

This might be helpful for the retailer or distributor to encourage attendance at the launch of the clothing line.

My experience has been that having an Ostomy Day separate from a Senior's Day is good for getting business from both the senior's and the younger ostomy market. I suggest mid afternoon, 3-4 start until 7 or 8 p.m. This way there is time for the 20-40 groups to get home after work and still go to the store. As the ostomy pouches, flange etc are very expensive they are willing to make the special trip for 10-20% off.

Encourage ostomy customers and those who respond to the publicity to order their supplies in advance so the retailer can be assured that

- (a) Retailer will have their particular manufacturer and style in stock all they need to do is ask for their order and pay for it.
- (b) The clients are spread out over a longer period of time during the Ostomy Day. Much easier on the staff.

Ordering in advance and picking up their order on the Ostomy Day ensures that you have the attendance that you need for a successful day.

Hire or have one of the pouch manufacturers hire an Enterostomal Therapy Registered Nurse for consultation. Many people who have had their ostomy for sometime wait for an ostomy day with an Enterostomal Therapy Registered Nurse to ask questions. Making an appointment for the ET or WOCN nurse also ensures that certain people come at a specific time so they don't all show up at once but are spread out throughout the day.

This is easier on the nurse, exhibitors and your sales staff. In Canada the special nurses that deal with ostomy is called ET or Enterostomal Therapy Nurses.

Also do the following:

- Put the notice on your web site, if applicable
- Insert a flyer in the bag with all ostomy sales during the month prior to the upcoming Ostomy Day
- Contact the UOA chapters in a reasonable traveling distance and send them information in time for their Monthly meeting so they can advise their members,
- Advertise in local ostomy newsletters
- Suggest that the local chapters might want to set up a information booth or table as these groups are always recruiting.
- Send a flyer to all of your ostomy clients,

- Post the information in the store for a couple of weeks prior to the event
- Advise local hospitals, nurses, home care nurses and caregivers
- Local doctors that are likely to have ostomy patients
- Have the pouch suppliers tell everyone they know as sometimes they deal directly with nurses etc.
- Advertise in local newspapers
- A few snacks and beverages give the day a party feel, have coffee, cold drinks, cookies, fruit or cheese & crackers chose items that are suitable for the area and the culture.

If Ostomy Days are not common in this area it could be a big success for all and the start of something people look forward to and could occur annually, semi-annually etc. My experience has been that ostomates are not shy among health professionals or other ostomates. I think it is a safe environment for them.

An Ostomy Day attended recently they had 400+ people attend their Ostomy Day as well as some health professionals.

One Home Health Care Store, located in Toronto, has had an ostomy day for many years they have attendance in excess of 1500 and last September their sales for ostomy supplies on that one Saturday was in excess of \$64,000.00. They invite all of the sources above and only the three major pouch manufacturers, Hollister, Covatec and Coloplast plus Weir Comfees. Now this is extraordinary I agree but just to show the potential of these events.

There is information that you might want to use on my web site. The tabs for 'News' has articles of interest that reinforce the self esteem issue and benefits.