

Myqufora 1st report

In this issue:

- ◆ Welcome to myqufora 1st report
- ◆ Referrals so far
- ◆ Feedback from a nurse at The Royal Shrewsbury Hospital
- ◆ Patient's challenges within 1st month
- ◆ Reminder how to refer

Welcome to myqufora 1st report!

We have been delighted at myqufora with the response and interaction from healthcare professionals and their patients across the UK. Already myqufora is proving to be a lifeline, assisting patients to start their rectal irrigation and giving them confidence to continue. Our healthcare professionals are being alerted when patients are experiencing any challenges and that early intervention is assisting a more seamless service.

Referrals so far

Age Range	Age 3-75 years
Faecal Incontinence	43%
Constipation	47%
Other	10%



Happy Mr Qufora

Myqufora has been able to provide advice and support to healthcare professionals new to rectal irrigation as well as to those more established practitioners with some complex patients to discuss. Here is a recent excerpt from one of the nurses.



Check this out!

Patient challenges within 1st month of commencing rectal irrigation:

- ◆ Unable to recall how to use their system
- ◆ Frightened to use their system, including the Mini!
- ◆ Worried they have done something wrong so stopped irrigation
- ◆ Feeling nauseous after using irrigation

GREAT NEWS! Myqufora was able to address these challenges with patient by:

- ◆ Re-assurance and talking through how to use their system
- ◆ Re-enforcing to apply the advice by their healthcare professional
- ◆ Advising on the process for their own unique prescription service to ensure continuity (as per their healthcare professional's instructions)
- ◆ Liaising with their healthcare professional immediately with any urgent issues such as adverse symptoms or re-assessment.

As a result we continually add our frequently asked questions in the "Ask Us" section of our online resource at www.myqufora.com

"Since myqufora was launched I have offered their email follow up service to patients starting out on Qufora irrigation systems. Patients tell me how invaluable it is to have support when they first start using irrigation and up to the first 3 months.

The myqufora expert team have in-depth experience of patients with functional bowel problems and underpinning knowledge of rectal irrigation which gives me the confidence that my patients will receive appropriate, timely support.

They will email me if a patient is having problems that need my input so I can take action quickly.

Talking to the myqufora team has given me really useful information about the issues that commonly arise with new irrigators. In particular, it has been surprising to learn about the number of practical queries that the myqufora team receive from patients using the Qufora Mini even after they have seen a practical demonstration and received literature or a DVD in the clinic. This feedback has reinforced to me that support and ongoing communication are key factors in helping all patients to succeed with irrigation."

**Alison Ebanks,
Clinical Nurse Spec.
The Royal Shrewsbury Hospital**

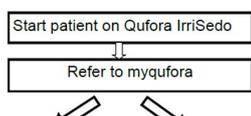
**Working together
in supporting
your journey!**

Patients experience & feedback

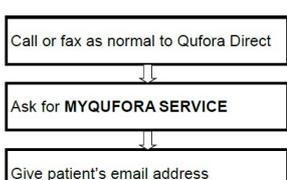
- ◆ Patient had only used the Mini once but wanted some re-assurance. She was very happy with the advice and will persevere using Mini now and if she still cannot get enough water in she will speak to her healthcare professional about it.
- ◆ Patient required advice after not having symptomatic relief in the first week and considering stopping irrigation - after further review she said *"I am ok now at the moment although I did speak too soon as I just had a good result, so still need to experiment. Thanks for your support"*

HERE'S A REMINDER HOW EASY IT IS TO REFER YOUR PATIENT!

MYQUFORA REFERRAL



A - Qufora Direct Option



B - Alternative Delivery Service Option

