

## **ConvaTec Launches me+™ recovery, First-of-its-kind Programme with Education Accredited by the Royal College of Nursing**

- *Unique nurse education course focussed on importance of physical activity and movement to aid stoma patient recovery*
- *New addition to ConvaTec's me+™ consumer-focused support and service programme designed to resolve unmet needs and elevate the experience of living with a stoma*

**READING, UNITED KINGDOM (27 February 2017)** — ConvaTec Group Plc (“ConvaTec”), a leading global medical technology company, today announced the launch of the me+™ recovery programme for stoma patients, including a nurse education course which has been accredited by the Royal College of Nursing (RCN) in the UK.

The me+™ recovery programme, the latest addition to ConvaTec’s holistic and empowering me+™ direct-to-consumer programme, provides advice and support about the importance of movement and physical activity after stoma surgery. The programme aims to aid recovery, improve long term outcomes and potentially reduce the risk of parastomal hernia. The evidence-based programme and 2-day RCN-accredited nurse education course are the first and only of their kind in stoma care.

Current clinical guidelines stress the importance of physical activity to patient recovery, and National Guidelines from the Association of Stoma Care Nurses (ASCN) recommend that stoma patients engage in appropriate abdominal and core muscle exercises after surgery, to rehabilitate the abdominal wall.<sup>1-3</sup>

Despite this guidance, results of a recent survey of more than 2,600 stoma patients conducted by ConvaTec found a high percentage of respondents reported that they did not get any advice or support about physical activity post-surgery from their surgeon, nurse, GP or other healthcare professional, nor received any advice about post-op abdominal exercises. The results of the survey were presented at the 2016 ASCN conference and are due to be published in 2017.

“There is no doubt that patients who adopt a more active recovery generally do better, not least their physical recovery progresses more rapidly. They also have a better quality of life, are fitter, healthier and tend to adapt to life with a stoma more easily,” said Professor Sina Dorudi, Consultant Colorectal Surgeon, The Princess Grace Hospital, London. “It’s also really important to spend some time concentrating specifically on abdominal muscle recovery and I would encourage patients to engage with the exercises such as those illustrated in the me+™ recovery programme.”

“Stoma care nurses set the scene for the future health and wellbeing of their patients. The me+™ recovery programme with RCN-accredited education demonstrates our commitment to providing nurses and patients with innovative resources that can help them improve outcomes and quality of life,” said Erik Zimmer, Vice President and General Manager, Ostomy Care. “Our goal is to continually launch new products and solutions that inspire people with stomas to live the life they want, and to help healthcare professionals achieve a higher level of care by giving them unparalleled tools, products and educational patient materials.”

The me+™ recovery programme consists of direct-to-patient materials, including a recovery handbook, video, and online support, combined with the 2-day training course for stoma care nurses. Materials and course content were developed in conjunction with nurses, patients, physiotherapists and surgeons; piloted with stoma care nurses and their patients; and peer-reviewed by experts in physiotherapy and colorectal surgery.

Following completion of the me+™ recovery training course, stoma care nurses will receive continuing education credits, as well as recovery handbooks for use with their patients. Patients will also be able to access programme materials by registering for the me+™ programme at [www.convatec.co.uk](http://www.convatec.co.uk). For more information, contact the ConvaTec me+™ team at 0800 467866.

### **About me+™**

me+™ is a consumer-focused support and service platform designed to help resolve unmet needs and elevate the experience of living with an ostomy. Through the me+™ programme, ConvaTec provides support to clinicians and caregivers, as well as personalized solutions for people living with an ostomy. This is done through ongoing resources, tools, honest information, emotional support and superior products. By combining our product offering with a robust service and support programme, it is our belief that people living with an ostomy are more likely to have good outcomes and a better experience of ostomy care.

Launched in 2014, me+™ recently expanded into continence care, supporting intermittent catheter users, in the US.

### **About ConvaTec**

ConvaTec is a global medical products and technologies company focused on therapies for the management of chronic conditions. The Company is listed on the London Stock Exchange (stock symbol: CTEC) and has leading market positions in advanced wound care, ostomy care, continence and critical care, and infusion devices. ConvaTec's products provide a range of clinical and economic benefits, including infection prevention, protection of at-risk skin, improved patient outcomes and reduced total cost of care. [www.convatecgroup.com](http://www.convatecgroup.com)

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AP-017440-GB

<sup>1</sup> American College of Sports Medicine roundtable on exercise guidelines for cancer survivors. Med Sci Sports Exercise 2010 Jul 42(7) 1409-26

<sup>2</sup> Move More. Your guide to becoming more active. July 2016 [www.macmillan.org.uk](http://www.macmillan.org.uk)

<sup>3</sup> ASCN Stoma Care National Clinical Guidelines 2016