



Ostomy Life Study 2016

G-COF meeting

March 2017

Coloplast Group – Ostomy Care / Continence Care / Wound & Skin Care / Urology Care





Why did we do the study?

To help raise the standard of care and **empower nurses** with knowledge and perspectives to support them in their everyday practice...

- by sharing insights on the everyday challenges that people with a stoma face ...
- as well as zooming in on the specific challenges of people's individual **body profiles**

Questionnaire was sent out to ~20.000 people with an ostomy on four different continents

>4.200 people from 13 countries completed the study

Response rate **~22%**

Respondents recruited through CORE* and local databases** and represent both Coloplast and non-Coloplast users

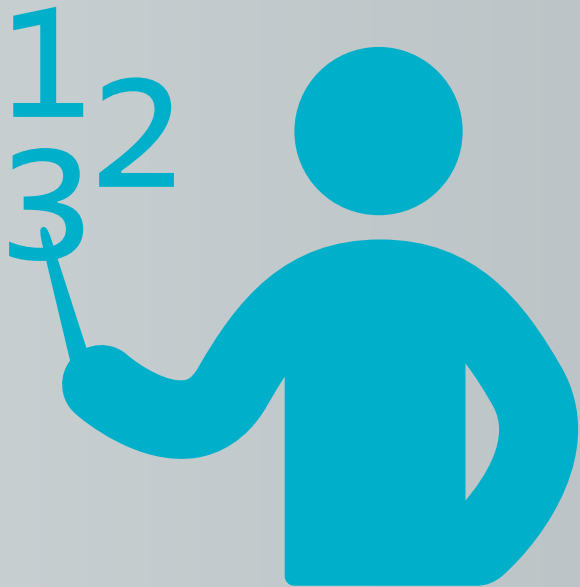
Data was collected from August 30th until October 3rd 2016 through an online questionnaire

Country	CORE*	Non-CORE**	Total
Total	1119	3116	4235
UK	251	139	390
FR	151	-	151
DE	233	-	233
NL	-	262	262
BE	-	380	380
DK	166	-	166
NO	-	411	411
SE	-	391	391
FI	-	384	384
US	318	-	318
CA	-	392	392
AU	-	363	363
JP	-	394	394

* CORE is Coloplasts online Market Research panel that covers UK, FR, DE, US, DK

** Non-CORE respondents have been recruited through customer databases

Demographic profile



In Coloplast, we use the body profile terminology to segment our users

REGULAR



INWARD



OUTWARD



Regular and outward are the two largest segments

Regular
body profile
53%

Inward
body profile
13%

Outward
body profile
34%

People living with an ostomy are typically above 50 years old with an equal distribution between men and women



52%

BUT...

People with an inward body profile are mainly woman, whereas more men have an outward body profile

Inward body profile

68%



Outward body profile

57%



Globally, the prevalence of colostomies and ileostomies are almost the same (~40%)

Colostomy



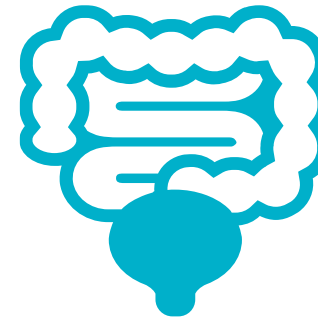
43%

Ileostomy



41%

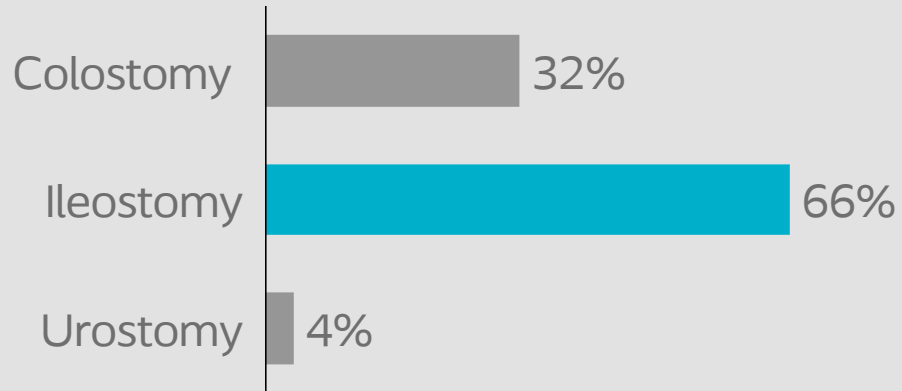
Urostomy



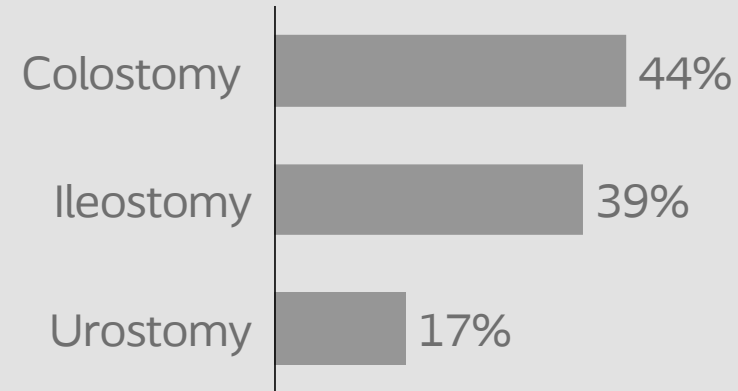
18%

However ileostomies are more prevalent among younger people

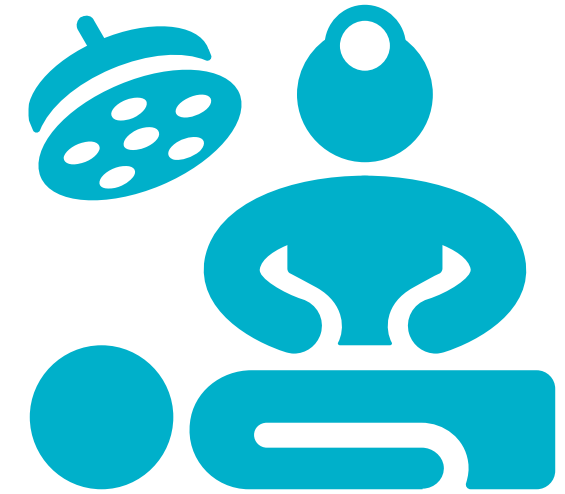
People aged up to 60 years



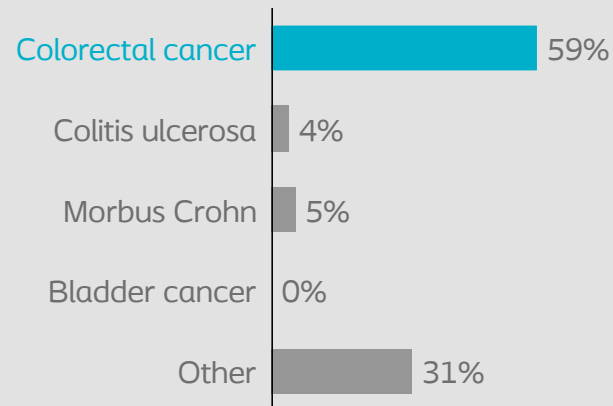
People aged more than 60 years



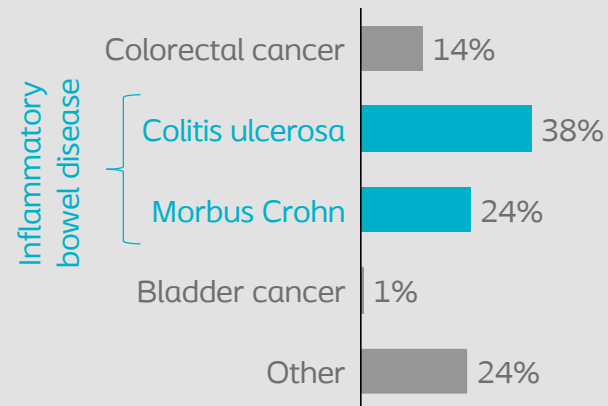
One of the reasons for this is that IBD diseases typically lead to an ileostomy



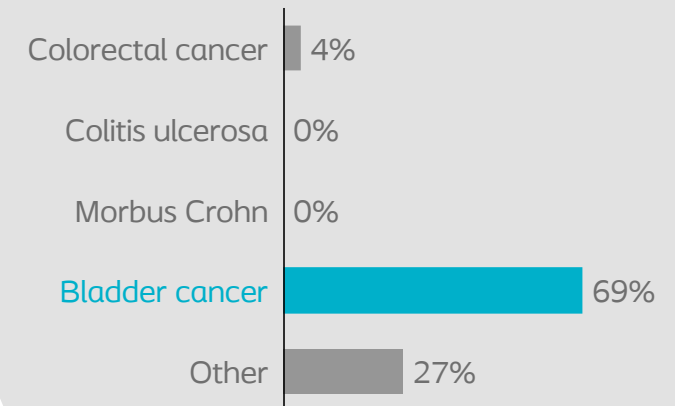
Reason for surgery among people with a colostomy



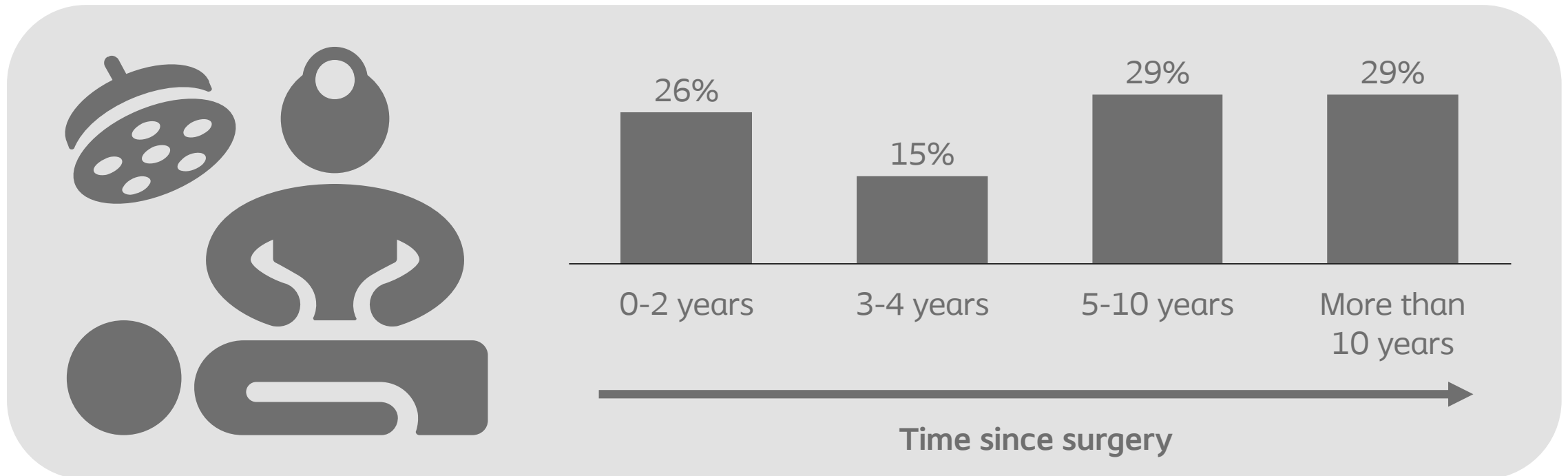
Reason for surgery among people with an ileostomy



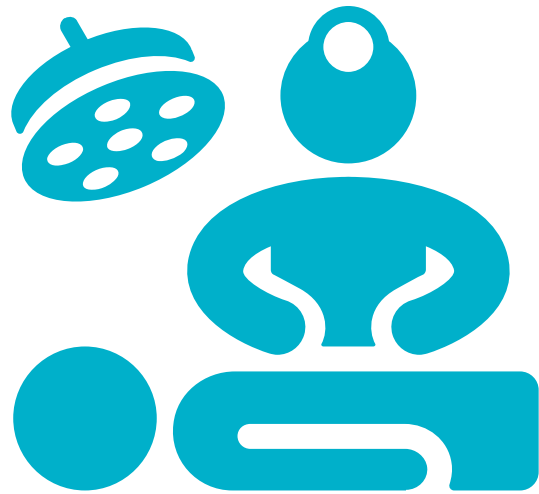
Reason for surgery among people with an urostomy



Some people are newly operated; others are highly experienced users



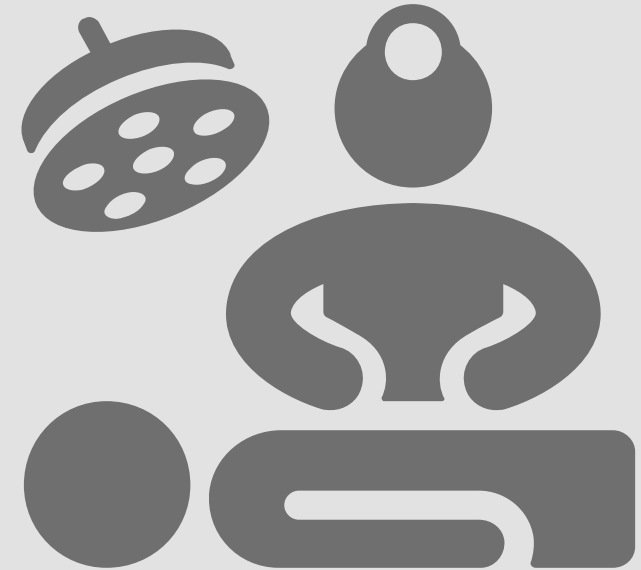
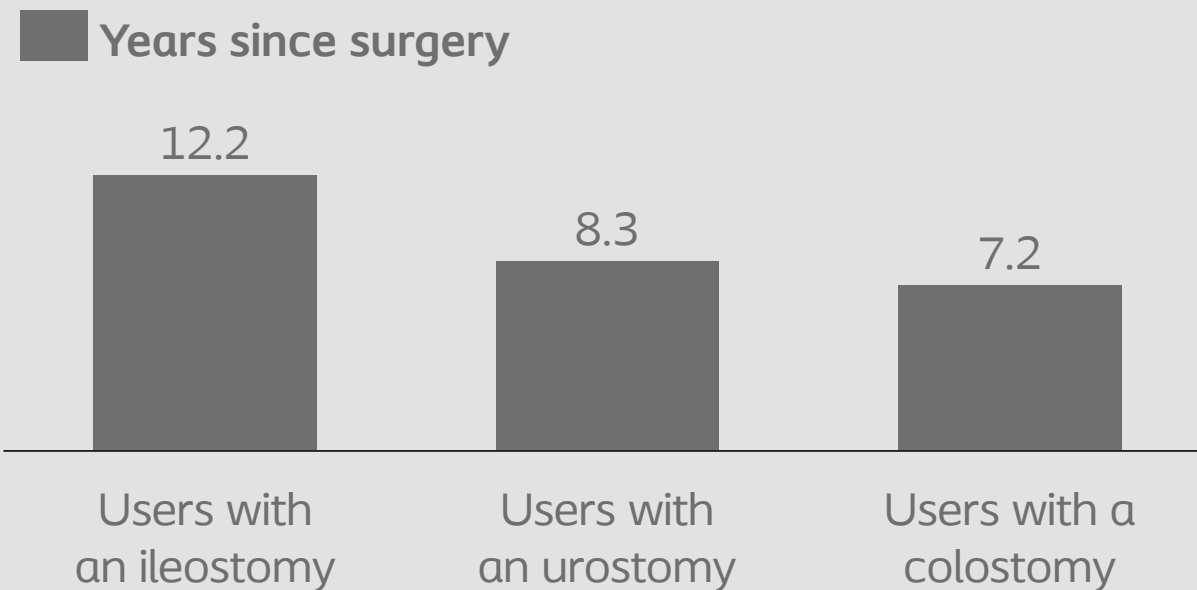
On average, users have been living with their ostomy for almost 10 years...



Time since surgery

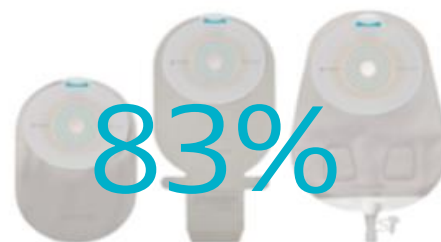
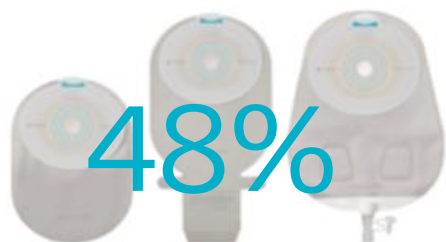
9.5 years

...however, people with an ileostomy have been living the longest time with their ostomy

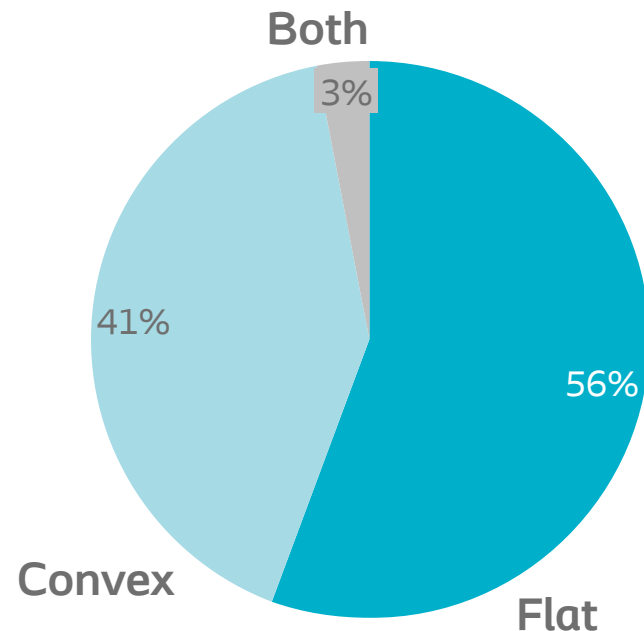


Product usage





~60% of people with an ostomy use a **flat** appliance and the remaining **40%** use a **convex** appliance

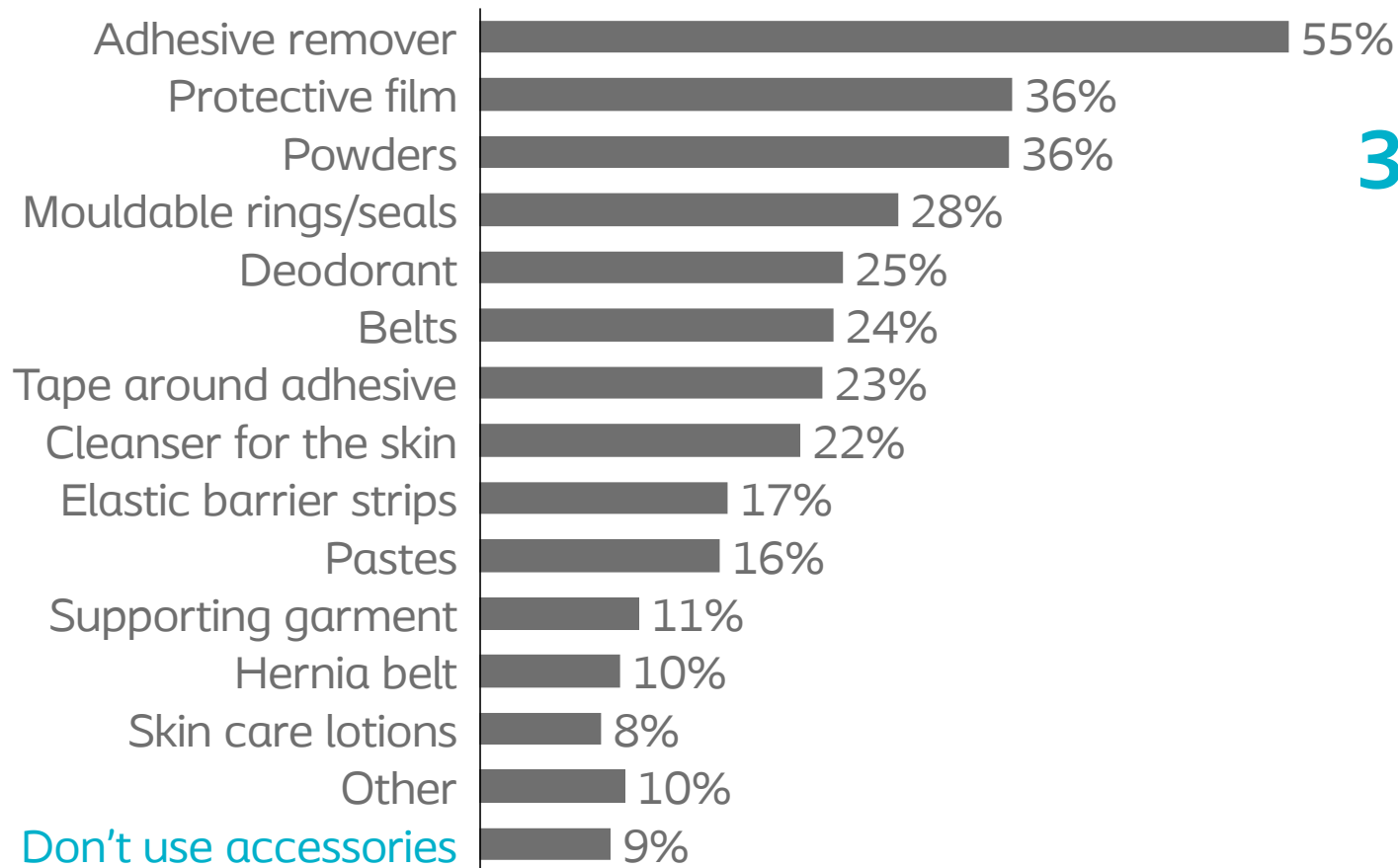


Inward body profile: 77% **convex**

Regular body profile: 63% **flat**

Outward body profile: 66% **flat**

91% of all people with an ostomy use accessories



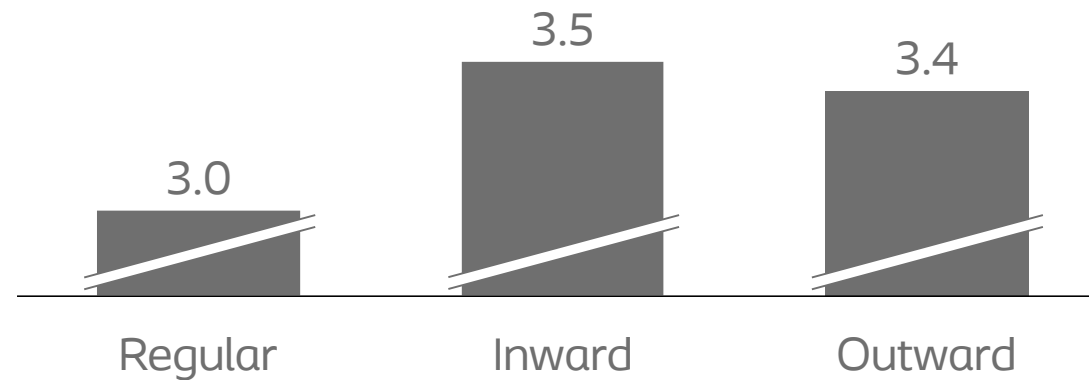
3.2 accessories are used on average



People with an outward and inward body profile use more accessories than people with a regular body profile



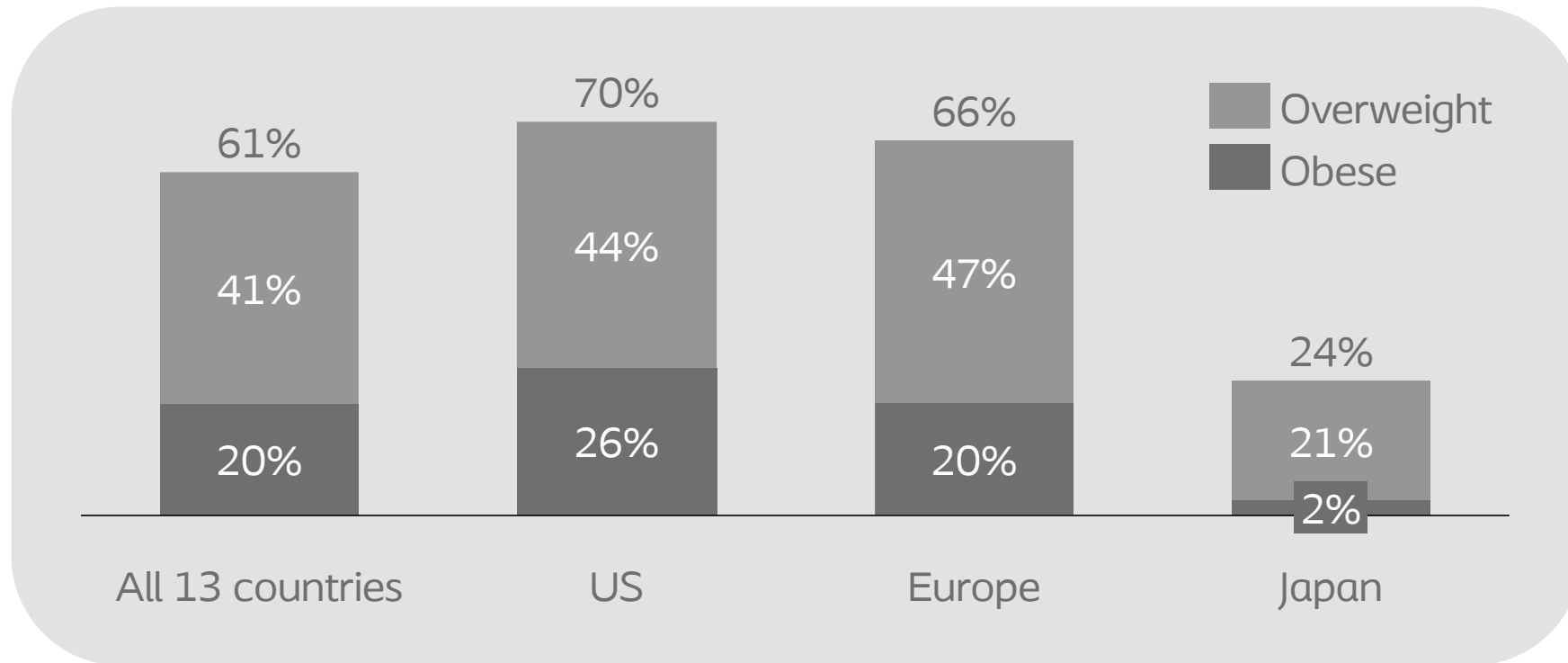
Avg. number of accessories used



Living with an ostomy



60% of all people with an ostomy are **overweight or obese** according to their BMI





So is this more
or less than the
population in
general?

LOWER

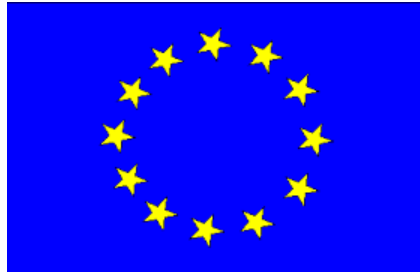
THE
SAME

HIGHER

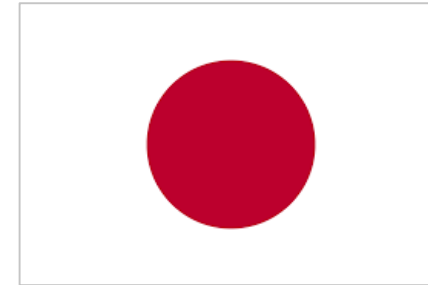
On average, people living with an ostomy have the same BMI as the population in general



~ 70% of
people are
overweight
or obese



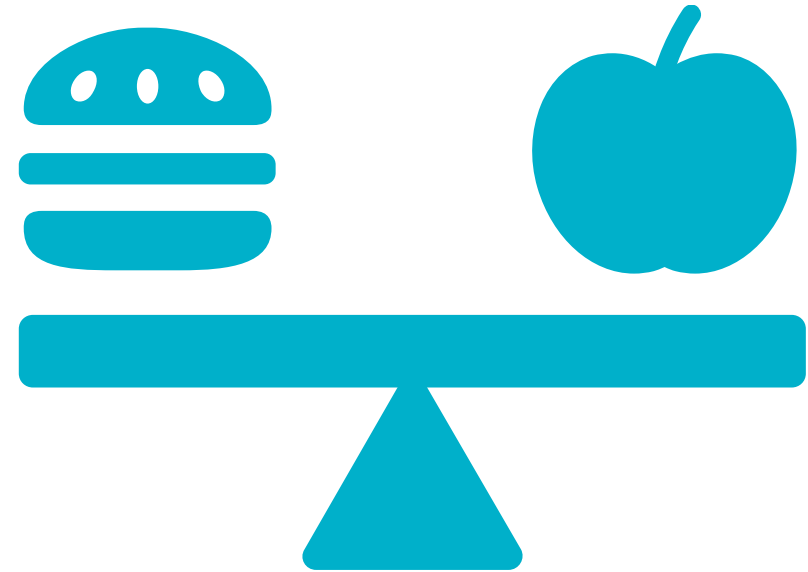
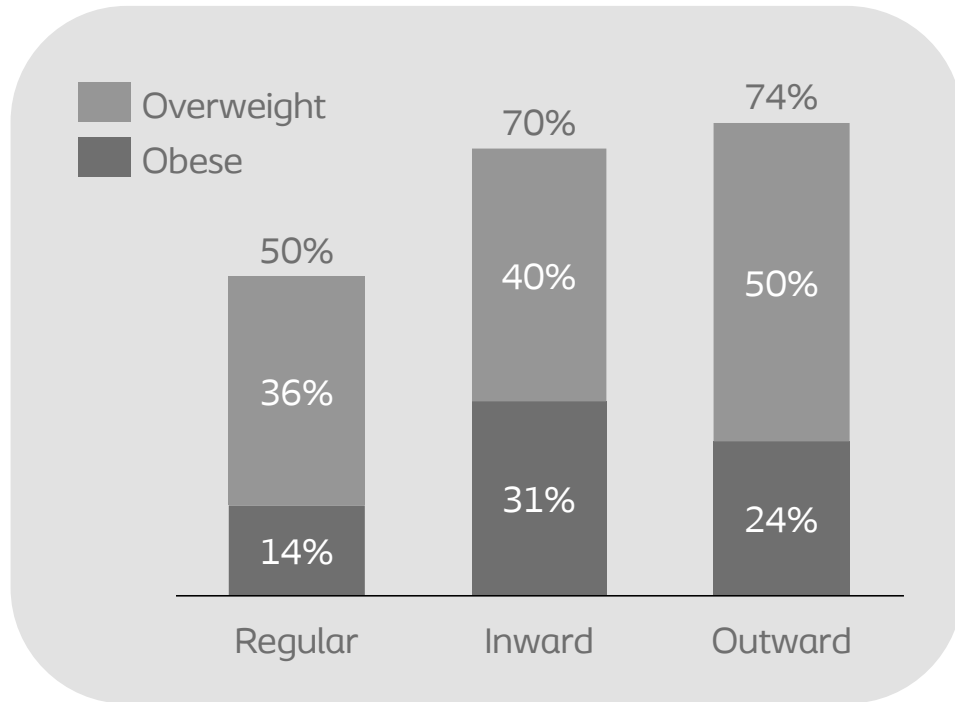
~ 65% of
people are
overweight
or obese



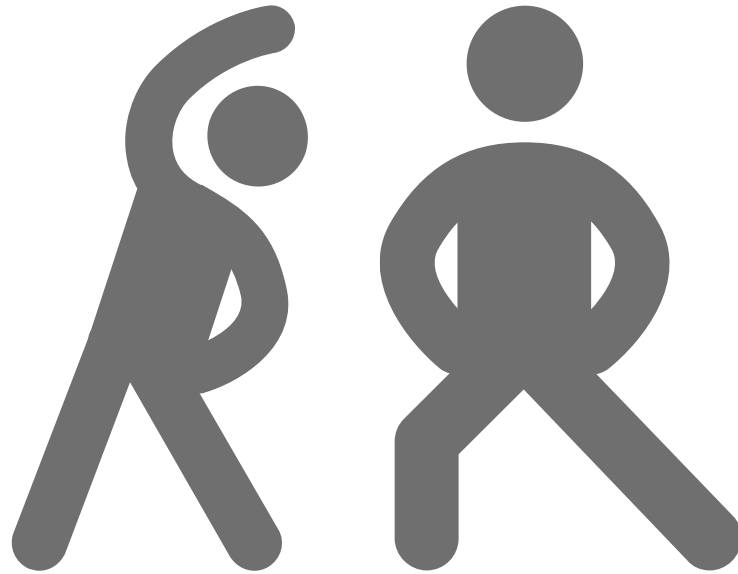
~ 30% of
people are
overweight
or obese

Data source: World Health Organisation (WHO)

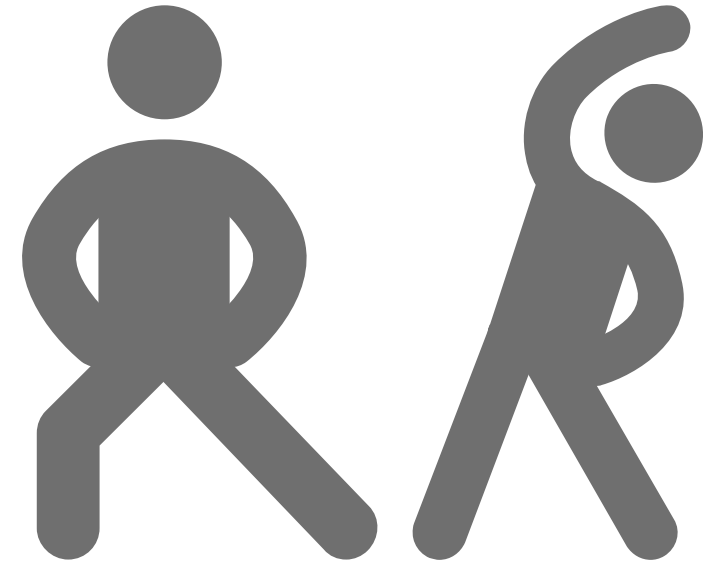
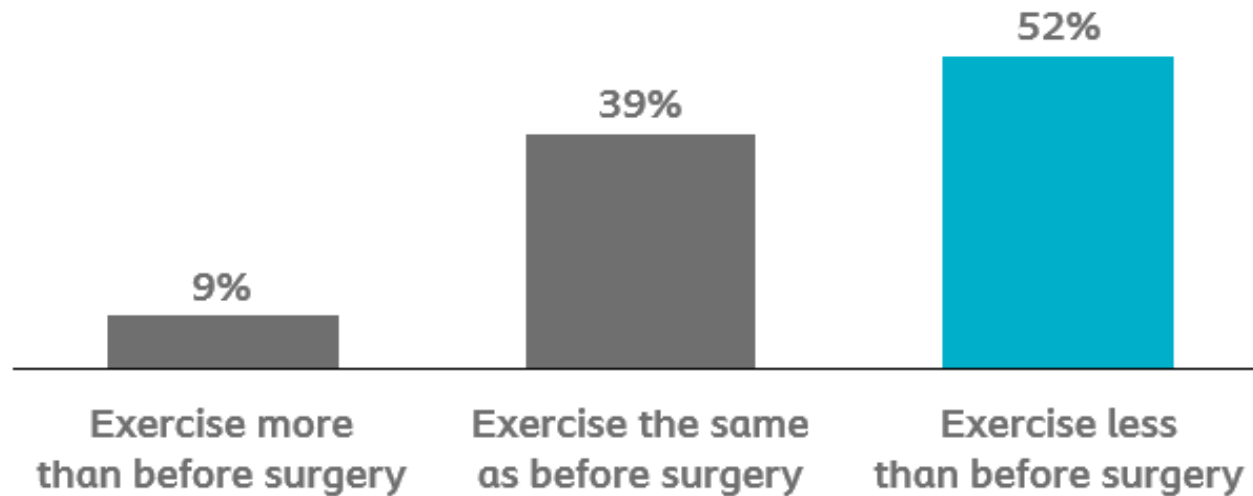
A significant higher share of users with inward and outward body profiles are overweight or obese



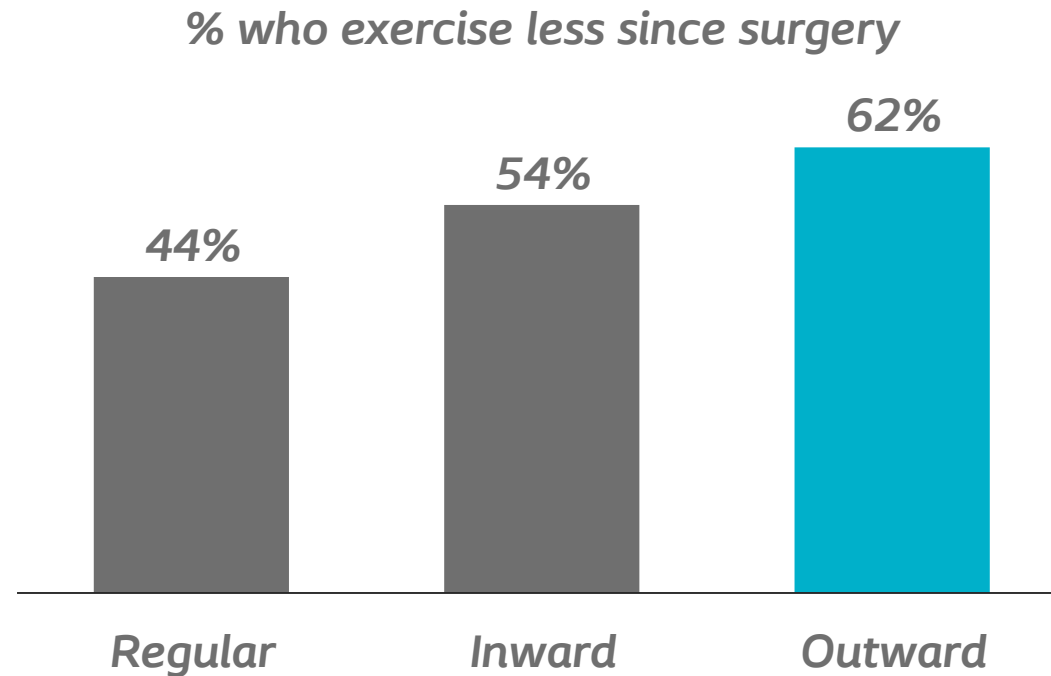
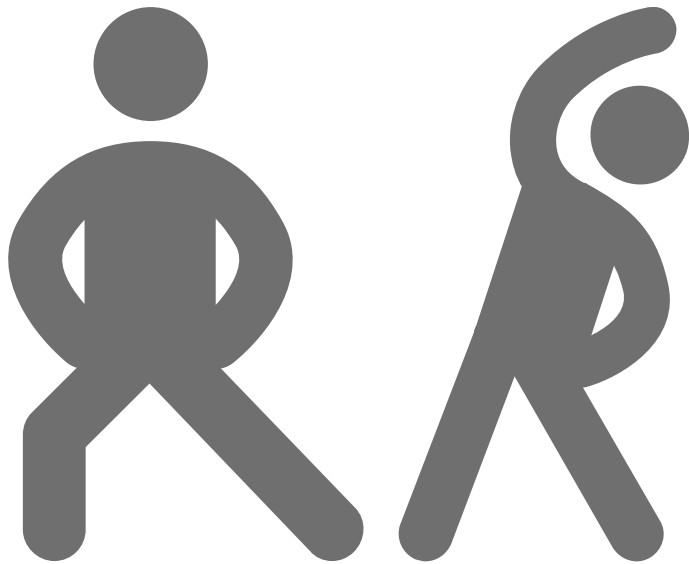
65% of people with an ostomy exercise at least once per week



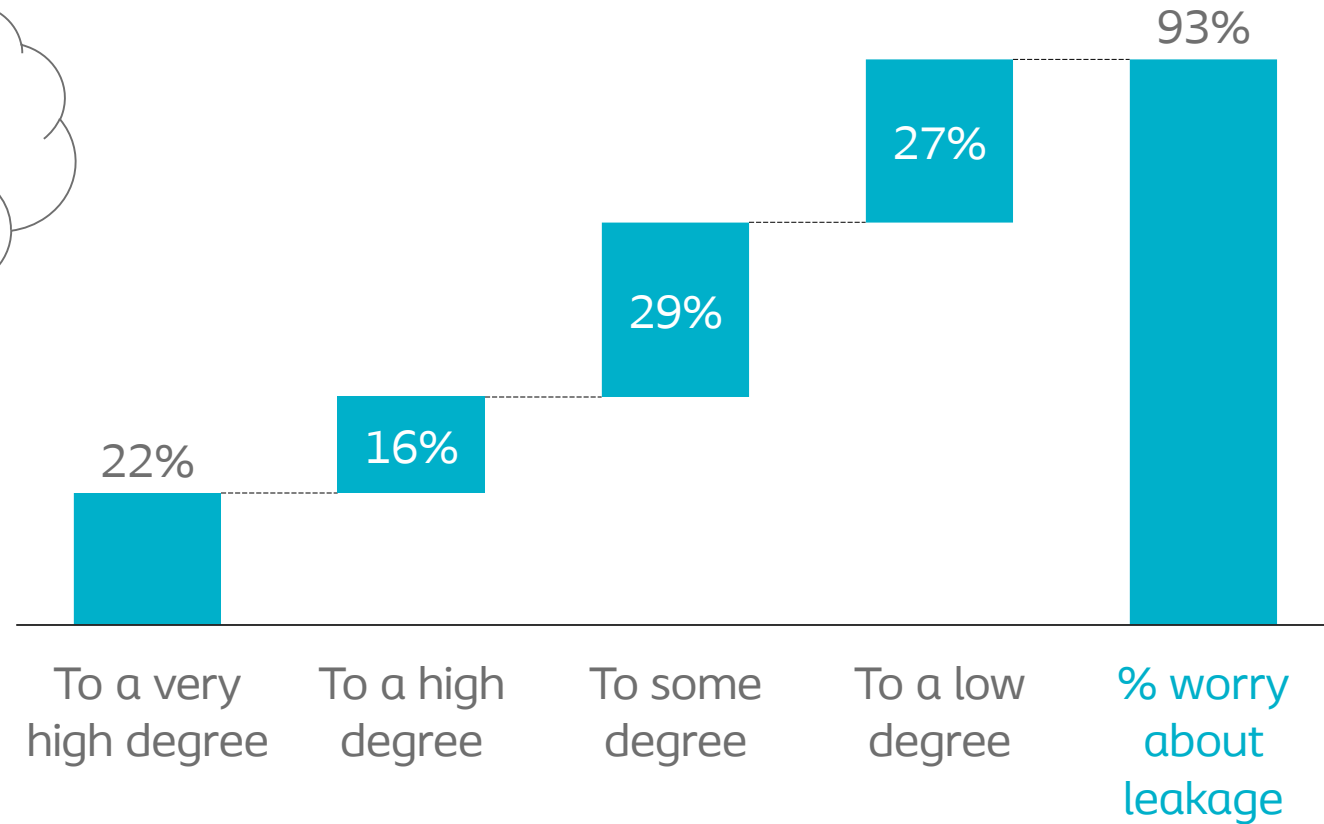
However, 50% of people with an ostomy exercise less today than before surgery...



...and this goes especially for people with an outward body profile

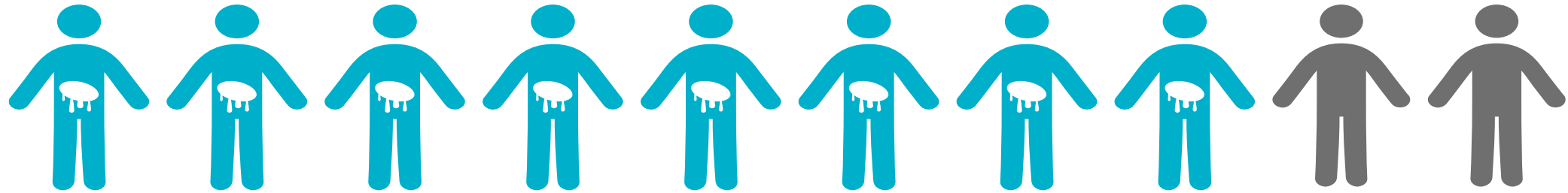


Fear of leakage is something almost all people with an ostomy worry about

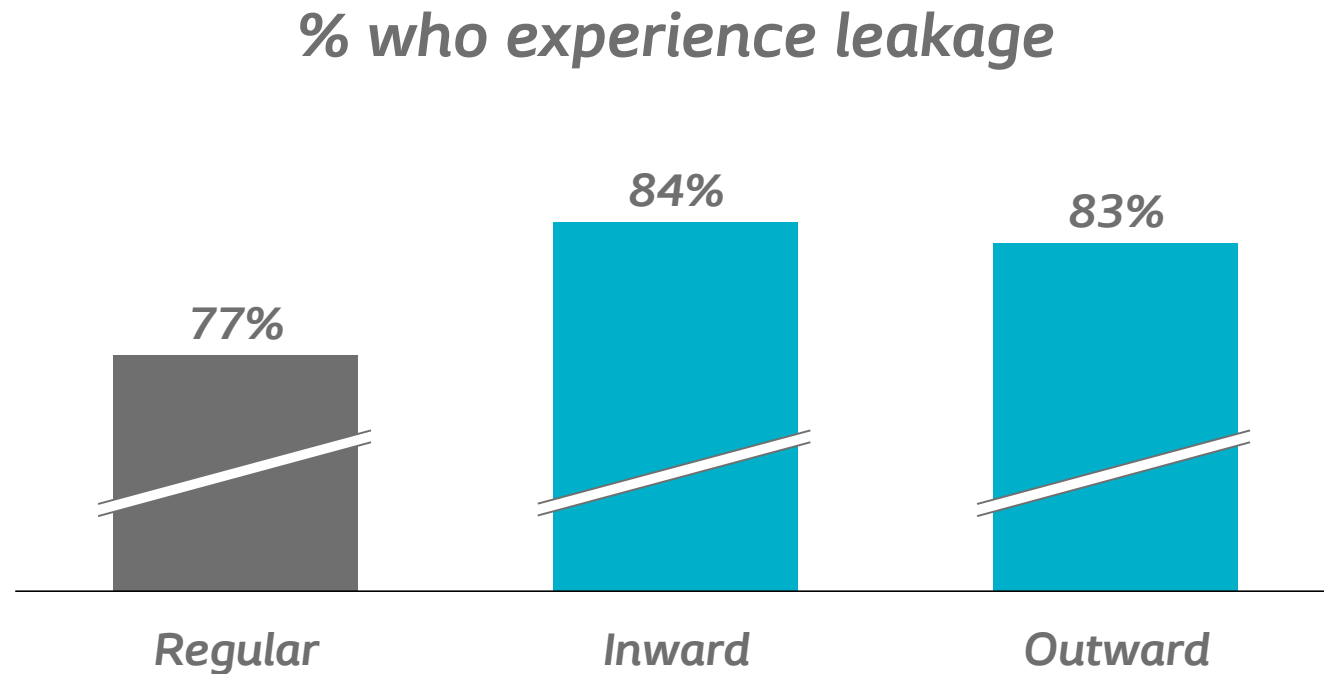


So... how many users
actually experience
leakage at least once
every six months?

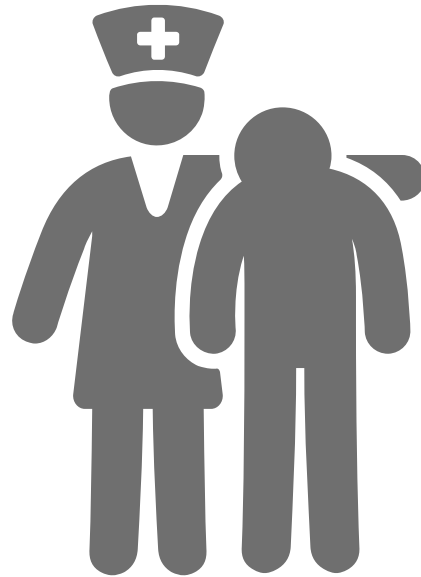
More than **8 in 10** users have **experienced leakage** within the last six months!



People with inward and outward body profiles are more challenged with leakage

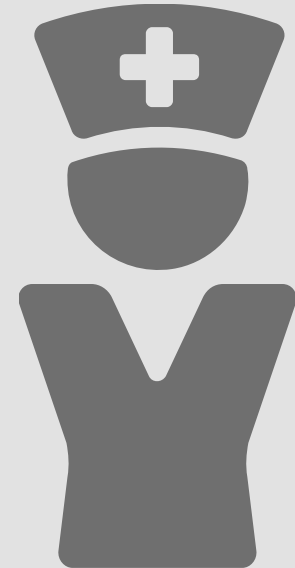
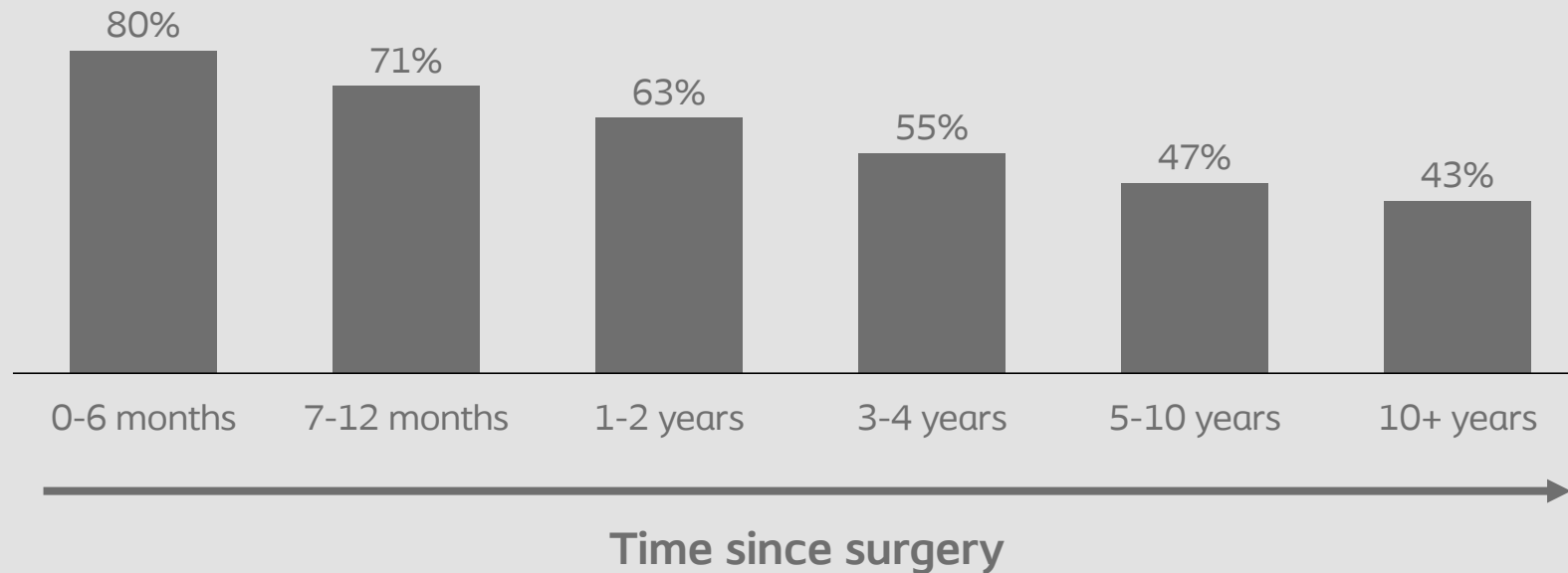


On average, 50% of users visit
their ostomy care nurse at least
once per year...



However, the number of visits decreases over time

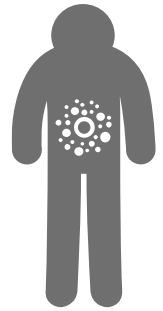
■ Share of users, who visit stoma care nurse at least once per year



Reasons for visiting your ostomy care nurse



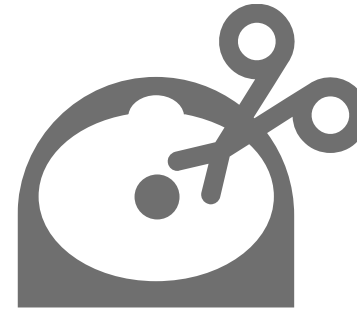
48% are
routine
check up



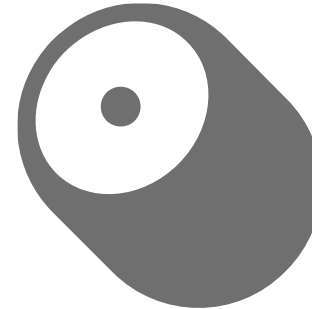
52% discuss
skin issues



35% discuss
leakage issues

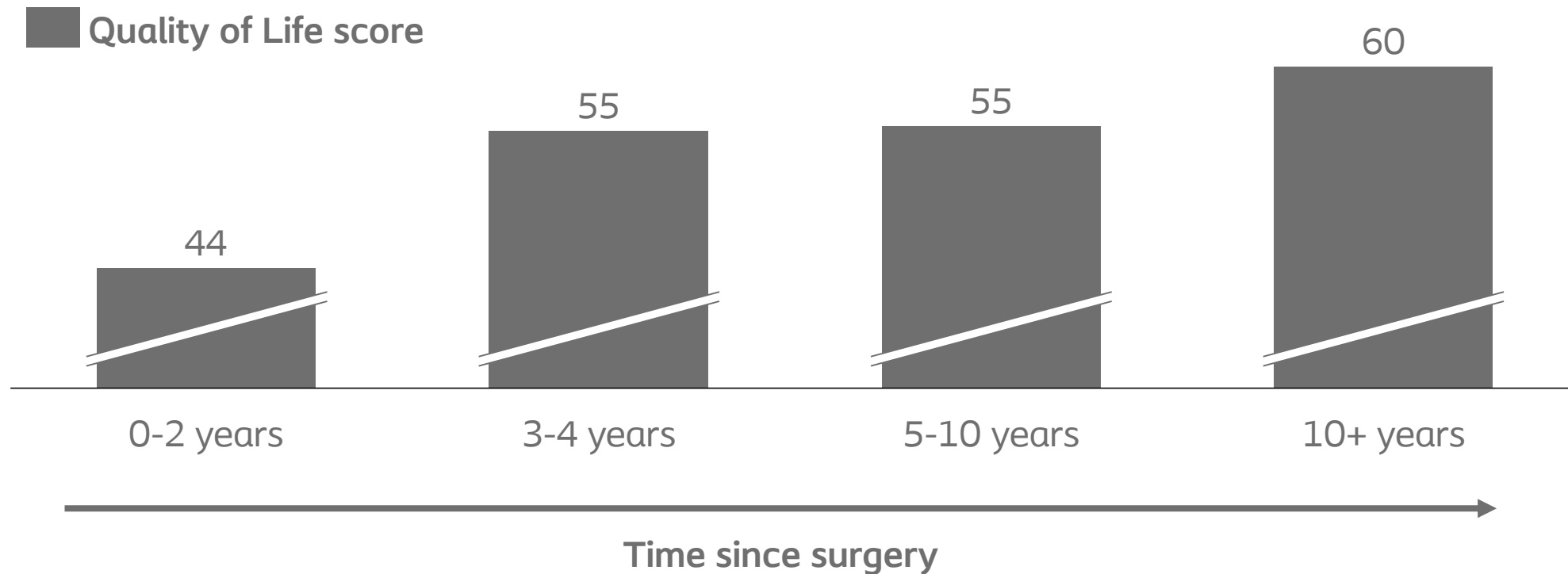


36% discuss problems
with the appliance



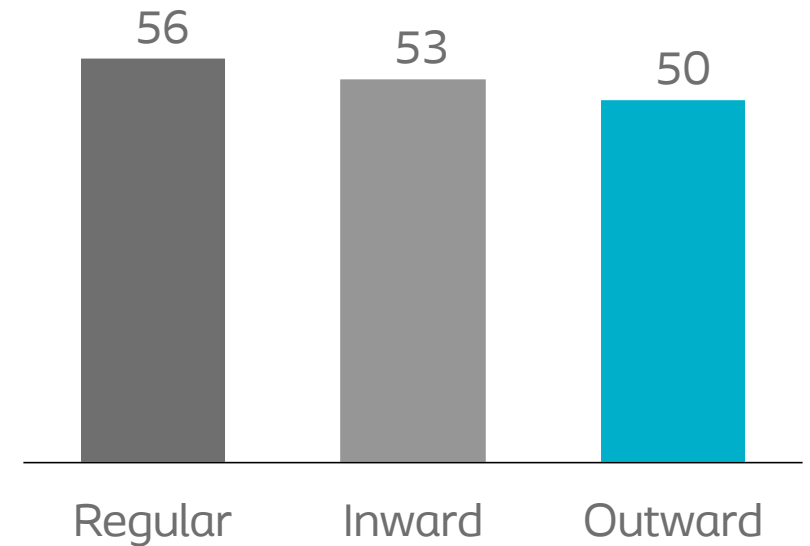
35% to find a
different appliance

Quality of life increases significantly two years after surgery





People with an
outward body
profile have the
lowest quality of life



Questions

