditions. With this broader perspective, recognising the importance of quality of life, we can develop the products and services that move care forward.

## Medical

What are the medical needs created by the user's condition?

## Personal

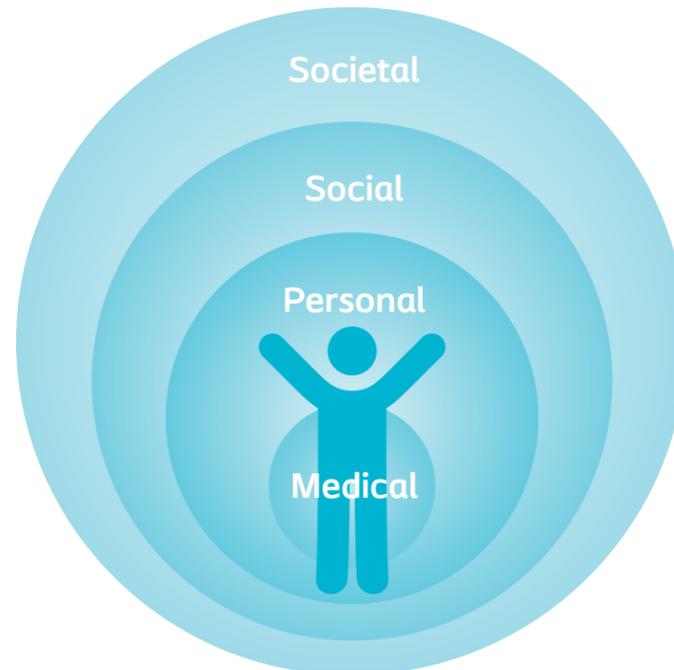
Can the user be an active part of his/her treatment?

## Social

Beyond the medical needs, how does the user's condition impact his/her life?

## Societal

What is the overall impact of the user's condition and treatment within the healthcare system and society as a whole?



We lead for the people who are counting on us. Users and healthcare professionals look to us for leadership and count on our strength in each of the areas below.

## Understanding users' lives in full

We engage with users to truly understand their lives - through research, from global quantitative studies to in-depth, personal discussions and extensive product testing in everyday use.

## Creating life-changing products and services

We translate user insights, technical breakthroughs and design thinking into products and services that redefine care.

## Supporting beyond expectations

We anticipate needs and take actions that exceed the expectations of users and healthcare professionals, both in person and on the phone, creating a community of support.

## Fighting for better care

Together with partners around the world, we fight to improve the availability and standard of care for people with intimate healthcare needs.



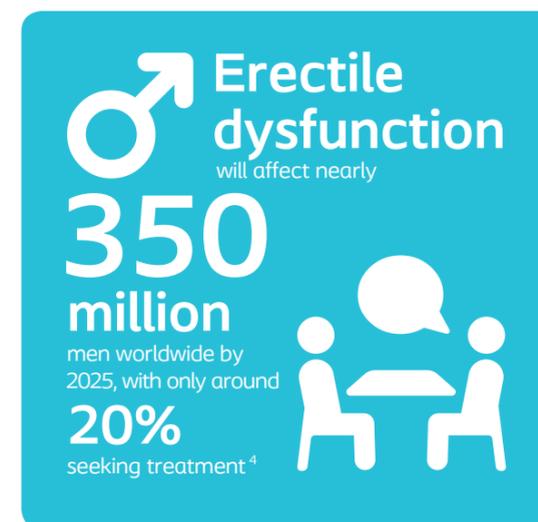
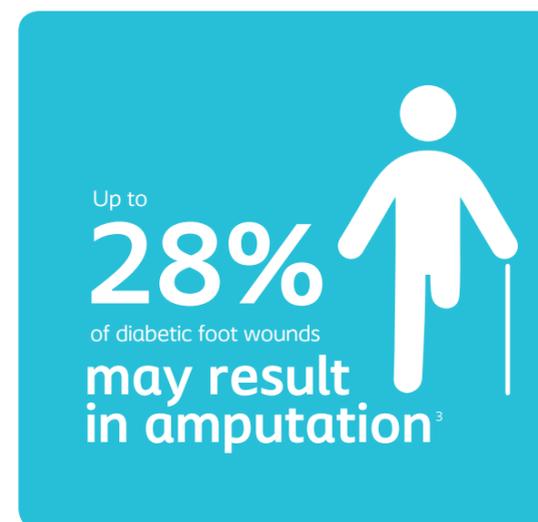
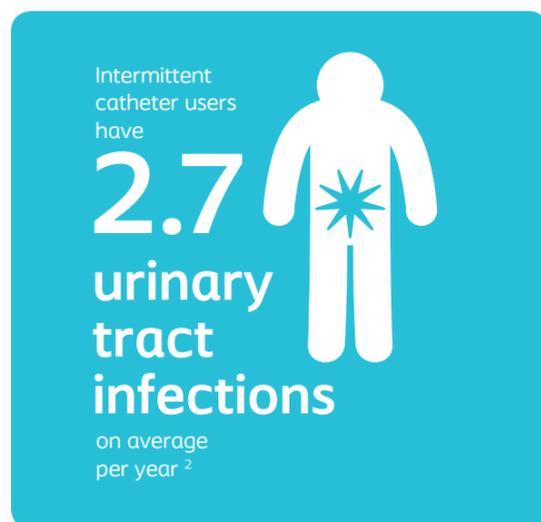
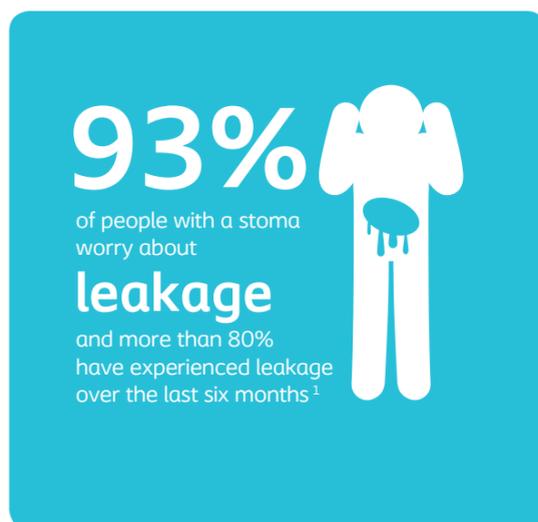
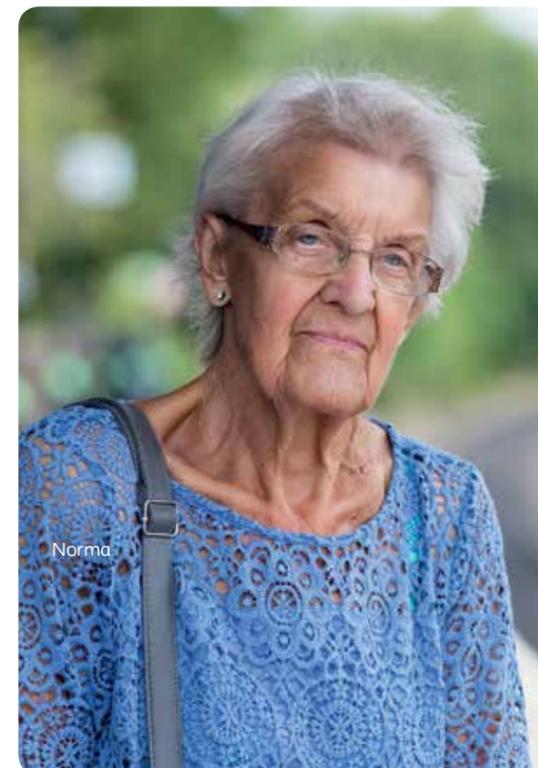
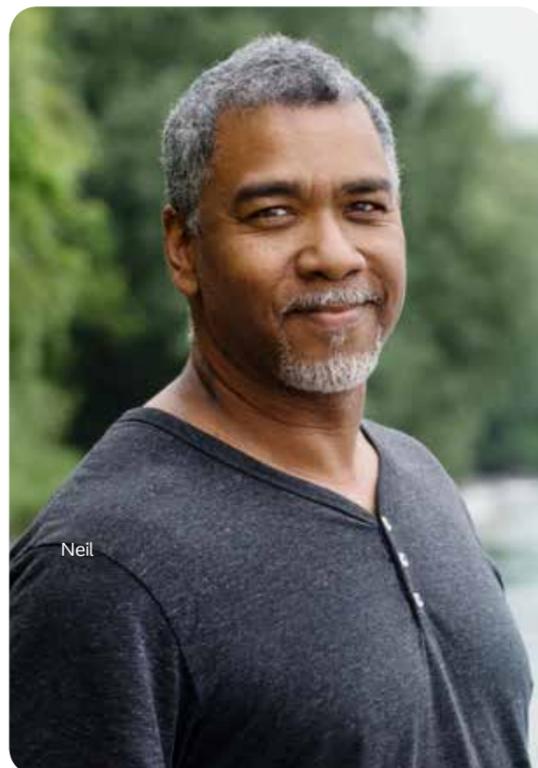
# Setting the global standard for listening and responding

Jonas and  
his father

The scale of the challenge

# Facts from the field

Most people are not aware how widespread intimate healthcare conditions really are. Nor how serious their implications can be for the people who live with them. These figures suggest the scale of the challenge. With our products and services, we want to make a real difference to the quality of life of the thousands of people they represent.



*“My condition affects all aspects of my life. From everyday things like taking a bath or cooking, to my relationship with my wife.”*

Yunguang



Yunguang is a wound dressing user who has received compensation from Coloplast to provide this information. Each person's situation is unique, so your experience may not be the same. Talk to your healthcare professional about which product might be right for you.

# Our strengths are reflected in each of our business areas



## Ostomy Care

A portfolio of appliances designed to reduce leakage and maintain healthy skin.



## Continence Care

Effective solutions for bladder and bowel management.



## Wound & Skin Care

Advanced solutions that are designed to improve skin care and help wounds heal.



## Interventional Urology

Life-changing devices for urological and gynaecological treatments.



*“Confidence is ruined when you are woken up by a warm sensation on your body, and you know it has happened again. Today I don’t struggle with that anymore.”*  
**Steve**

Steve had his ileostomy in 2015 after an eight-year struggle with colitis. At peace with his stoma today, Steve is an active “IBD warrior” (inflammatory bowel disease warrior). Together with his girlfriend, Rachel and three other ostomates, he is hosting a weekly YouTube Talk for IBD sufferers and ostomates.

Steve and Rachel are ostomy device users who have received compensation from Coloplast to provide this information. Each person’s situation is unique, so your experience may not be the same. Talk to your healthcare professional about which product might be right for you.

## Ostomy Care

# Leading the way to the right fit

For most people living with a stoma, the real issue is not the stoma. It is the fear of leakage and the huge impact this has on their lives. A solution to this problem is to have an appliance that provides a secure fit to the body.

### The fear of leakage

Imagine not daring to go out because you might have an accident in public. Imagine the feeling of isolation when you desperately long to do things that no longer seem possible.

Leakage leads to other complications too. The most frequent is skin damage caused by urine or faeces that goes under the baseplate. This is not only very uncomfortable but also costly to treat.

### Designing to reduce leakage and general complications

Having an appliance that provides a secure fit to the body is key to prevent leakage. But bodies are different. And they change shape as we move and grow older.

Understanding the challenges of individual body profiles, we have developed the market’s most complete portfolio of ostomy solutions. Taking fit, flexibility and comfort to a new level through BodyFit Technology, we have created solutions that reduce the burden of leakage and enable users to live the life they want to lead.

### Providing the best support for nurses and users

The challenge of leakage is not solved by products alone. The right daily routines – and getting questions answered quickly – solve problems before they get out of hand. In addition to the expertise and advice provided by our sales support teams, Coloplast® Professional offers training and tools to help nurses develop their skills, so they can provide the best care to users.



Steve and Rachel

*“Going abroad was all firsts for me and Steve. It makes me feel quite proud that we dared taking this step.”*  
**Rachel**

Driven by the wish to help others, Rachel used to work as a Therapy Radiographer treating cancer patients. After severe illnesses and several stoma surgeries, Rachel had to give up working. Today, she blogs about living with two stomas, inspiring and empowering fellow ostomates and breaking taboos.

Furthermore, for the past 20 years, our Coloplast® Ostomy Forum (COF) has enabled nurses to share their insights with each other and directly with our product designers, engineers and scientists. There are currently over 600 leading nurses from over 20 countries involved in COF, helping to improve products that make lives easier for users worldwide. Coloplast® Professional also invites nurses and specialists working in the field of stoma care to Coloplast Ostomy Days, where we share the latest clinical insights.

Our industry-leading patient support programme, Coloplast® Care, ensures that users always have easy access to a Coloplast Adviser. We are there when they need advice on how to adjust their routines. When they feel low and need reassurance. And when they are confident enough to start exploring new activities. The programme also gives users all the practical support they need to maintain correct self-care routines, through The Ostomy Check.

**Fighting for better ostomy care**

Around the world, we are partnering with healthcare professionals to raise the standard of care. From helping them build capacity in their clinics, to training their teams, and raising awareness about the right management routines. We call this programme Access to Healthcare.

Access to the right products and treatment is still an issue in many countries around the world. In Brazil, for example, there are national regulations instructing

the use and reimbursement of ostomy products. But it's up to each state or municipality to interpret these instructions. In certain regions, this means that people with a stoma do not get access to the products they need to manage their condition. Through our Access to Healthcare programme, Coloplast is working to raise awareness – among authorities and health-care professionals alike – about the importance of ensuring the right products and the right care for people with a stoma.

To support healthcare professionals minimising the burden of leakage, we develop educational initiatives. The latest initiative, RIO (Regular, Inward, Outward), offers a structured approach to identifying the stoma solution that matches the individual user's peristomal body profile and meets their everyday need. With initiatives like RIO and our close collaboration with partners, we fight to raise the standard of care worldwide - to make life easier for everyone living with a stoma.



Our latest product innovations within Ostomy Care



**SenSura® Mio Convex**  
 A unique ostomy bag with an adaptive convex baseplate that provides stability around the stoma while being flexible. The elastic adhesive fits the body and the pouch stays discreet.



**SenSura® Mio**  
 A modern ostomy bag that fits individual body shapes due to the elastic adhesive – and stays discreet due to its neutral-grey textile material.



**SenSura® Mio Concave\***  
 First product ever specifically designed for people with an outward body profile. The curved star-shaped baseplate provides a unique fit to outward peristomal areas.



**Brava® Elastic Tape\*\***  
 The Brava Elastic Tape secures the position of the baseplate and is elastic so it follows body shape and movements. Available in new sizes that fit any shape of appliance or body profile.



**Brava® Protective Seal**  
 Brava Protective Seal creates a seal between stoma and baseplate, and is designed to protect the skin against leakage. The seal is also easy to shape, apply and remove.

\* In the US this product is called SenSura® Mio Convex Flip.  
 \*\* In the US this product is called Brava® Elastic Barrier Strip.



Xiaoyang and his girlfriend

*"I feel good – like I've gotten close to how I was before the accident. If I want to go out and have some fun, then I'll go out and have some fun."*

**Xiaoyang**

For several years after his injury, Xiaoyang was fully dependent on his parents' help for everything and was confined to his home. Today, he enjoys life with his girlfriend and teaches other people with spinal cord injuries about how to take care of themselves.

Xiaoyang is an intermittent catheter user who has received compensation from Coloplast to provide this information. Each person's situation is unique, so your experience may not be the same. Talk to your healthcare professional about which product might be right for you.

Continence Care

# Delivering effective solutions for bladder and bowel control

By delivering the products and support users need to effectively manage their bladder and bowel, we can bring back confidence. Restore dignity. And give them the freedom to live the life they want to lead.



*“Psychologically, it’s very tough. You don’t want to face the world. And you don’t want to engage with strangers.”*  
**Xiaoyang**

**Bringing back confidence**

The fear of having an accident in public – or the worry about where to catheterise – makes staying at home seem like the only option for so many people suffering from bladder and bowel issues. The additional risk of complications due to poor self-care routines adds extra distress to their isolation.

We work to bring back control and confidence to users’ lives. By developing unique solutions that ease the everyday burden of bowel and bladder management. And by raising awareness among carers and users alike about the importance of healthy self-care routines.

**Enabling through clinically-advanced innovation and design**

Our transanal irrigation system represents a new category in its field. It not only allows users to empty their bowel at a planned time; it also effectively prevents faecal incontinence and constipation for up to two days.

For users who suffer from urinary incontinence or the inability to empty their bladder, we have developed a portfolio of catheters that combines medical needs and design thinking. Simple and hygienic functionality makes it easier for users to integrate catheterisation into their daily life. In this way, design is used to reduce psychological barriers and improve compliance.

With these award-winning solutions, users regain control of their bladder and bowel and have the freedom to develop management routines that fit individual needs and lifestyles.

**There when you need us**

Our sales support teams work closely with healthcare professionals, updating them on the latest research and product innovations. Our educational development activities and tools also support healthcare professionals as they gain experience. For example, our Continence Advisory Board (CAB) has guided our product development since 1997. With more than 250 continence care nurses from 15 countries, CAB gives participants the opportunity to learn from each other and guides what we do. This year, we have also launched the Continence Life Study Review. This first

issue focuses on adherence to intermittent self-catheterisation, specifically how to overcome the barriers to adherence that exist among a large number of patients living with continence issues.

In addition to providing training and support for nurses and doctors – and helping them teach their patients good compliance routines – Coloplast® Care, our patient support programme, offers users an extra line of support. My Continence Check gives users the practical support they need to maintain good self-care routines. Moreover, our consumer care experts advise users on how to deal with bladder and bowel issues and how to adjust their product usage. Supporting them in their daily routines, our consumer care experts are also a source of hope and inspiration when users are going through difficult times.

**Capacity building and fighting for reimbursement globally**

Through our Access to Healthcare programme, we work closely with a range of partners worldwide to advocate for better care and build better framework conditions for intimate healthcare.

In Russia, for example, the programme is currently advocating for better care for neurogenic bladder patients. Through education and advocacy initiatives, we hope to pave the way for a standard approach to the diagnosis and treatment of patients, as well as ensure reimbursement of all necessary examinations.

Similarly, in Australia, the Access to Healthcare programme has worked closely with local stakeholders to make sure that the new National Disability Insurance Scheme (NDIS) gives people with continence issues full access to the products they need to manage their condition.



**Our latest product innovations within Continence Care**



**SpeediCath® Flex\***

Our latest soft catheter has a flexible tip, especially designed for men. Designed for easy, hygienic insertion and practical disposal, it has a number of features that help make every step of catheterisation easy.

**SpeediCath® Compact Eve**

Our straightforward and discreet compact catheter for women. Designed for modern life, it delivers one-step easy opening and secure reclosing. The triangular shape ensures easy handling and a better grip.

**Conveen® Active**

A better continence solution for an active life. The collection bag is integrated in a comfortable elastic band that wraps around the thigh for ease of use, mobility and discretion.

\* In the US, a similar product marketed is called SpeediCath® Flex Coudé Pro. For US product information, please go to [www.coloplast.us/ccsi](http://www.coloplast.us/ccsi)

# Fewer days with wounds

Faster healing is what wound care patients need. It is what nurses care about. And it is what healthcare authorities want to see. That's why we share the purpose and passion to achieve fewer days with wounds.

#### Engaging with patients and healthcare professionals

A chronic wound can take years to heal. During this time, patients have to live with the discomfort and pain of an unhealed wound. They may also have to deal with the smell of exudate and the social isolation that this can bring. This is in addition to what caused the wound in the first place – a traumatic accident, surgery, or a chronic disease.

By engaging with nurses and users, we have gained a deep understanding of the challenges that healthcare professionals face – and how living with a wound affects a patient's quality of life. Inspired by this, we have developed a portfolio of products to promote optimal self-care routines and increase the rate of successful outcomes.

#### Intelligent design for optimal care

We believe wound management and skin care are inseparable. Based on our extensive expertise in both areas, we have developed a range of products designed for effective and customised care.

Supporting all stages of the healing process, our dressings help to efficiently manage exudate; fight infection and biofilms (in vitro)\*; may reduce pain in wounds\*; and promote optimal healing conditions. In addition, they are developed to cater for individual needs – which makes it far easier for healthcare professionals to ensure the right treatment.

As has been clinically documented, the portfolio's combination of advanced healing technology with user-friendliness creates the best conditions for keeping skin healthy and helping wounds to heal.

#### Providing deeper knowledge and guidance

We recognise that caring for wounds and skin can be a complex and uncertain process. Wounds change constantly, which means that healthcare professionals have to respond to each change in the right way to ensure optimal healing.

\* These claims are not cleared by FDA in the US.



In 1992, Jan was involved in a serious car crash. Following the accident, she had to have a surgical heel constructed, which requires full protection and constant treatment. However, thanks to the right product solution, she can live an active life.

*"I don't need anyone to do it for me. I can manage my foot care by myself. For me, that's the bottom line."*  
**Jan**

Jan is a wound dressing user who has received compensation from Coloplast to provide this information. Each person's situation is unique, so your experience may not be the same. Talk to your healthcare professional about which product might be right for you.



*“Without my dressings,  
I would be living a  
very different life.”*  
**Jan**

Working closely with healthcare professionals from around the world, we have developed the Triangle of Wound Assessment® – a holistic wound assessment framework that presents a systematic and intuitive way of assessing and managing all three areas of the wound: the wound bed, wound edge and periwound skin.

We also run an internationally endorsed education programme for healthcare professionals called Coloplast® HEAL, which aims to increase knowledge of modern wound healing principles and improve the standard of care for wound patients around the world. The programme offers a number of easy-access training courses on a variety of wound care topics, all of which have been developed in close collaboration with international wound care experts and endorsed by EWMA (European Wound Management Association).

The Triangle of Wound Assessment and Coloplast HEAL are part of our ongoing efforts to provide healthcare professionals with practical and easy-to-use tools that help them to efficiently and confidently manage wound and skin complications.



Jan and  
her husband

**Driving change through closer collaboration**

We fight to raise the global standard of wound care. Since 2014, our Access to Healthcare programme has funded a number of EWMA-endorsed Centres of Excellence in China. Set up at established hospitals, these centres offer patients systematic diagnosis and standardised treatment from medical professionals trained in wound care. They also give healthcare professionals access to ongoing education and training on our products.

Within its first two years in China, the programme has sponsored the training of around 90 doctors, whose knowledge and expertise have spread to other hospitals and already helped to bring down the amputation rate for patients with diabetic foot ulcers and increased the wound healing rate on a national scale.

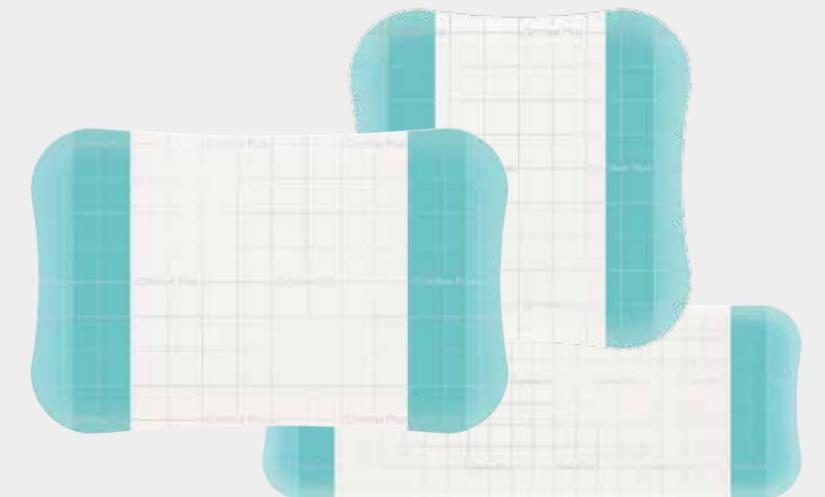


Our latest product innovations within  
Wound & Skin Care



**Biatain® Silicone**

Biatain Silicone products are soft and flexible foam dressings with the 3DFit Technology that conforms to the wound bed to ensure optimal healing conditions of chronic and acute wounds. Biatain Silicone Sizes and Shapes range was launched in 2016 as an extension to the Biatain Silicone product range, offering eight new sizes and shapes.



**Comfeel® Plus Transparent**

We have used the experience gained over three decades to update Comfeel. The result is a series of user-friendly dressings that are intuitive to use while still delivering the protection and benefits of moist wound healing that our users know and trust.

# Empowering surgeons to do more

Like other intimate healthcare conditions, urological and gynaecological conditions have a significant impact on people's lives. Our interventional therapies change patients' lives.

#### Restoring patients' confidence and well being

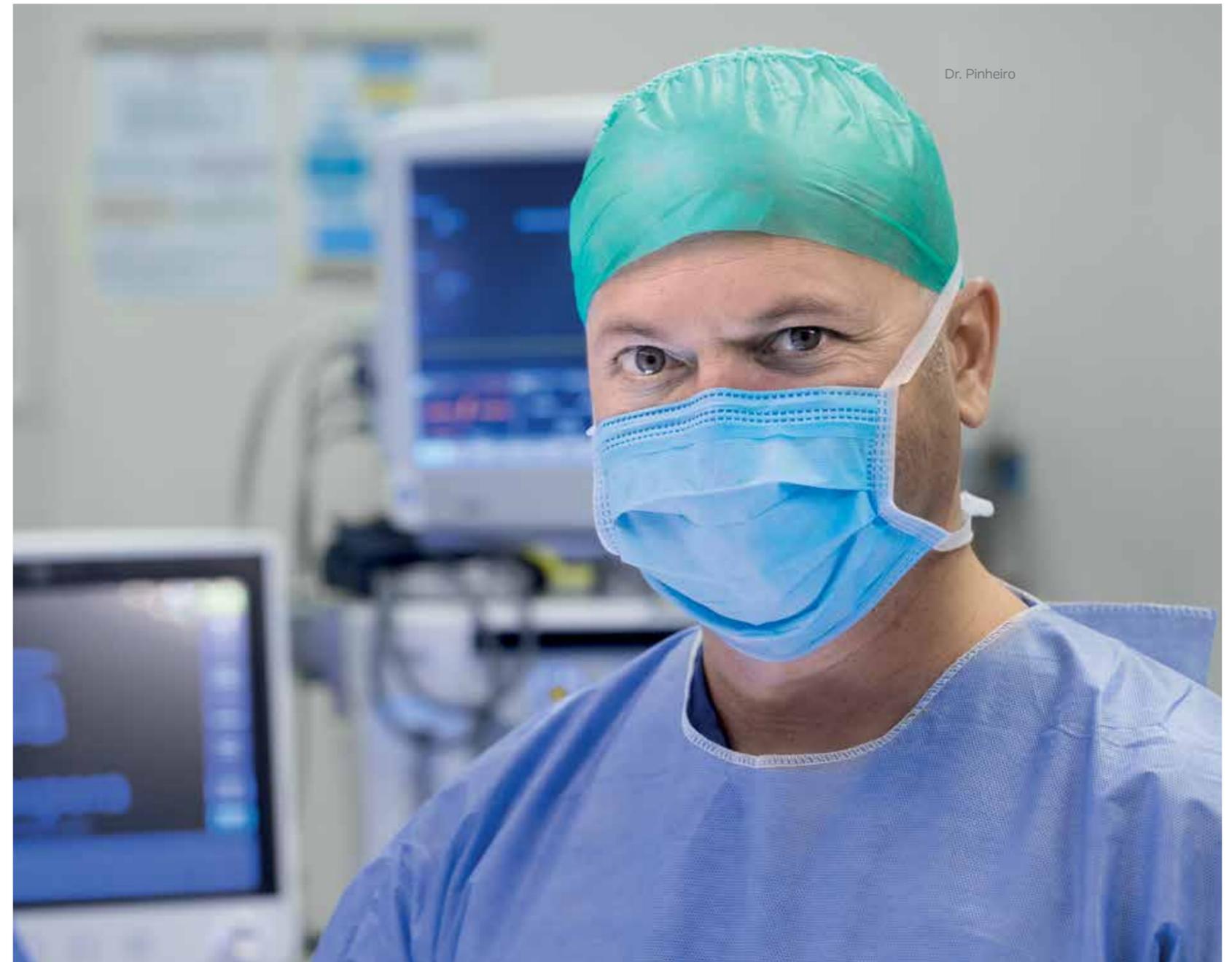
Some conditions can be extremely painful, while others can erode people's confidence to the extent that their social and sexual lives are dramatically impacted.

Our goal is to empower surgeons to put an end to pain and isolation and restore patients' confidence.

#### At the cutting edge of surgical technology

Working closely with leading experts around the world, we provide solutions for surgical urology and gynaecology procedures – ranging from single-use to implantable devices for both urological and pelvic health.

Our strong R&D (Research & Development) partnerships with surgeons have resulted in a range of highly sophisticated devices that aim to simplify procedures. Our state-of-the-art surgical lab, where surgeons test and refine new products using cadavers donated for research, makes continuous innovation possible.



*“You become a doctor because you want to help people. The day you forget the reason and passion that motivated you in the first place, is the day you should consider changing your profession.”*

**Dr. Pinheiro**

Dr. Mauro Pinheiro is a urologist, specialising in penile implants and prostate cancer surgery.

Dr. Pinheiro has received compensation from Coloplast to provide this information. Each person's situation is unique, so your experience may not be the same.



“My relationship with Coloplast is very important. We work as a team for the benefit of the patient. Our collaboration is key to finding the best solution.”  
**Dr. Pinheiro**

**Sites for advanced support**

To help surgeons use our solutions correctly and ensure a steady stream of feedback, we attend procedures in operating theatres and use our surgical lab for one-on-one and group training. Globally, we carry out thousands of hours of surgeon-to-surgeon training each year. We also support surgeons’ relationships with their patients by enabling them to share their own educational videos.



**Increasing access to care**

We work with patient organisations around the world and the broader medical community to support patient access initiatives and surgeon education.

Our efforts begin by raising awareness of treatment options for patients with urological and gynaecological conditions.



Our latest product innovations within **Interventional Urology**

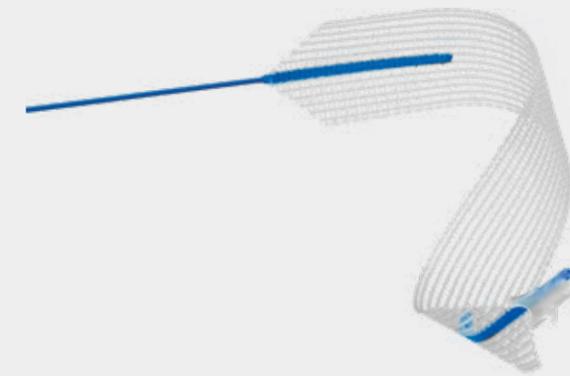
**Titan® Touch Inflatable Penile Prosthesis**

Made from silicone and Bioflex® – a supple yet durable biopolymer that is designed to emulate the look and performance of a natural erection.



**Altis® Single Incision Sling System**

The Altis Single Incision Sling represents next-generation technology in the industry.



**Isiris® Stent Removal System**

An innovative digital solution to remove ureteral stents in one step. The product is a combination of a single-use flexible cystoscope with an integrated grasper and a reusable portable device.



A woman with long dark hair and bangs is smiling warmly while wearing a headset with a microphone. She is seated in a dark office chair. The background shows a blurred office environment with a bookshelf containing several colorful binders (yellow, green, red) and other office supplies. The lighting is bright and professional.

*“It’s so rewarding  
to feel I have  
contributed to  
making the users’  
daily life better.”*

Germaine, Coloplast® Care Adviser

# Support and inspiration when users need it

No matter how advanced our stoma and continence products are, users need care and support to help them adjust. Coloplast Care is a patient support programme designed to encourage and inspire people with a stoma and those who use intermittent catheters.



With Coloplast Care, users get access to:



### Website and emails

A dedicated website and emails, with articles and reliable advice, relevant to the users' situation.



### Phone support

Advisers ready to answer questions and provide support over the phone.



### The Ostomy Check and My Continence Check

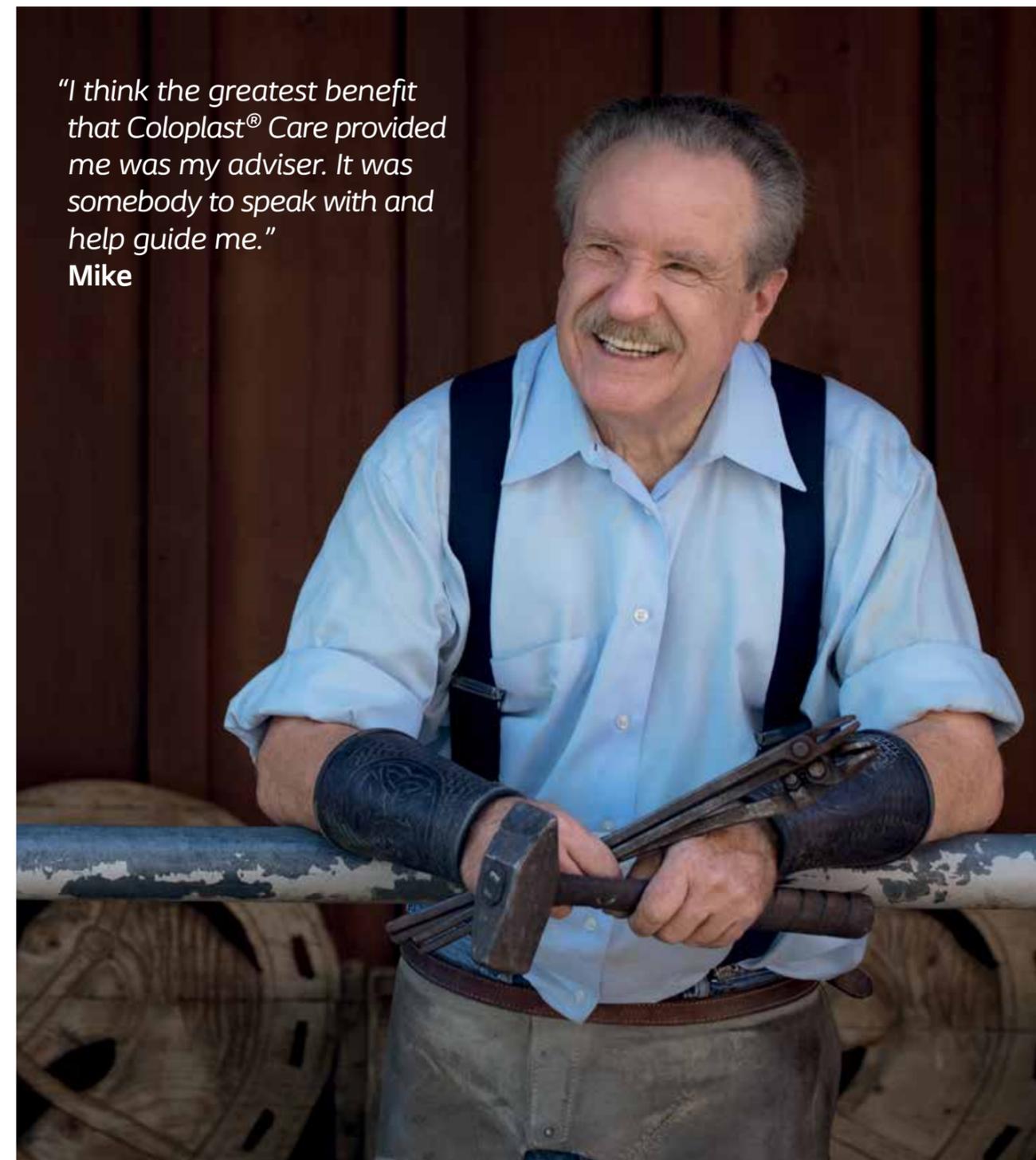
Help users keep track of their stoma health or bladder issues through regular self-assessment.



### Product guidance

Access to product samples.

Specific offerings and services may vary for the different business areas and geographical locations.

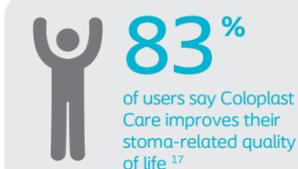


*"I think the greatest benefit that Coloplast® Care provided me was my adviser. It was somebody to speak with and help guide me."*

**Mike**

Mike is retired and lives in California, USA. He supplements his income working as a smith who shoes horses. After ostomy surgery, Mike received support from Coloplast Care to get back to his active lifestyle working with horses.

Mike is an ostomy device user who has received compensation from Coloplast to provide this information. Each person's situation is unique, so your experience may not be the same. Talk to your healthcare professional about which product might be right for you.



*"The Coloplast Ostomy Days event has been a valuable learning experience for me professionally - thanks to the variety of subjects presented by competent professionals."*  
**Oirda**



Oirda is a stoma care nurse in France. She is part of Global COF and the French COF group and is dedicated to making a difference for her patients.



**850+**

ostomy and continence care nurses are involved in Coloplast® Ostomy Forum (COF) and Continence Advisory Board (CAB)

For more than **20 years**

they have been sharing insights and co-creating products with us. Today, COF and CAB nurses represent more than 20 countries.



Oirda has received compensation from Coloplast to provide this information. Each person's situation is unique so your experience may not be the same.

Coloplast® Professional

# Learn, share and shape the future

Healthcare professionals work at the frontline. They are the experts who provide the care and knowledge patients need to transition smoothly into new routines and confidently manage their condition. Coloplast Professional is there to support them – with inspiration, hands-on tools and training, and the latest knowledge.

Coloplast has worked closely with healthcare professionals for more than six decades. With Coloplast Professional, we want to make this partnership even stronger.

Coloplast Professional is an education and collaboration platform for nurses and clinical specialists working in the different fields of intimate healthcare. It offers a flexible setup of training and educational opportunities, designed to take clinical expertise to the next level.

Whatever the level of experience or specialisation, Coloplast Professional offers a range of educational courses and events, all of which provide the latest clinical insights and the chance to share experience with colleagues from all over the world. The platform also gives healthcare professionals the opportunity to participate in research projects, to increase the impact of their experience.

Alongside courses, events and project activities, Coloplast Professional also allows healthcare professionals to sign up for newsletters, access practical tools, or tap into Coloplast Talks where they can watch short video versions of the keynote presentations given at our events and conferences.

Coloplast Professional give us the opportunity to learn from each other, share knowledge and develop skills. By working together in this way, we can shape the future of patient care.

## Coloplast® Professional

Our offerings to healthcare professionals fall into four general categories:

 <p><b>Fundamentals</b> Gain or refresh essential knowledge and insights in your specialty</p>	 <p><b>Masterclasses &amp; events</b> Broaden expertise and connect with peers</p>
 <p><b>Advisory boards &amp; panels</b> Help create life-changing products and services</p>	 <p><b>Research projects</b> Pursue new ways to raise the standard of care</p>

Coloplast Professional is available to healthcare professionals in the fields of stoma care, continence care, interventional urology and wound care.

Specific offerings may vary for the different business areas and geographical locations.

# Improving intimate healthcare worldwide

Access to Healthcare is a Coloplast-sponsored partnership programme that brings together practitioners, users, NGOs\* and other public and private partners to support better intimate healthcare globally – through education, advocacy and partnership.

## Barriers to care in Russia

Since the programme's foundation in 2007, Access to Healthcare has fostered over 50 projects around the world – all of which aim to improve conditions for people with intimate healthcare needs.

One of Access to Healthcare's recent projects is in Russia. Here, the programme is advocating for better care for neurogenic bladder patients.

Although intermittent catheterisation (IC) is the 'golden standard' for modern bladder management methods, the number of spinal cord injured patients leaving hospital or rehab on IC is very low. We estimate that only 13% of the roughly 9,000 new patients discharged from hospitals per year are on IC.

Hydrophilic coated catheters are on the reimbursement list in Russia, but healthcare professionals rarely prescribe IC as a treatment for their patients. This is primarily because the healthcare professionals working in the field lack knowledge about the diagnosis and treatment of neurogenic bladder issues in spinal cord injured patients.

Lack of knowledge is one of the key barriers to IC prescription in Russia; reimbursement of the examination is another. While IC is defined as the 'golden standard' in the European Association of Urology's guidelines on how to diagnose neurogenic bladder patients, there is no reimbursement of urodynamics examinations in the Russian public healthcare system. These examinations are important as this is where clinicians make the decision as to whether the patient should be put on IC or receive other treatment.

## Key initiatives to improve neurogenic bladder management

Working closely with Russian key opinion leaders within continence care, the Access to Healthcare project is addressing the major barriers to IC penetration in Russia. Focusing specifically

on patients with spinal cord injuries (SCI), the project has launched three specific initiatives:

- a treatment protocol and algorithm, to promote best practice on how to diagnose and treat SCI patients with a neurogenic bladder;
- diagnosis-related groups, to pave the way for free-of-charge diagnostics; and
- educational seminars, to ensure that urologists are aware of, and can perform the recommended procedures for the diagnosis and treatment of patients with a neurogenic bladder.

These initiatives are already in progress and expected to be up and running during the course of 2019.

## Working together to raise the standard of care

When successfully implemented, the project aims to raise the standard of care significantly for patients in Russia with a neurogenic bladder. It will not only aim to pave the way for a standard approach to diagnosis and treatment of patients; it will also aim to ensure reimbursement of the necessary examinations and teach urologists when to prescribe IC according to the international standard of care.

Access to Healthcare projects such as the one in Russia help us to build sustainable partnerships with local healthcare professionals all over the world – sharing knowledge, teaching best practice approaches to diagnosis and treatment, and promoting access to the right products.

With Access to Healthcare, we hope to leave a positive and lasting impact on the standard of care within ostomy care, continence care and wound care.



Vladimir and his girlfriend

\* Non-governmental Organisations

*“I’m an optimistic person and that helps me get through tough times. If you look down on yourself, how can you expect others to respect you?”*

Fei Fei



Fei Fei is an ostomy device user who has received compensation from Coloplast to provide this information. Each person's situation is unique, so your experience may not be the same. Talk to your healthcare professional about which product might be right for you.



Elise Sørensen

### Committed to making life easier

The Coloplast story begins back in 1954. Elise Sørensen is a nurse. Her sister Thora has just had an ostomy operation and is afraid to go out in public, fearing that her stoma might leak. Listening to her sister's problems, Elise conceives the idea of the world's first adhesive ostomy bag.

Based on Elise's idea, Aage Louis-Hansen, a civil engineer and plastics manufacturer, and his wife Johanne Louis-Hansen, a trained nurse, created the ostomy bag. An ostomy bag that helps Thora – and thousands of people like her – to live the life they want to lead.

A simple solution that makes a difference.

Today, our business includes Ostomy Care, Continence Care, Wound & Skin Care and Interventional Urology. We operate globally and employ about 12,000 employees.



Johanne and Aage Louis-Hansen



**11,738**  
employees

Represented in  
**43**  
countries



**8**  
production facilities in

USA (2)

France (1)

Denmark (2)

Hungary (2)

China (1)



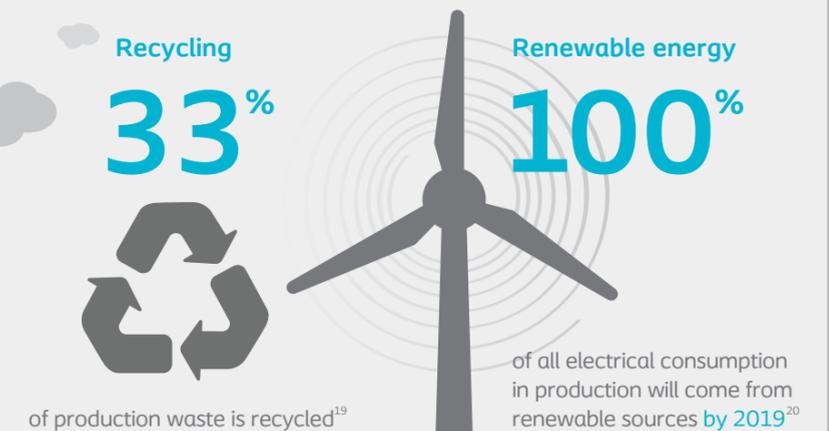
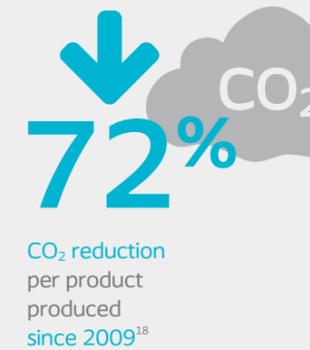
Products sold in more than  
**143**  
countries

Our people



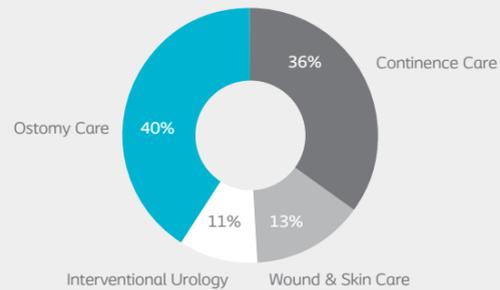
Our footprint

CO<sub>2</sub> intensity reduction

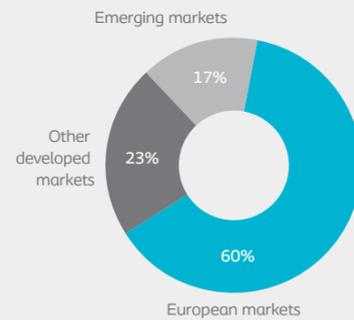


Our performance

Group revenue by segment



Group revenue by geography

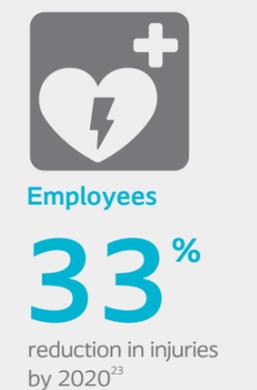


Profitability and growth

Our 2017/18 revenue is **16,449 DKK million** of which **5,091 DKK million** is operating profit = **31% EBIT margin**  
Organic growth rate is **8%** in 2017/18

All figures in this box are from the Coloplast Annual Report 2017/18

Our way of doing business



*“My stomas have given me more than I could ever have dreamed of. All I needed was to embrace them.”*

Rachel



Rachel is an ostomy device user who has received compensation from Coloplast to provide this information. Each person's situation is unique, so your experience may not be the same. Talk to your healthcare professional about which product might be right for you.

#### Titan®, Titan® OTR and Titan® Touch Inflatable Penile Prosthesis

**Indications:** The Titan, Titan OTR and Titan Touch Inflatable Penile Prosthesis is indicated for male patients suffering from erectile dysfunction (impotence) who are candidates for implantation of a penile prosthesis.

**Contraindications:** The Titan, Titan OTR and Titan Touch Inflatable Penile Prosthesis is contraindicated in patients with an active infection present anywhere in the body, especially urinary tract or genital infection; with a documented sensitivity to silicone; with unresolved problems affecting urination, such as an elevated residual urine volume secondary to bladder outlet obstruction or neurogenic bladder; or, unwilling to undergo any further surgery for device revision.

**Warnings:** Implantation of the device may make latent natural erections, as well as other interventional treatment options, impossible. Men with diabetes or spinal cord injuries, as well as immunocompromised patients, may have an increased risk of infection associated with a prosthesis. Failure to evaluate and promptly treat erosion may result in a substantial worsening of the condition, leading to infection and loss of tissue. Implantation of a penile prosthesis may result in penile shortening, curvatura or scarring. Pre-existing abdominal or penile scarring or contracture may make surgical implantation more complicated or impractical.

**Precautions:** Surgeons implanting penile prostheses should be familiar with the currently available techniques for measuring the patient, determining implant size, and performing the surgery. Removal of an implanted prosthesis without timely reimplantation of a new prosthesis may complicate subsequent reimplantation or may make it impossible.

**Potential Complications:** Potential complications include scrotal swelling, auto-inflation, discomfort, angulation/curvature, edema, device malfunction, chronic pain, difficulty with ejaculation, transient urinary retention.

The information provided is not comprehensive with regard to product risks.

For a comprehensive listing of indications, contraindications, warnings, precautions, and adverse events refer to the product's Instructions for Use. Alternatively, you may contact a Coloplast representative at 1-800-258-3476 and/or visit the company Website at [www.coloplast.com](http://www.coloplast.com).

**Caution:** Federal law (USA) restricts this device to sale by or on the order of a physician.

Minneapolis, MN 12/4/2017

#### Isiris® Brief Statement

**Indications:** Isiris α is a sterile, single use flexible cystoscope designed for removal of double loop ureteral stents accessible in the bladder via a urethral insertion in adults. Isiris α has been designed to be used with the reusable Isiris Monitor to visualize the observations obtained by Isiris α.

**Warnings:** Do not use active endoscopic accessories such as laser probes and electrosurgical equipment in conjunction with the Isiris System, as this may result in patient injury or damage to the Isiris System. Do not use the Isiris System if it is damaged in any way. Isiris α is a single use device. Isiris α is considered infected after use and must be disposed of in accordance with local guidelines for collection of infected medical devices with electronic components. Do not soak, rinse, or sterilize this device as these procedures may leave harmful residues or cause malfunction of the device. The design and material used are not compatible with conventional cleaning and sterilization procedures. The Isiris System is neither MRI safe nor MRI compatible. Excessive force should never be used when operating Isiris α.

See Instructions for Use for detailed information regarding warnings/precautions, adverse events prior to using this product. For further information contact Coloplast Corp at 1-800-258-3476 and/or consult the company website at [www.coloplast.us](http://www.coloplast.us).

**Caution:** Federal law (USA) restricts this device to sale by or on the order of a physician.

#### Altis® Single Incision Sling System

The Altis Single Incision Sling System is indicated for the treatment of female stress urinary incontinence (SUI) resulting from urethral hypermobility and/or intrinsic sphincter deficiency (ISD).

**Contraindications:** It is the responsibility of the physician to advise the prospective patients or their representatives, prior to surgery, of the contraindications associated with the use of this product. The Altis Single Incision Sling System is contraindicated for use in patients with the following conditions:

- Pregnancy or desire for future pregnancy
- Potential for further growth (e.g., adolescents)
- Known active urinary tract infection and/or infection in operative field
- Taking anti-coagulant therapy
- Abnormal urethra (e.g., fistula, diverticulum)
- Intraoperative urethral injury
- Any condition, including known or suspected pelvic pathology, which could compromise implant or implant placement
- Sensitivity/allergy to polypropylene

**Warnings and Precautions:** It is the responsibility of the physician to advise the prospective patients or their representatives, prior to surgery, of the warnings and precautions associated with the use of this product and the associated surgical risks.

**Warnings:** The Altis Single Incision Sling System should only be used by physicians familiar with the surgical procedures and techniques involving transvaginal placement of non-absorbable, synthetic mesh slings and who have adequate education and experience in the treatment of female SUI.

A thorough assessment of each patient should be made to determine the suitability of a synthetic mesh sling procedure. The patient should be counseled that alternative incontinence treatments may be appropriate, and the reason for choosing a mesh sling procedure should be explained. Obtain patient consent prior to surgery and ensure that the patient has an understanding of the postoperative risks and potential complications of transvaginal mesh sling surgery. Patient counseling should include a discussion that the sling to be implanted is a permanent implant and that some complications associated with the implanted mesh sling may require additional surgery; repeat surgery may not resolve these complications. Serious adverse tissue responses or infection may require removal of mesh, and complete removal of the sling may not always be possible. Individuals may have varying degrees of collagen laydown that may result in scarring. As with all surgical procedures, patients with certain underlying conditions may be more susceptible to postoperative bleeding, impaired blood supply, compromised/delayed healing, or other complications and adverse events. The risks and benefits of using Altis should be considered in patients. Any future pregnancy could negate the benefits of this surgical procedure. Patients should report any bleeding, pain, abnormal vaginal discharge or sign of infection that occur at any time. Do not use product that has damaged or opened packaging, or has expired, as sterility may be compromised. The procedure to insert the Altis sling requires good knowledge of pelvic anatomy and the correct use of the introducer needles in order to avoid damage to adjacent anatomical structures. Cystoscopy should be performed to confirm bladder and urethral integrity. Avoid placing excessive tension on the Altis sling during placement and adjustment to maintain sling integrity and to avoid compression of the urethra when tensioning.

**Precautions:** The Altis Sling and Altis introducers are provided sterile (ethylene oxide sterilization) and are for single-use only. Use caution to prevent intra-operative injury to adjacent pelvic structures. Do not let the Altis sling come into contact with sharp objects (e.g., staples, clips, or clamps) which could cause damage to the mesh, suture and anchors.

**Potential Complications:** Potential complications include mesh extrusion, pelvic/urogenital pain, groin pain, hip pain (may be related to patient positioning), urinary retention, bleeding, de novo urgency, delayed wound healing, dyspareunia, hip/groin pain, inflammation, nausea, overactive bladder, pain, pelvic hematoma, reaction to antibiotic, slight discomfort upon return to work, urinary tract infection, urine stream decreased, and voiding dysfunction. Adverse events are known to occur with transvaginal synthetic sling procedures and implants. Adverse events following mesh implantation may be de novo, persistent, worsening, transient, or permanent. Additional potential complications include, but are not limited to, abscess (acute or delayed), adhesion/scar formation, allergy, hypersensitivity or other immune reaction, bleeding, hemorrhage or hematoma, dehiscence, delayed wound healing, extrusion, erosion or exposure of mesh sling into the vagina or other structures or organs, fistula formation, infection, inflammation (acute or chronic), local irritation, necrosis, de novo and/or worsening dyspareunia, neuromuscular symptoms (acute or chronic), partner pain and/or discomfort during intercourse, perforation or injury of soft tissue (e.g., muscles, nerves, vessels), structures, or organs (e.g., bone, bladder, urethra, ureters, vagina), seroma, sling migration, suture erosion, bladder storage dysfunction (e.g., increased daytime frequency, urgency, nocturia, overactive bladder, urinary incontinence), ureteral obstruction, voiding symptoms (e.g., dysuria, urinary retention, incomplete emptying, straining, positional voiding, weak stream), granulation tissue formation, palpable mesh (patient and/or partner), sexual dysfunction, vaginal discharge (abnormal) and vaginal scarring or tightening. The occurrence of these events may require one or more revision surgeries, including removal of the sling. Complete removal of the sling may not always be possible, and additional surgeries may not always fully correct the complications. There may be unresolved pain with or without mesh sling explanation. The information provided is not comprehensive with regard to product risks. For a comprehensive listing of indications, contraindications, warnings, precautions, and adverse events refer to the product's Instructions for Use. Alternatively, you may contact a Coloplast representative at 1-800-258-3476 and/or visit the company Website at [www.coloplast.com](http://www.coloplast.com).

**Caution:** Federal law (USA) restricts this device to sale by or on the order of a physician.

Minneapolis, MN PM-03363 01/10/2018

SpeediCath catheters are indicated for use by patients with urine retention and patients with a post void residual volume (PVR) due to neurogenic and non-neurogenic voiding dysfunction. The catheter is inserted into the urethra to reach the bladder allowing urine to drain. This is a single-use only product. Patients are to contact their healthcare professional before performing self-catheterization for the first time and follow the instructions carefully. See the device manual for further information or, call Coloplast Corp. at 1-866-226-6362 and/or consult the company website at [www.coloplast.us](http://www.coloplast.us). Rx Only.

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Our business includes Ostomy Care, Continence Care, Wound & Skin Care and Interventional Urology. We operate globally and employ about 12,000 employees.

From getting to the grocery store to biking up a mountain, users' hopes and aspirations fuel our passion of finding new ways to help make their lives easier.

We constantly question the status quo across every aspect of intimate healthcare and seek to understand our users, to better anticipate and advocate for their needs. Ever since the founding of Coloplast in 1957, we have worked closely with healthcare professionals and the users of our products to discover new solutions as well as new ways to create solutions that are sensitive to their special needs.  
Together, we move care forward.

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 Interventional Urology. We operate globally and employ about 12,000 employees.

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