

qufora club® latest news

Sharing experience, hints and tips around irrigation

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MASIC SUPPORTING MOTHERS

&

EDUCATING THE PROFESSION



The MASIC (Mothers with Anal Sphincter Injuries in Childbirth) foundation is a charity whose key aim is to help mothers who often suffer in silence with bowel symptoms of anal incontinence. Study days have been set up to raise professional awareness for developing self-help strategies and advising on technologies that can be used as treatment options.

The Qufora team had the pleasure of attending the multidisciplinary MASIC study days in Richmond and Cheltenham, where we were able to demonstrate transanal irrigation (TAI) products that can play a part in alleviating symptoms for women suffering with anal incontinence. This was supported by our Global Clinical Education Manager, Brigitte Collins who was invited as a speaker focusing on the types of products available, when to introduce TAI and the key factors to using TAI successfully.

Having the privilege of sharing and increasing knowledge for the use of TAI as a treatment option can only help women suffering with such devastating symptoms.

MASIC study days receive great feedback from healthcare professionals who find that the events provide them with valuable information to take back to their services.

This is what Karen and Fiona had to say about one of the events they had attended.

“Supporting mothers through injuries sustained during childbirth

As we are all aware, child birth isn't as easy as it is demonstrated within the films. There are many complications with both vaginal deliveries and hysterectomies. Vaginal deliveries can unfortunately lead to tearing which can then, can only have an impact not only on the bowels but their life. For us to understand all this studies days for health care professionals play an integral role for us to develop our knowledge and help these patients. Study days allow us to gain more experience from others and ever growing changes we implement to help with these mothers. Whether through consultations, diagnostics or appropriate referrals.

This was my first experience attending a study day with the MASIC group. I found the day to be very insightful as so many professionals were there with their different experiences. The study day involved in-depth discussions about how we can support and help these ladies.

As a colorectal nurse I see many ladies who have experienced injuries from child birth, my job is to support and to create an effective treatment plan. We use Qufora products as part of conservative management, it has been demonstrated to improve quality of life and it is a minimal invasive option for the patients. “

Karen Bennett, Pelvic Floor Clinical Nurse Specialist, Southend University Hospital.



“I recently attend a MASIC Foundation study day focusing on preventing and treating obstetric anal sphincter injuries in childbirth .

This was an amazing day run by an amazing and fairly new charity who aim to support women who have experienced or are experiencing devastating symptoms of faecal incontinence alongside those of bowel urgency and poor sensation to defecate. These symptoms are obviously so devastating and we were able to hear from some very brave mothers who came to share their stories and emotional journeys they have been on since the day they gave birth .

The day provided us with in depth information about the Masic charity how it was formed, how it functions and most importantly how it aims to help women who are suffering, often in silence.

We heard from a range of speakers with a vast knowledge of their given topic including Consultants and Physiotherapists.

We had time to speak with representatives from different company's representatives. These included companies that make manoeuvre devices to aid diagnoses through to anal irrigation systems and stimulators which many of these women have to rely on.

Many of the company's do not just supply equipment but provide valuable support to patients through their own specialist team of staff and patient support lines.

If I had to grade this study day I would say 10 out of 10 and would likely recommend it to those in a similar role and would hope to attend a further MASIC event in the future.”

Fiona Morris, Specialist Continence Nurse, Throwbridge Hospital.

Award winning Qufora IrriSedo Klick



If you visited ACA in Harrogate this year you will know that Qufora IrriSedo Klick has been recognised by ACA and Bladder & Bowel UK. Our product was one of the Look Good Feel Good Award winners. We are very proud to be able to offer your patients an irrigation system that is recognised by these organisations for its ease of use and clear guidance for patients to use. **Contact your local Qufora representative or MacGregor Healthcare for more information.**

MyQufora support success

“Many many thanks for the swift action regarding my query - I am amazed and totally pleased. I do panic a lot with regard to this personal hygiene appliance (Qufora IrriSedo) and you’ve really helped a great deal”

At MacGregor Healthcare we strongly believe that patient support in the first few months of irrigation plays a huge part in successful outcomes in bowel management. We have our own team of experts at MyQufora to help your patients, which is proving to be successful and very well received by patients and healthcare professionals. MyQufora team are on hand to answer any questions by live chat, phone or email.

“Valuable support to patients through their own specialist team of staff and patient support line”

Thank you for allowing us to support you and your patients during their irrigation journey.



***team supporting
your journey***

