



Established in 1936 as an independent community pharmacy, BLACKBURN'S has grown into a leading provider of home healthcare products, encompassing all levels of medical equipment. Accredited through The Joint Commission since 1995, BLACKBURN'S services Western Pennsylvania, Northern West Virginia, Eastern Ohio and Western New York.

## Calendar of Events

### EDUCATIONAL IN-SERVICES

Sponsored by BLACKBURN'S

Tailored to accommodate your schedule and meet the needs of your practice, department or facility, BLACKBURN'S has a full array of in-services available to keep you and your staff informed regarding Medicare guidelines, product updates and other timely topics.

Contact Randy Prunty at (724) 224-9100 Ext: 1226 to learn more.

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pharmacy services ● medical supplies ● dme/rehab  
bariatric dme/support surfaces ● respiratory

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301 Corbet Street  
Tarentum, PA 15084

*Helping People Live Life Better!*



Accredited Since 1995



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*News Script* for physicians & healthcare professionals  
**FALL 2010**

## HEALTHCARE IN AMERICA IS CHANGING

Ronald Rukas, President

The healthcare delivery system in our country is changing and will continue to change at an even faster pace. The new healthcare act (Obamacare), an aging demographic, federal and state budget pressures, and added entitlement programs will force and expedite a new healthcare delivery model. The new healthcare system will mandate cooperation, coordination and accountability among all providers of care. We will be asked to find better, more efficient ways to deliver products and services with better outcomes to validate the value of services provided. BLACKBURN'S wants and needs to be an important part of the new healthcare system.

An important change that will affect BLACKBURN'S and the patients and referral sources we service is the start of the Medicare Competitive Bidding Program for traditional Medicare fee for service (Part B) patients on January 1, 2011. This change impacts traditional Medicare fee for service patients only and not patients enrolled in Medicare Advantage Programs administered by other insurers such as Security Blue, Freedom Blue, Health America Advantra, UPMC for Life and other similar programs.

The Competitive Bidding Program includes the Pittsburgh Competitive Bid Area (CBA, better known as the Metropolitan Statistical Area) of seven counties and portions of other counties in Southwestern PA and includes the following category of products:

- CPAP and Respiratory Assist Devices
- Hospital Beds and Accessories
- Standard Power Wheelchairs, Scooters and Accessories
- Complex Rehab Group 2 Power Wheelchairs and Accessories
- Enteral Nutrients and Equipment
- Mail Order Diabetic Supplies
- Walkers and Related Accessories
- Oxygen Supplies and Equipment

All other products and services such as manual wheelchairs, commodes, complex rehab group 3 power wheelchairs, ostomy, urological and wound care supplies, equipment repairs, and many other products and services are not affected by Competitive Bidding and referrals for these products can continue as in the past.

BLACKBURN'S has chosen to "grandfather" all existing patients for product categories under rental status affected by Competitive Bidding, meaning the product will remain in place until it converts to purchase or until it is returned because the patient no longer requires it. Product lines "grandfathered" include Oxygen Supplies and Equipment, Hospital Beds and Accessories, CPAP and Respiratory Assist Devices. Our intent is to make certain our patients have continuity of care.

BLACKBURN'S has been awarded two categories under the Competitive Bidding Program: Enteral Nutrients and Equipment, and Standard Power Wheelchairs, Scooters and Accessories.

To avoid confusion and continue relationships with existing patients and referral sources, BLACKBURN'S plans to coordinate care and work with other trusted providers to continue a seamless, coordinated process that our patients and referral sources have come to expect. We will do whatever we can to make the process seamless, transparent and of the highest quality for patients and referral sources.

Through all the confusion and change BLACKBURN'S commitment remains the same, to provide the highest quality of products and services in the most cost-effective manner to our patients and referral sources. Some things will change but these things must remain. Working together we must find better ways to deliver long-term value to the patients we serve and be an integral part of the healthcare delivery system.

Any questions pertaining to continuity of care, please contact BLACKBURN'S central intake at 800-472-2440.

[www.blackburnsmed.com](http://www.blackburnsmed.com)

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## UNDERSTANDING AN OSTOMY

By Kathy Liptak, RN, CWON

In the world of ostomies there are terms that are often confused and misused in describing what procedure and type of diversion the patient has. With an understanding of the various types of fecal and urinary diversions it is easier to avoid complications and frustrations for both the patient and caregiver. The two major categories of diversions can first be broken down to the gastrointestinal and genitourinary tract divisions. Within each of these categories there are continent and incontinent diversions. If a stoma is created, where and how it is constructed in either tract will determine the amount, nature and flow of the output. This, in turn, will determine the considerations that must be taken in their care.

### Urinary Diversions:

**Urostomy or ileal conduit** - this is the oldest and most simple diversion. A short part of the ileum (small intestine) is made into a reservoir into which the ureters drain. The end of the ileum is brought through the skin to form a stoma, usually on the right side. The urine flows freely and the stoma is pouched. This diversion name is often confused with an ileostomy which is a fecal diversion.

**Ureterostomy**- the ureter/s are brought to the skin and used to create a stoma/s which are pouched.

**Continent Urinary Diversions (Indiana or Koch pouch)** - a reservoir is constructed from the colon and a small part of the ileum(which is used to make the stoma). The urine flows into the reservoir and the patient must catheterize himself every 4-6 hours. No pouch is necessary and a cover bandage is worn over the stoma. A Medic-alert bracelet MUST be worn as failure to cath may result in rupture.

**Orthotopic Neobladders** - the bladder is removed but the urethra is still in place. A reservoir is made from a piece of the small intestine and is attached to the urethra allowing the patient to pass urine in a normal manner. There is an initial time of incontinence after surgery .

### Fecal Diversions:

**Colostomy**- any part of the large intestine is brought to the skin and a stoma is formed by one of several means to allow the stool to pass through. A stoma formed from the ascending colon (right side) will have a more liquid stool than one formed on the left side from the descending colon which could possibly be managed by daily irrigations and just covered. The further along in the colonic tract the stoma is, the less irritating to the skin the stool will be. These ostomies all need pouched.

**Ileostomy** - the last part of the small intestine is brought to the skin to form a stoma, the entire large intestine is removed or bypassed. The stool is very liquid and caustic to the skin as it has a high amount of digestive enzymes still present. Skin protection and prevention of food blockages are vital.

### Continent Fecal Diversions:

**Ileoanal reservoir (IAR or IPAA-ileal pouch anal anastomosis)**- surgical reconstruction of the distal intestinal tract in which the colon and proximal rectum are removed and a new rectum or ileal reservoir is made from segments of the terminal ileum and attached to the anal canal. This procedure is a definitive cure for people with chronic ulcerative colitis and familial polyposis. It spares the person's natural sphincter and allows near normal continence, which may take up to a year to look like 4-6 watery to pasty stools a day. Given this information the indications for and the advantages and disadvantages of each procedure can further be explored.

To schedule a consultation with Kathy Liptak, please contact our Tarentum office and speak with Anne Malfi-Korpela at 724-224-9100 ext:1223 or Beverly Rea at ext:1239.

## PRODUCT UPDATE - NEW BARIATRIC ADULT BRIEF

*Designed to fit up to a 95" waist*

Wings™ Bariatric Adult Briefs are designed to fit up to a 95" waist for improved incontinence protection in a revolutionary brief. This maximum absorbency brief provides enhanced dryness and skin protection for the patient.

### Designed for the bariatric population

Heavy duty panels allow for improved stretch up to 95" waist.

### Cloth-like Backing

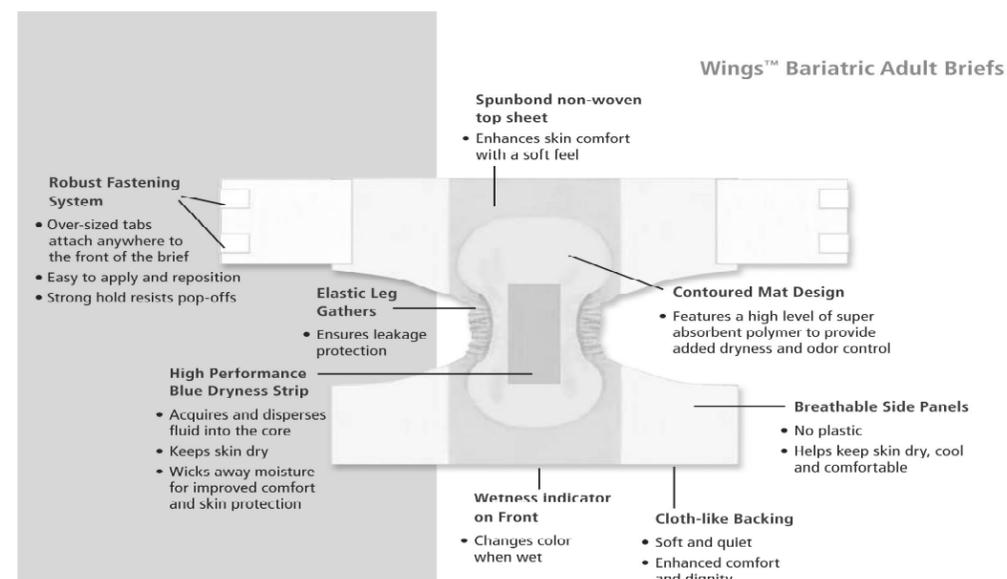
Soft and quiet backsheet is comfortable and dignified.

### Air Permeable Side Panels

Allows air to pass through which helps keep skin dry, cool and comfortable.

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Two tabs per side attach anywhere to the front of the brief providing unlimited refastenability for easy checks and adjustments.



BLACKBURN'S handles a comprehensive line of incontinence supplies for youth and adults. The new bariatric briefs, as well as all our other adult sizes, are compensable through the Medicaid and the Medicaid HMO Systems (if customer qualifies).

For bariatric patients, there are many incontinence supplies and medical equipment to assist caregivers in the home or institution.

For more information on the incontinence supplies, contact our medical supplies department at (800) 472-2440 ext.1602.

For bariatric durable medical equipment such as beds, patient lifts, support surfaces, and mobility aids, contact our Specialty Department at (800) 372-7749.



## DIABETIC FOOTWEAR AVAILABLE AT BLACKBURN'S

Improve your patient's comfort and protect their health with diabetic footwear from BLACKBURN'S.

Your patient may qualify for Medicare partial reimbursement for extra-depth shoes or shoe inserts.

Our trained technicians will provide your patient with custom fitted, quality footwear needed to assist them in caring for their diabetes.

Available at all Western Pennsylvania showrooms

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BLACKBURN'S is an authorized provider for Dr. Comfort Footwear the finest quality diabetic footwear ...Period!



Any questions on products, or ordering guidelines, call BLACKBURN'S at 800-472-2440.