

# *So you can be you\_*

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

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2019/20

Making life easier



*“Instead of worrying about why this happened to me, I focus on what I’m able to do.”*  
**Taka**

A snowboarding accident left Taka with a spinal cord injury when he was in his early twenties. He also had Crohn’s Disease, so his physician decided to give him a stoma to make life easier for him. Determined not to become a burden to anyone, he threw himself into rehabilitation training – so he could manage daily routines on his own and live an independent life. He also took up sports again. Today, at the age of 40, Taka is newly married and works for Toyota. His ambition is to qualify for the Paralympic Games in Tokyo 2020 in para-canoeing – and win a medal for Japan.

Taka is an intermittent catheter user as well as an ostomy device user. He 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 2019/20

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# Building the consumer healthcare company of the future

Coloplast leads the market within intimate healthcare. But healthcare is changing – and intimate healthcare conditions continue to cause distress for millions of people worldwide. We're rising to that challenge.

## Our mission

At Coloplast, we work to make life easier for people with intimate healthcare needs. By listening to the people who use our products – users as well as the nurses and specialists who care for them – we get a better understanding of their needs and challenges. That knowledge inspires our innovation.

This approach has brought us close to our customers. It has allowed us to deliver pioneering products and made us the best performing medical device company in the world.

We're very proud of that. But we have more work to do.

## The challenge

Our products and services are currently helping millions of people worldwide. But there are millions more who need our help. So we have to find ways to give more people access to our offerings.

We also have to adapt to a new reality in healthcare.

Healthcare systems are under pressure. So payers are not only looking for great products at a good price; they are looking for effective outcomes, supported by solid data.

Patients are no longer just users. They are consumers with a choice, empowered to make informed decisions about their own treatment. They demand more than products from their care experience.

New technologies are revolutionising healthcare. In our field, wearable devices, AI technologies, apps and robotics are redefining the way we design and deliver intimate healthcare solutions.

To respond to this reality – and deliver on our mission – we have to raise our game.

## Our ambition

Building on our strengths, we're developing the consumer healthcare company of the future.

One that keeps raising the bar for clinically differentiated products. One that responds to the need for full solutions by combining innovative products and personalised care services. One that harnesses digital technologies to enhance treatment and deliver the outcomes that users, healthcare professionals and healthcare systems are looking for.

**Kristian Villumsen**  
CEO







Keagan

*“For us, it’s about more than products. It’s about giving people the care and support they need to live their lives to the fullest. That’s what we fight for.”*

Kristian Villumsen  
CEO, Coloplast



# Product + service = better outcomes

With healthcare budgets stretched to the limit, payers are not only looking for great products at a good price; they are looking for improved outcomes. At Coloplast, we're committed to delivering that. By offering a full solution that improves clinical outcomes, increases patient satisfaction and simplifies care.

### Healthcare under pressure

In the US, 22% of ostomy surgery patients are readmitted to the hospital within 30 days.<sup>1</sup> And more than one out of five people with an ostomy visit emergency rooms for preventable medical issues.<sup>2</sup> For continence patients, the stats are very similar. Within the first 30 days of starting intermittent catheterisation (IC), 16% of patients not enrolled in a patient support programme make use of emergency services and 10% experience overnight hospitalisation.<sup>3</sup>

Facts like these are changing hospital reimbursement structures, forcing hospital systems to rethink their strategies and focus on value-based care and patient satisfaction.

As the global market leader in intimate healthcare, we're committed to ensure the best possible outcomes for patients as well as the authorities footing the bill. That's why we're offering a full solution that combines innovative products, personalised support and, in several markets, direct-to-consumer delivery.

### Patient and budget benefits

Great products don't automatically generate better outcomes. Each patient's life is different; and so are their needs and challenges. Many need personalised support to manage routines correctly and prevent adverse events.

Patients using our products get access to the Coloplast® Care programme, where skilled staff are ready to support them for as long as they need it. In many markets, this offering also includes a direct-to-consumer delivery, so patients can order their products directly through a Coloplast distributor.

The combination of innovative products and personalised care is a win-win for patients, healthcare professionals and payers.

Patients who get the support they need have fewer complications and get on track with their treatment faster. This frees up time and resources in clinics and hospital units for healthcare professionals – which ultimately reduces costs and relieves pressure on healthcare budgets.

### Documented results

The full solution offering varies from country to country, responding to different healthcare systems. But the concept is the same. And the results are very positive.

The 'One Solution' study, conducted in the US market, compares enrollees in the Coloplast Care programme with patients outside a patient support programme. Results show 55% fewer hospital readmissions and 63% fewer emergency room visits among Ostomy Care patients enrolled in Coloplast Care.<sup>2</sup> Similarly, among IC patients, the use of emergency services within the first 30 days was reduced by 47% and hospital overnight admissions by 77%.<sup>3</sup>

Additionally – as the study also showed – a hospital conversion to our products and using the American College of Surgeons pre-op home skills kit gave patients a better care experience. Among ostomy patients, the patient satisfaction score increased by 25%.<sup>4</sup>

As these figures clearly document, the combination of innovative products and personalised support for the full course of treatment, is delivering better outcomes, a better care experience – and, as a result, a reduction in healthcare spending.

### The One Solution studies

In the US, we have conducted two studies to document how the combination of products and personalised care services has simplified processes, improved patient outcomes and increased patient satisfaction. The first One Solution study was conducted in 2016 among people with an ostomy; the second in 2019 among patients using IC.



*“I think Care offers wonderful resources, not just specific to products and the stoma itself, but also the social and emotional support and the possibility to have somebody to talk to over the phone, or be able to access the website.”*

### Keagan

Keagan 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.

Following a perforated colon, Keagan only had 1½ days to consider whether she wanted a stoma. Coming home after eight months of hospitalisation, she had nobody to talk to about it. Later, Keagan learned about Coloplast® Care, and today she is a strong advocate, as she believes Care can help getting you to the right product faster, as well as into good routines sooner.



Making life  
easier for  
people with  
intimate  
healthcare  
needs\_

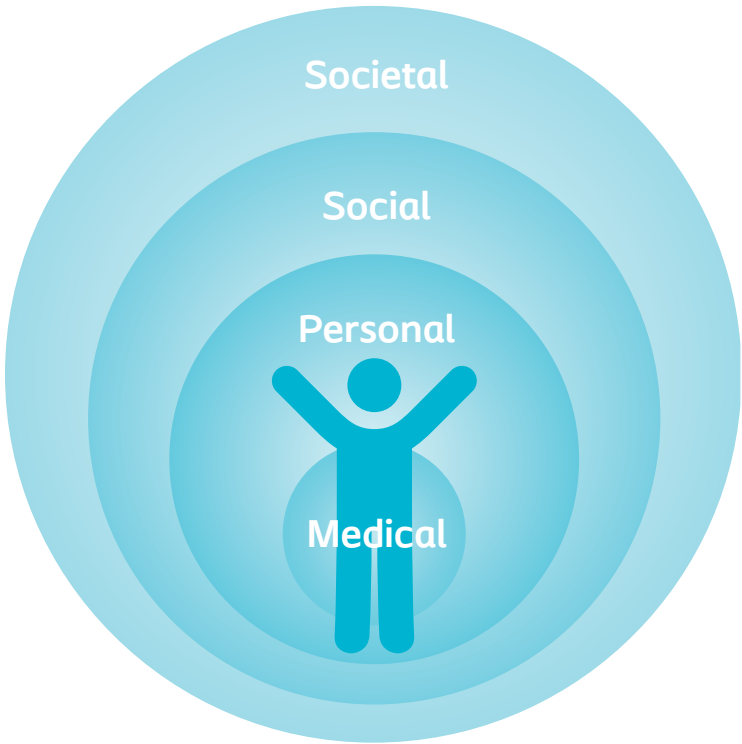
Mesha

How we do things differently

# Leading with a unique perspective

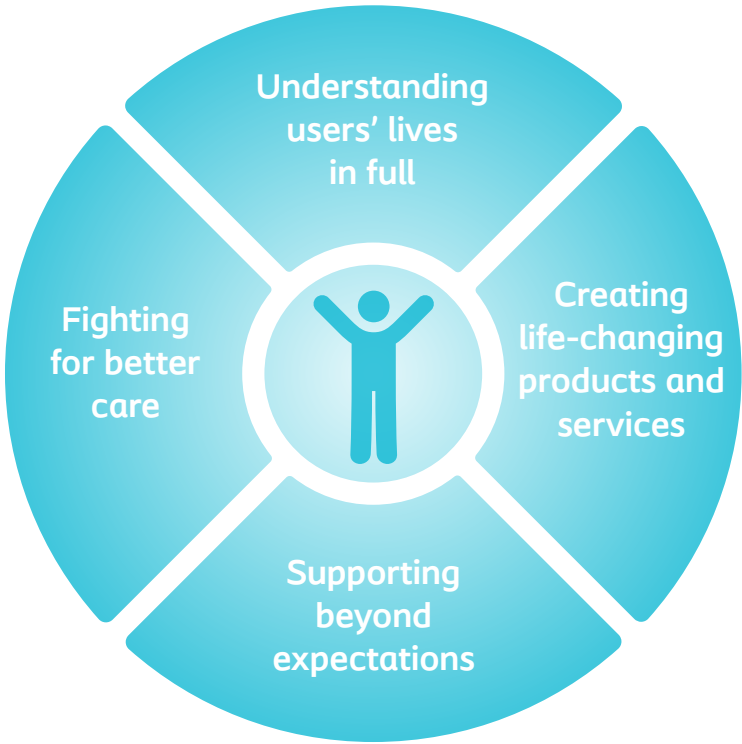
Everything changes when you think from a user’s perspective. Users’ ambitions drive us – seeing the context of their lives, not just their conditions. With this broader perspective, recognising the importance of quality of life, we can develop the products and services that move care forward.

- 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, 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\_





# 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.

91%  
of people with a stoma  
worry about  
leakage  
and more than  
76%  
have experienced leakage  
over the last six months<sup>5</sup>






Up to  
28%  
of diabetic foot wounds  
may result  
in amputation<sup>7</sup>






Intermittent  
catheter users  
have  
2.7  
urinary  
tract  
infections  
on average  
per year<sup>6</sup>

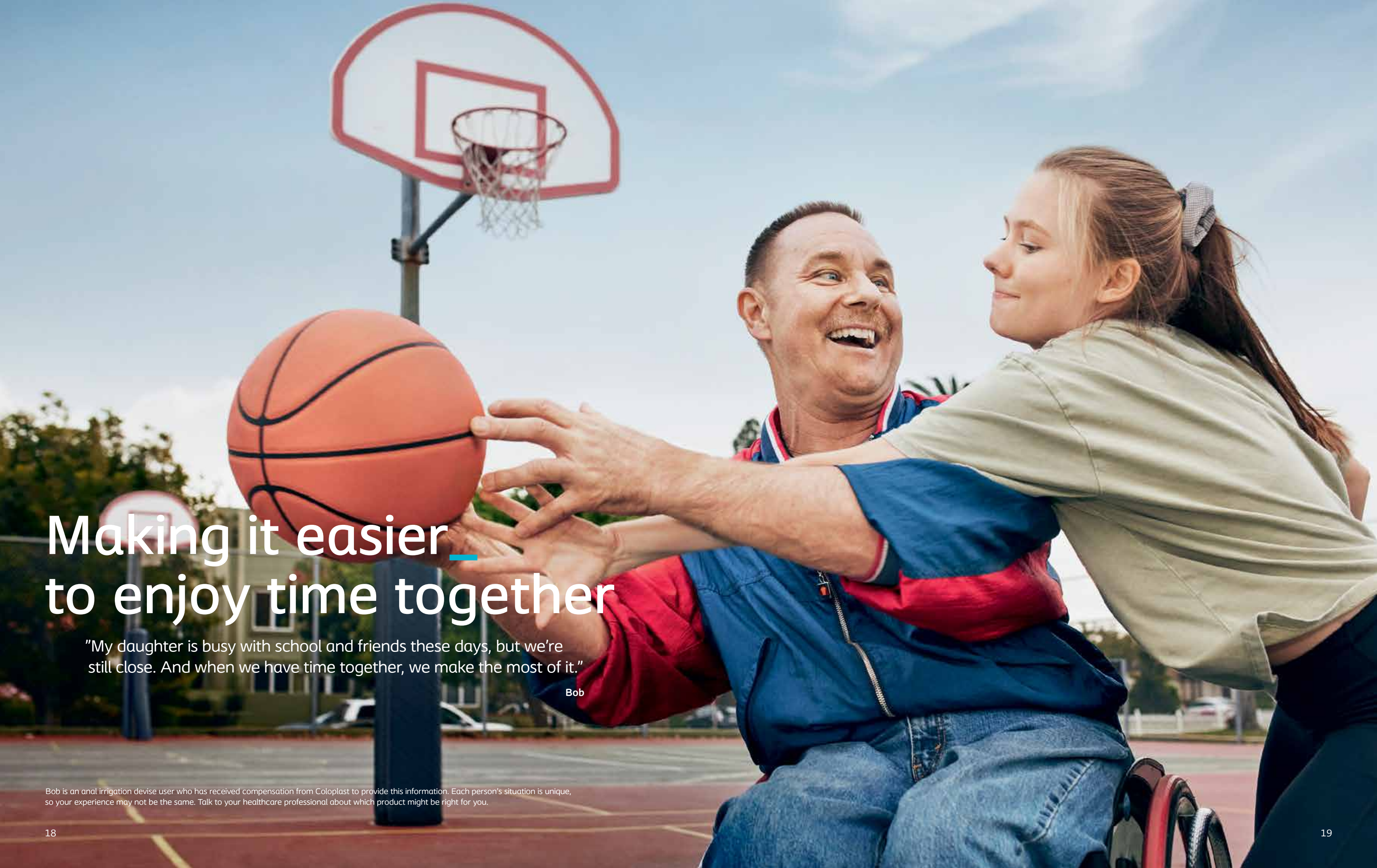


♂ Erectile  
dysfunction  
will affect nearly  
350  
million  
men worldwide by  
2025, with only around  
20%  
seeking treatment<sup>8</sup>









# Making it easier to enjoy time together

"My daughter is busy with school and friends these days, but we're still close. And when we have time together, we make the most of it."

Bob

Bob is an anal irrigation 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.



# Our strengths are reflected in each of our business areas



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



**Wound & Skin Care**  
Advanced solutions designed to improve skin care and help wounds heal.



**Continence Care**  
Effective solutions for bladder and bowel management.



**Interventional Urology**  
Life-changing devices for urological and gynaecological treatments.







Henry

*“For Henry, freedom’s everything. For him to have a bag that allows him to move around freely, gives him a better quality of life. And that means everything to me.”*

**Mark, Henry’s dad**

Henry was born with Hirschprung’s Disease. In his first two years, he was in and out of hospitals due to painful constipations. At the age of two, he got a colostomy and it changed everything for him and his family. Today, Henry is enjoying everything that any little boy would do and not letting his condition stop him from climbing the jungle gym.

Henry is an ostomy device user. His parents 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 a leakage 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 gets under the baseplate. This is not only very uncomfortable but also costly to treat.

### Designing to reduce leakage and general complications

With BodyFit Technology we have taken fit, flexibility and comfort to a new level, creating a portfolio of innovative ostomy solutions that reduce the burden of leakage and enable users to live the life they want to lead.

An appliance that provides a secure fit to the body is key when it comes to preventing 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 – for all ages and body shapes. In 2019, we completed our range with a unique series of products for babies and kids. Like the rest of the range, these new solutions are designed to create a secure fit for our youngest users, making life easier for them and their families.

### 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.





*“He is so active – the fit against his body is one of the most important things for us, so he can run around like any other child.”*  
**Sam, Henry’s mum**

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.

Every other year, Coloplast Professional also invites nurses and specialists working in the field of stoma care to Coloplast Ostomy Days where we present the latest clinical insights and product innovations, and share best practice approaches. The 2018 event was particularly significant as it marked the completion of the two-year process towards a global consensus on clinical practice guidelines for stoma care. The final consensus document, approved by more than 600 delegates from all over the world, provides expert guidance on how to assess body and stoma profiles, select the right product, and engage and educate patients.

Furthermore, for the past 20 years, our Coloplast® Ostomy Forum (COF) has enabled nurses to share insights with each other and with our product designers, engineers and scientists. There are currently more than 600 leading nurses from over 20 countries involved in COF.

Through COF, we also sponsor the development of new tools and guidelines for clinical practice. In connection with the launch of our new range of products for premature babies and kids, seven COF nurses with extensive experience treating babies and kids living with a stoma published a best practice guideline, so colleagues working in the field can learn how to provide effective care for this special group of patients.

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 sharing best practice approaches for the right management routines.

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. Here, Coloplast is working with local partners to raise awareness – among authorities and healthcare 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. Our 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. To make life easier for patients and improve outcomes, we are also piloting a number of digital health solutions, which can help patients better understand, monitor and manage their condition.

Approximately

**1.45** million people

live with a stoma in the US and EU alone <sup>9</sup>



**35-40%**

global market share <sup>10</sup>

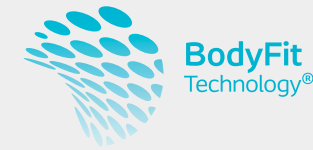


**7%**

organic growth rate <sup>10</sup>



## Our latest product innovations within Ostomy Care



reddot award 2019 winner



#### SenSura® Mio Baby\*

A customised solution for our youngest users designed to fit the contours of infants and babies while providing a long wear time to minimise disturbance. The refeeding window and soft outlet allows for easy facilitation of refeeding.

#### SenSura® Mio Kids

Specially designed for kids, aged six months to four years, the star-shaped adhesive hugs the small, round bellies while giving more flexibility in terms of placement. The rim features fit zones that increase the flexibility for optimal movement.

#### 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 tight 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 and Canada, this product is not indicated for refeeding.

\*\* In the US and Canada, this product is called SenSura Mio Convex Flip.

\*\*\* In the US and Canada, this product is called Brava Elastic Barrier Strip.

\*\*\*\* In Canada, this product is called Brava Protective Ring.



# 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. And give them the freedom to live the life they want to lead.

## 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.



17-year-old Brenda was involved in a car accident that left her with a broken spine. She found strength in physical activities – firstly at a recreational level. Today, nine years later, she's working to become part of the Argentinian Paralympics rowing team in Tokyo 2020.

*"Sport has always been part of my life and it helped me recover from a depression following the accident. You gain strength from sport, and it really opens your mind."*  
**Brenda**

Brenda 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.





*"I stay positive – now I see that things could have gone much worse and today I'm actually in a good place."*  
**Brenda**

### Enabling through clinically-advanced innovation and design

Our transanal irrigation system is an alternative to more invasive surgical procedures when laxatives fail. 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

We work closely with healthcare professionals to turn valuable expertise and experience – theirs and ours – into better products and more effective management routines. Most of this collaboration takes place through CAB, our Continence Advisory Board, which counts 250 continence care nurses from 15 countries. Apart from inspiring our product development, CAB is also a great forum for knowledge sharing among its members.

Our educational development activities update nurses and doctors on the latest product innovations and provide practical tools that they can use to teach their patients good compliance routines. We have recently launched the MENTOR tool (Monitoring Efficacy of NBD Treatment on Response). Developed in close collaboration with leading experts in bowel management, this tool can help healthcare professionals assess current bowel treatment and identify if change is required to improve bowel management for SCI patients.

Our events offer a platform for exploring new perspectives and promoting best practice approaches in our field. In the Spring of 2019, we held our first Coloplast Continence Days conference – a unique event which brought together 600 experts, doctors and nurses from all over the world. Looking into

different aspects of neurogenic bladder and bowel management, the conference presented the latest insight from the world of science and the frontline of clinical practice. This event also saw the launch of our UTI Risk Factors Model.<sup>11</sup> Based on a holistic approach to the understanding of urinary tract infections, this model supports healthcare professionals in minimising the risk of UTIs among their IC patients.

In addition to providing training and support for nurses and doctors, Coloplast® Care, our patient support programme, offers users an extra line of support. Under this programme, catheter users get access to tools such as My Continence Check, which gives them the practical support they need to maintain good self-care routines. For patients with bowel issues, we provide the Peristeen Success Package to help them into good transanal irrigation routines.

Our consumer care experts not only advise users on how to deal with bladder and bowel issues and how to adjust their product usage. They are also a source of hope and inspiration when users are going through difficult times by supporting them in their daily routines.

### Capacity building and fighting for reimbursement globally

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, we are currently advocating for better care for neurogenic bladder patients. Similarly, in Australia, we have 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.

Each year up to

**400** thousand people

need continence care after suffering a spinal cord injury<sup>12</sup>



**~40%**

global market share<sup>10</sup>



**8%**

organic growth rate<sup>10</sup>



## 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.



### Conveen® Active

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



### 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.



# 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 by reducing exudate pooling and fighting infection and biofilms\* – and in this way 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 must respond to each change in the right way to ensure optimal healing. That is why we are dedicated

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

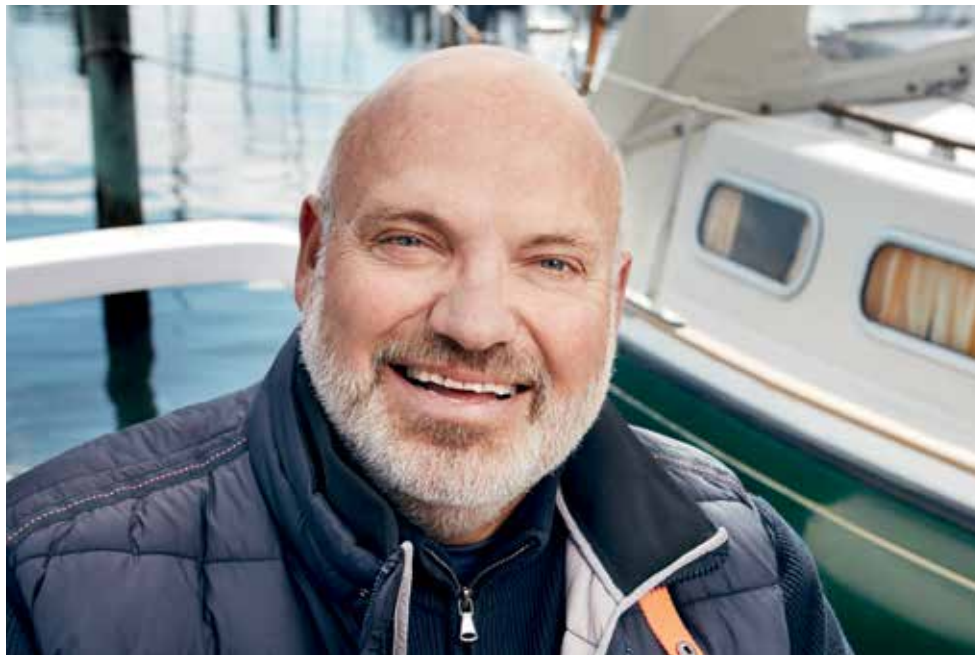


Flemming has had venous leg ulcers for many years due to complications at birth and a genetic mutation. Despite his chronic wounds, Flemming’s wound treatment allows him to stay active and do what he loves the most: be at sea.

*“I love taking my boat out, and I do so whenever I can. Sometimes, the weather stops me. But I won’t let my condition stop me.”*  
**Flemming**

Flemming 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.





*"My wounds are part of who I am, so it is great to have dressings that allow me to live my life as I want to."*  
**Flemming**

to sharing deeper knowledge and guidance through our education and collaboration platform, Coloplast® Professional.

To increase knowledge of modern wound healing principles and improve the standard of care for wound patients around the world, we have developed Coloplast® HEAL. HEAL is an internationally endorsed education programme that offers clinically relevant and easy-to-access training courses on a variety of wound care topics. All of these have been developed in close collaboration with international wound care experts and endorsed by EWMA (European Wound Management Association).

To support healthcare professionals with practical guidance, we have also developed the Triangle of Wound Assessment®\* – a holistic wound assessment framework that guides healthcare professionals to a systematic and intuitive way of assessing and managing all three areas of the wound: wound bed, wound edge and periwound skin.

Coloplast HEAL and The Triangle of Wound Assessment 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.

#### Driving change through closer collaboration

We fight to raise the global standard of wound care. Since 2014, we have 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.

We have also sponsored the training of around 90 doctors, whose knowledge and expertise have spread to other hospital. This has already helped to reduce the amputation rate for patients with diabetic foot ulcers and increased the wound healing rate on a national scale.



\* In the US and Canada, The Triangle of Wound Assessment is not available.

## Our latest product innovations within Wound & Skin Care



#### Biatain® Silicone with 3DFit Technology

Biatain Silicone is developed to reduce exudate pooling in the wound bed. With its 3DFit Technology, Biatain Silicone conforms to the wound bed to reduce exudate pooling, creating optimal healing conditions for chronic and acute wounds. Biatain Silicone is also available with silver for infected wounds. Biatain Silicone and Biatain Silicone Ag come in a broad range of sizes and shapes.



#### Biatain® Fiber with HexaLock Technology\*

To address challenging wounds, such as highly exuding wounds, sloughy wounds and cavity wounds, including undermining, we have expanded our Biatain portfolio with a reinforced gelling fiber dressing. The unique HexaLock Technology integrates the gelling fibers in a reinforced hexagon net, giving Biatain Fiber strength to lock in exudate to reduce exudate pooling for optimal healing conditions.

\* Product availability depends on markets.



# 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.



*“It is so rewarding when I see them getting better and their lives improve.”*  
**Dr. Pedro Maria**

Dr. Pedro Maria is a urologist physician specialised in prostate cancer surgery and penile implants. For the past 10 years, he has been guiding patients down the care pathway into finding solutions to their erectile dysfunction condition.

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





*“Dealing with that problem on a daily basis and not being able to love the person you love was just so frustrating. Today, my life has turned around more than 100%.”*  
**Martin**

#### 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.



Martin and his daughter

Martin tried several treatments before deciding to have surgery for erectile dysfunction. Today, he doesn’t have a problem making love to his wife anymore.

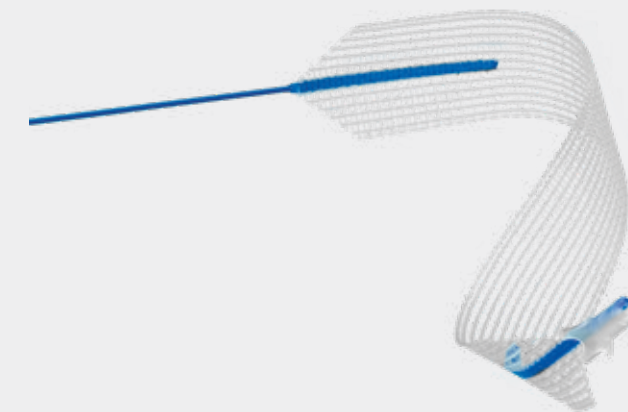


Martin is a penile implant recipient who has received compensation from Coloplast to provide this information. Each person’s situation is unique, so your experience may not be the same. Talk to your healthcare professional about which product might be right for you.

## Our 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 man and a woman are sitting on a sandy beach, smiling at the camera. The man is in the foreground, wearing a red t-shirt, and the woman is slightly behind him, wearing a blue shirt and a green jacket. In the background, there are several palm trees and a volleyball net on the beach.

# Making it easier\_ to follow your heart

"I felt lonely and incomplete when I wasn't capable of sex. Since I found a solution, I have started dating again and my life has opened up."

Brian


Brian is a penile implant recipient 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.





*"It's difficult to imagine that you would be able to discuss intimate details over the phone with someone you've never met. But I immediately felt comfortable doing that."*  
**Rob**

When Rob learned that he had to self-catheterise following a prostate surgery, he was very reluctant. He felt his privacy was violated, and he feared it would limit his lifestyle. After being introduced to Coloplast® Care, he felt he was getting the information he needed to ease the process.

 **83%**  
of users say Coloplast Care improves their stoma-related quality of life <sup>15</sup>

  
Together with healthcare professionals, Coloplast Care can help patients transition home and live the life they want to lead.

Rob 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.

Coloplast® Care

# 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.

Coloplast Care is developed in close collaboration with nurses. It reflects our shared commitment to help patients better manage their own care.

The programme offers straightforward advice, personalised support and inspiration - through our website, by email, and over the phone, where our specialised advisers will answer questions and offer advice about everyday challenges along with product usage.

In this way, Coloplast Care complements the care provided by nurses. Our role is to provide reliable answers to basic and recurring questions; help solve avoidable problems; and refer patients back to nurses when necessary.



With Coloplast Care, users get access to:



**Website and emails**  
A dedicated website and emails, with articles and reliable advice, relevant to the user's situation.



**The Ostomy Check  
My Continence Check  
My Peristeen® Check**  
Help users keep track of their stoma health or bladder and bowel issues through regular self-assessment.



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



**Product guidance**  
Access to product samples.

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



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 supports healthcare professionals – 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 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 gives 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:




**Fundamentals**  
Gain or refresh essential knowledge and insights in your specialty



**Masterclasses & events**  
Broaden expertise and connect with peers



**Advisory boards & panels**  
Help create life-changing products and services



**Research projects**  
Pursue new ways to raise the standard of care

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.



Dr. José Truzzi

HEAL education programme reached

**26,000+**  
healthcare professionals in 17/18<sup>16</sup>



**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, we engage with healthcare professionals from 20+ countries.





# Developing a high-performing culture

We owe our position as the best performing medico company in the world to the talent and dedication of about 12,000 people across 41 countries. They come together in teams, where differences in age, gender and nationality are the key to high performance.

### Promoting diversity in teams

As a global organisation, we engage with employees, stakeholders and customers with different backgrounds from all over the world. So diversity is a given. And we also believe it's our greatest asset.

Across the company, we make sure that teams have a balanced mix of men and women, young and senior colleagues, and people with different cultural backgrounds. By ensuring diversity in teams across gender, generation and nationality, we believe that this ultimately will lead to more and divergent perspectives when it comes to decision-making, innovation and problem-solving.

### Practising inclusive leadership

Diverse teams don't automatically lead to better results. Diversity can only really flourish in an inclusive environment.

An inclusive work environment encourages different perspectives, ways of working and celebrates individual uniqueness. All our leaders must learn to practice inclusive leadership and foster an inclusive environment as part of their leadership discipline. That is why our leaders are trained in inclusion, diversity and unconscious bias.

By tapping into the skills and motivations of each team member, they put their talent into play. When individual members are valued and empowered in this way, diversity becomes a collective force – and competitive advantage.

### Developing people

Dynamic teams are vital to our company's growth. So is the personal and professional development of each individual employee. Ambitious personal goals, supported by learning and development activities along with continuous feedback, help all of us to develop our talent – and take it as far as possible. And when talented individuals come together in dynamic teams, we have the key to a high-performing culture.







# Making it easier\_ to make that deal

"I was so glad to get back to work, it meant a lot to me. At first I worried about my ostomy appliance, but now I'm just focused on the job."

Mike

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.





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.

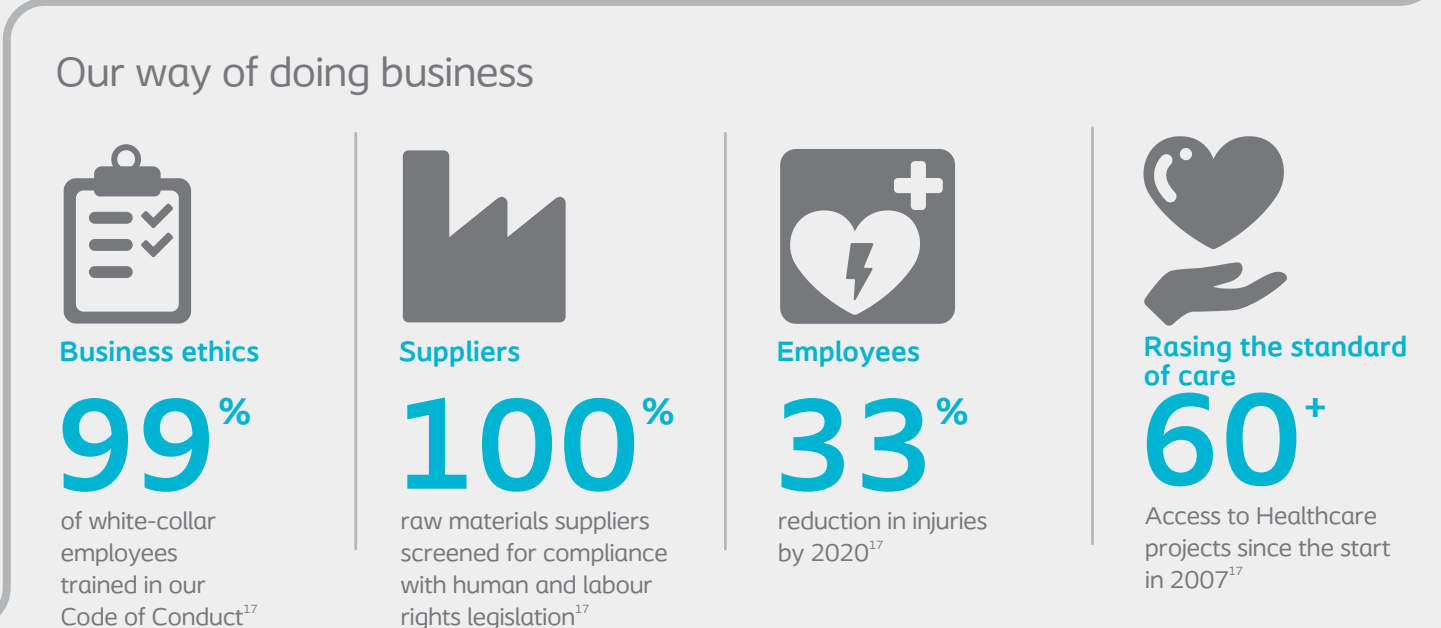
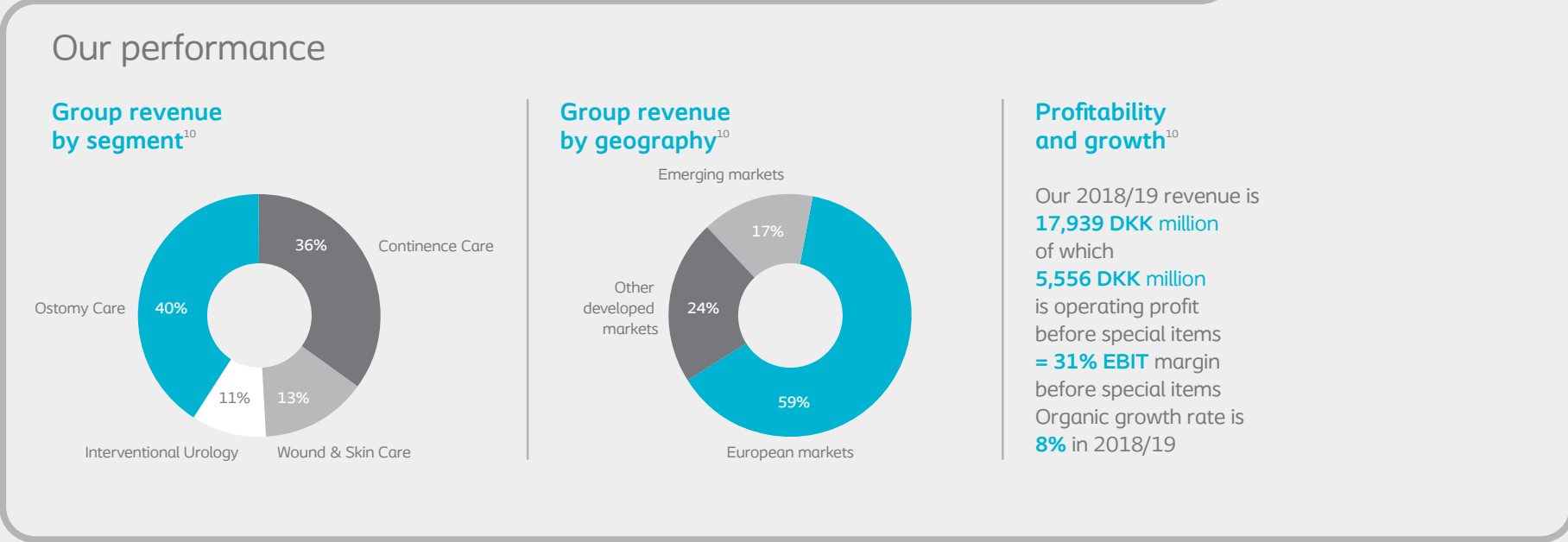
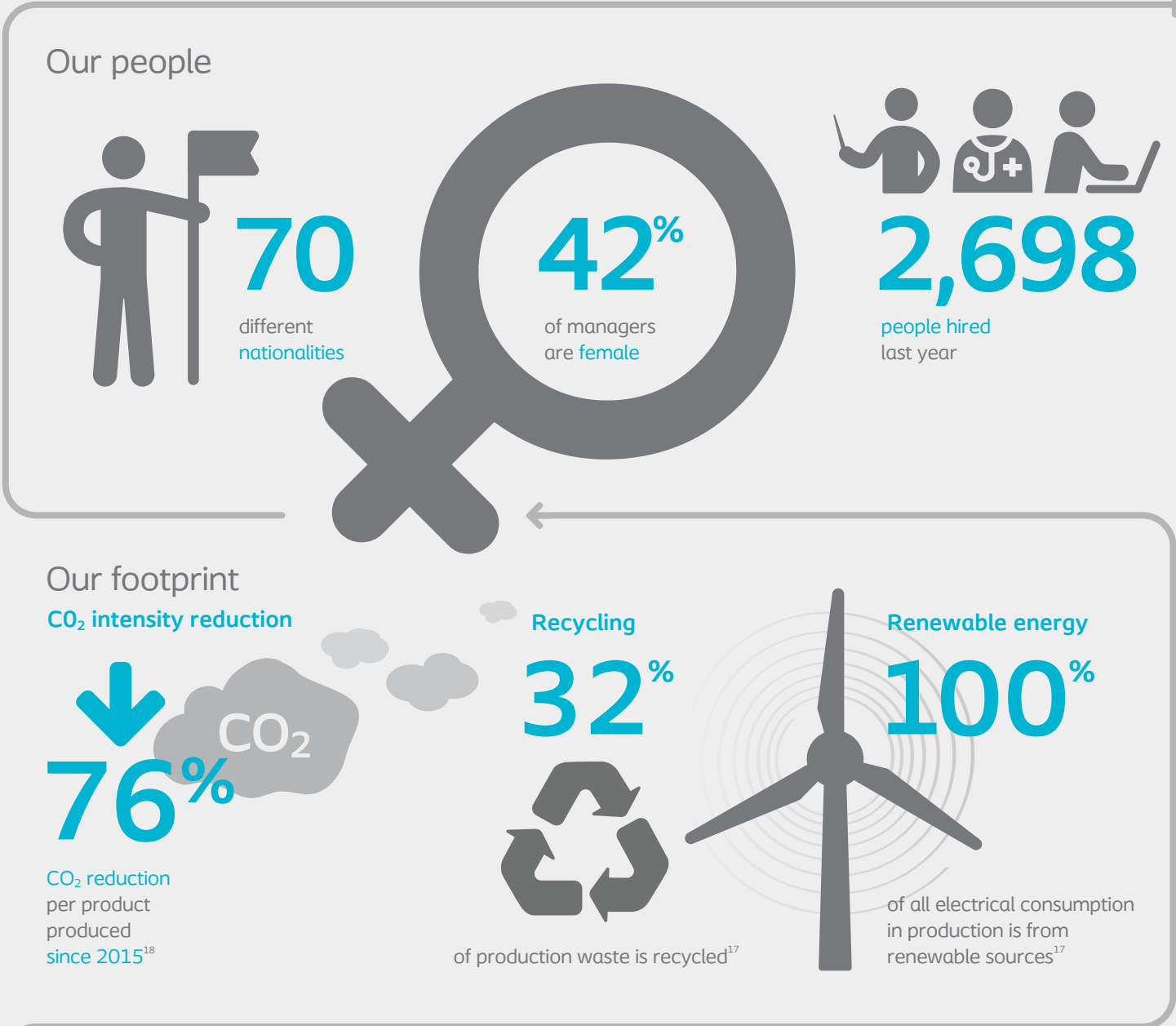
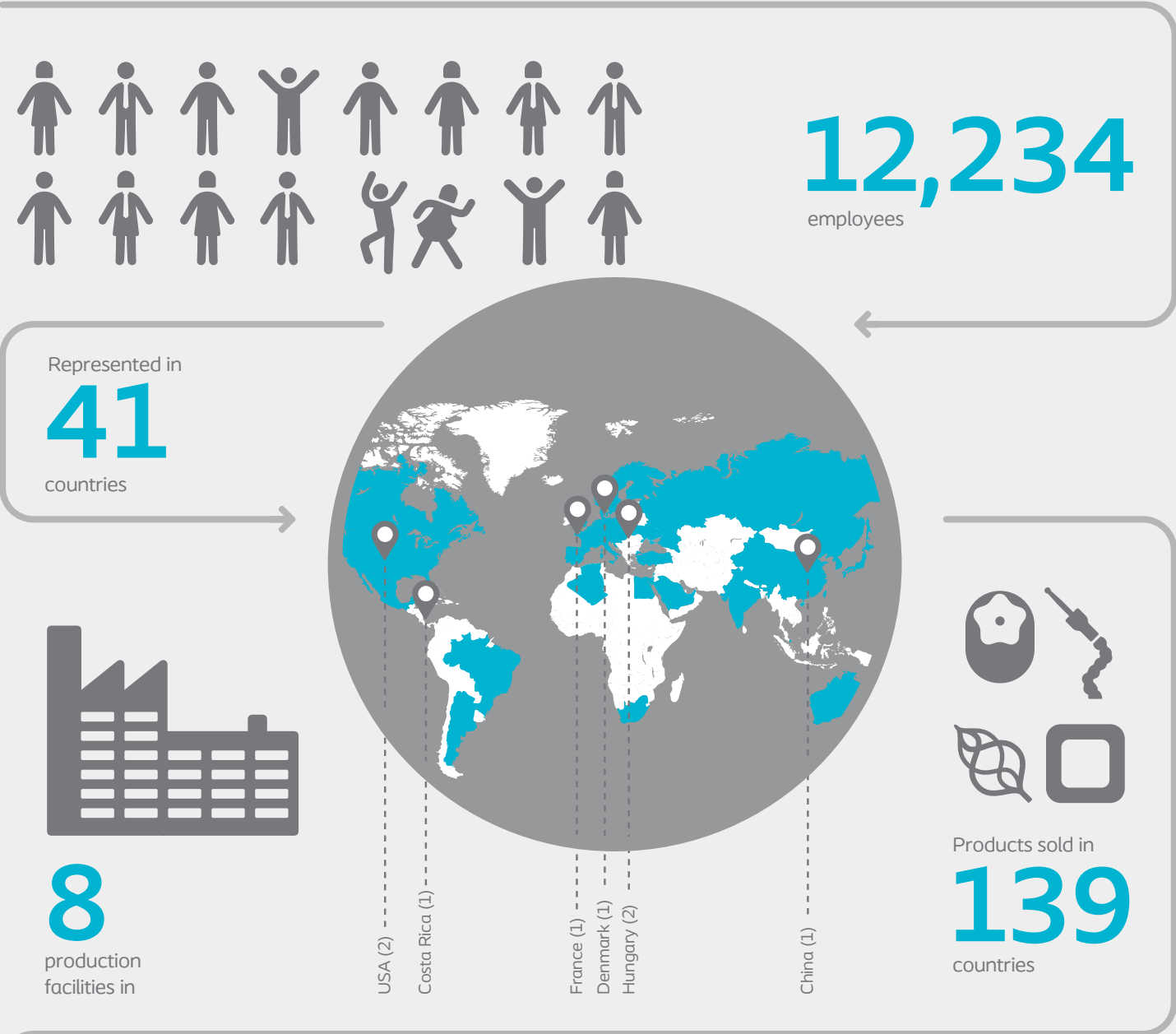
A simple solution that makes a difference.

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







# Making it easier to get back on track

"It took a while but now I have taken back control.  
I'm trying new things, pushing my limits again."

Alessia

Alessia 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.



**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, curvaature 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.  
**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.  
**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 explantation. 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.  
**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. 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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