naturfit®
user feedback results 2021/22



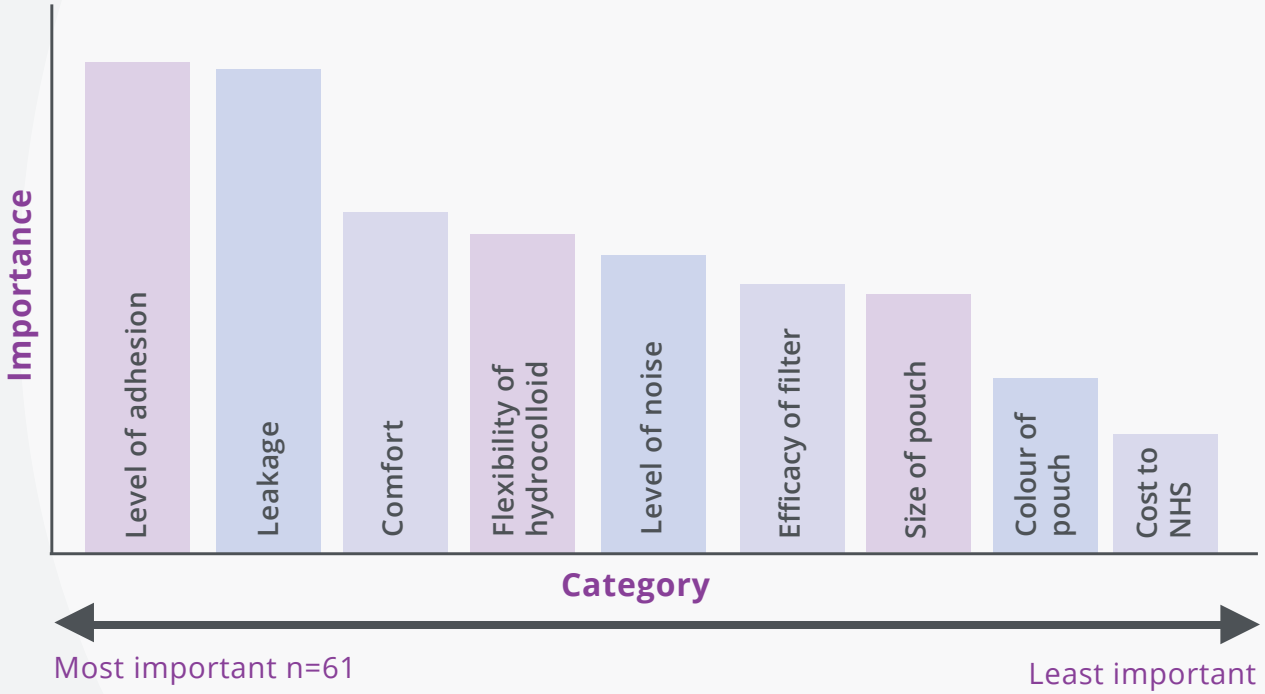
opus
stoma care

opus-healthcare.co.uk

Ostomate survey:
Important pouch features[1]

Colostomy UK completed an online ostomate survey on our behalf to determine the most important issues when selecting a stoma pouch.

The results have provided a real insight into the most and least important areas for ostomates.



Colostomy UK

The **naturfit®** user feedback programme

During 2021 **opus®** launched their new stoma pouch range: **naturfit®**.

Following on from this successful launch, **opus®** is undertaking a comprehensive and continuous approach to product feedback through the development of their product trial and feedback programme.



naturfit® results:
summary of respondents

Enrolment and participation to date has been high and we look forward to recruiting more ostomates going forward.

The trial is open to both new and experienced UK stoma pouch users and feedback is anonymously provided online.

A summary of the respondents can be found over the following pages.

92
respondents

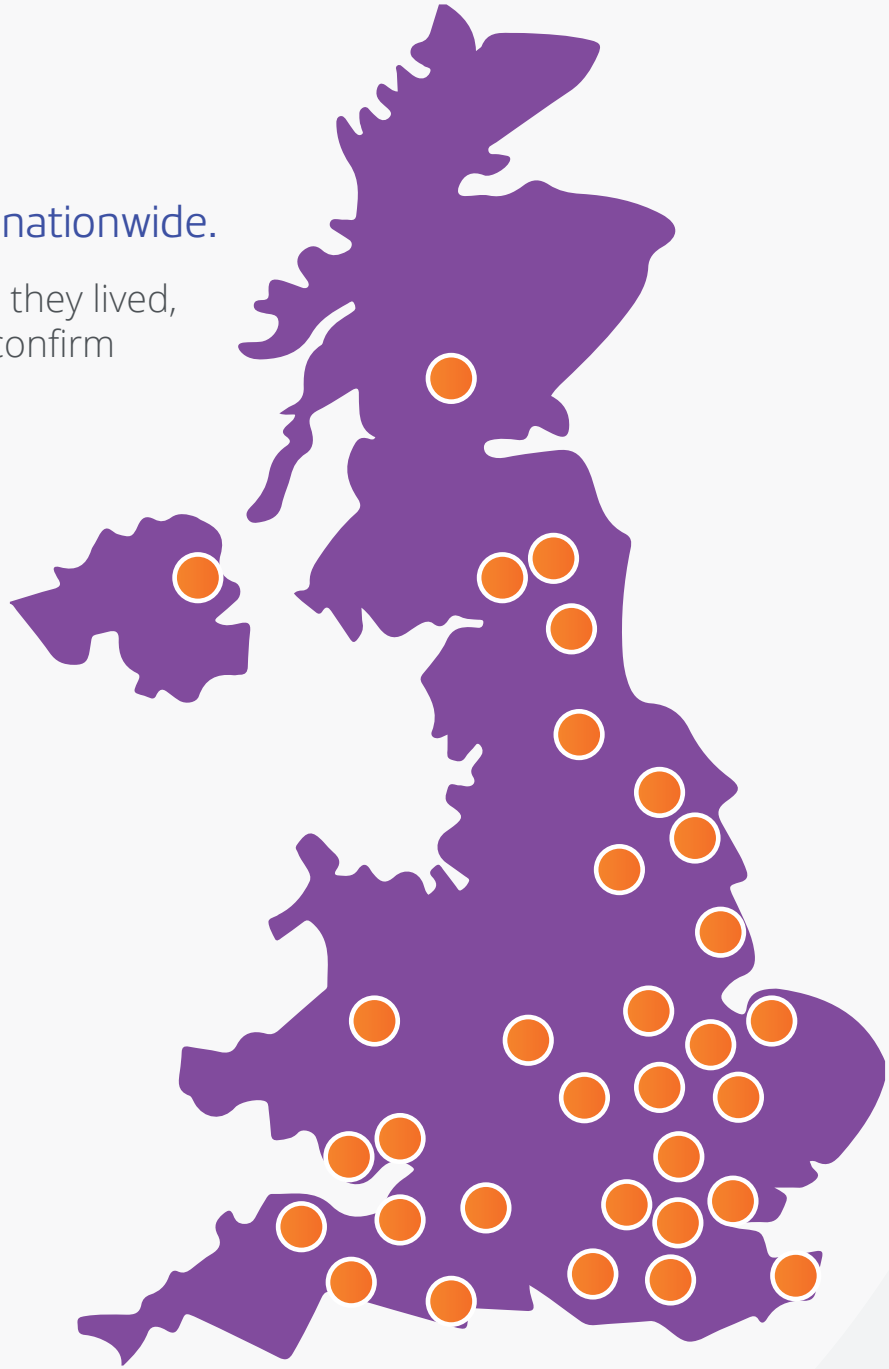
Average trial
5 days



naturfit® results: location of respondents

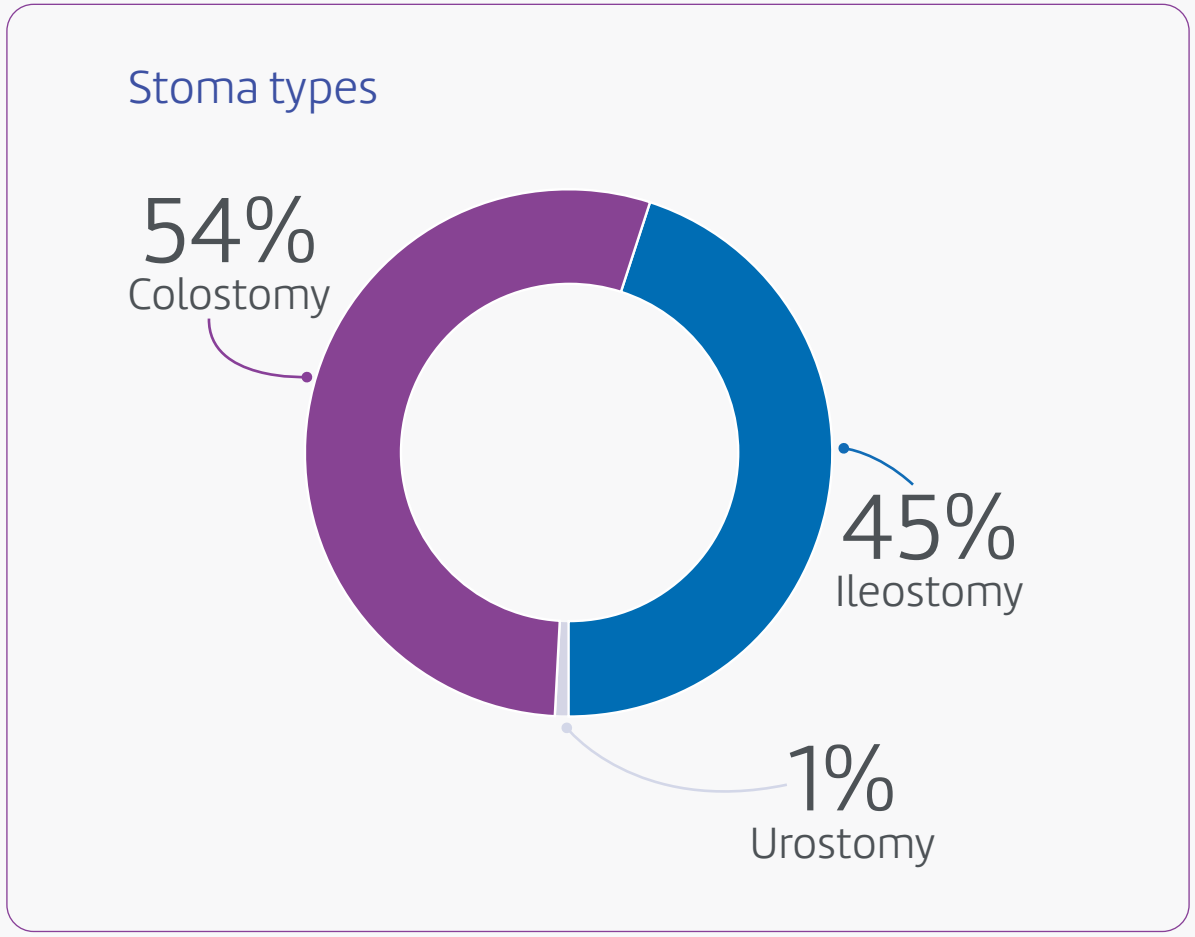
Enrolment and participation have been nationwide.

Although not all participants specified where they lived, we have plotted the areas of those that did confirm their location.



naturfit® results:
summary of respondents

We have seen a variety of ostomates participating in our programme.



naturfit® user questions: scoring system

A seven point scale was used for many of the questions with four providing a neutral or comparable to other pouches result. Respondents were also provided with optional freeform questions to provide more information on any of the categories.

New/Existing ostomates

7 Very happy/much better

6 Happy/better

5 Slightly happy/slightly better

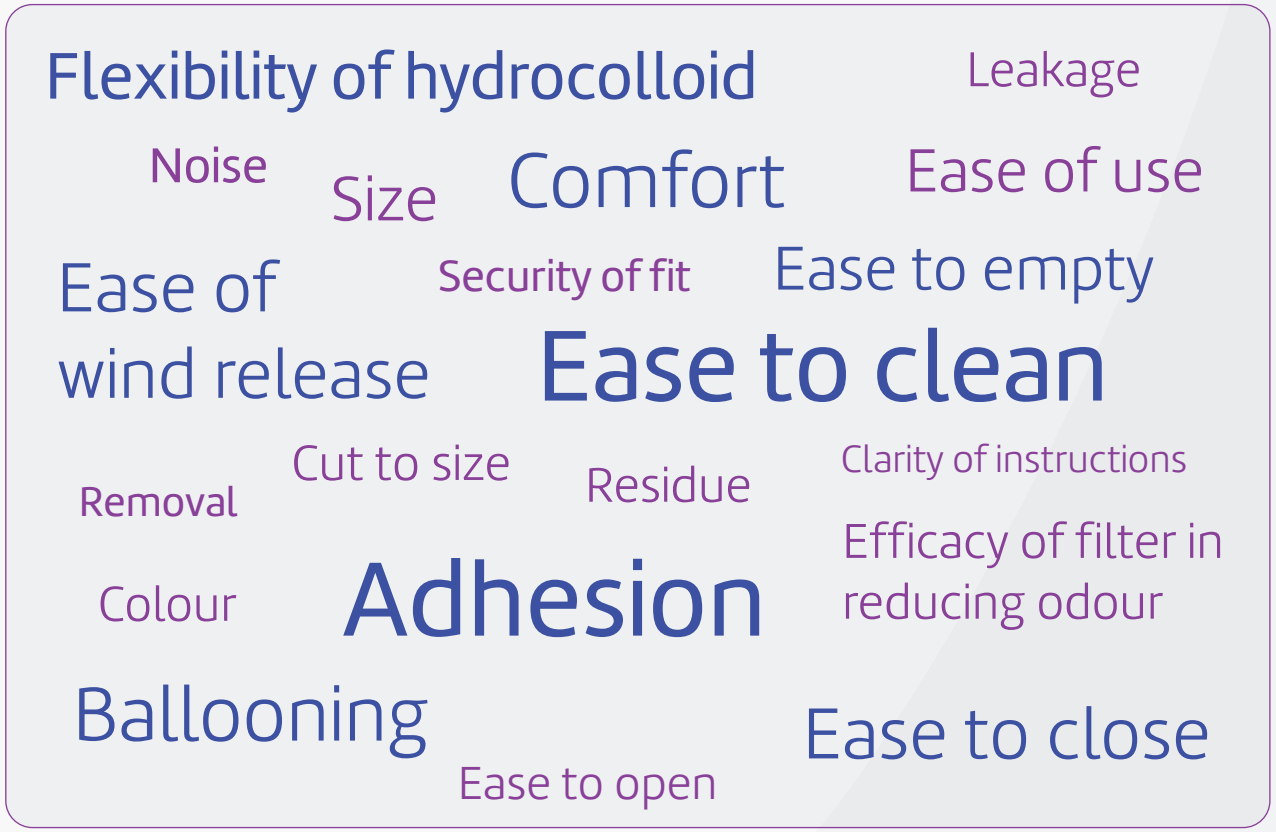
4 Neutral/no difference

3 Slightly unhappy/slightly worse

2 Unhappy/worse

1 Very unhappy/much worse

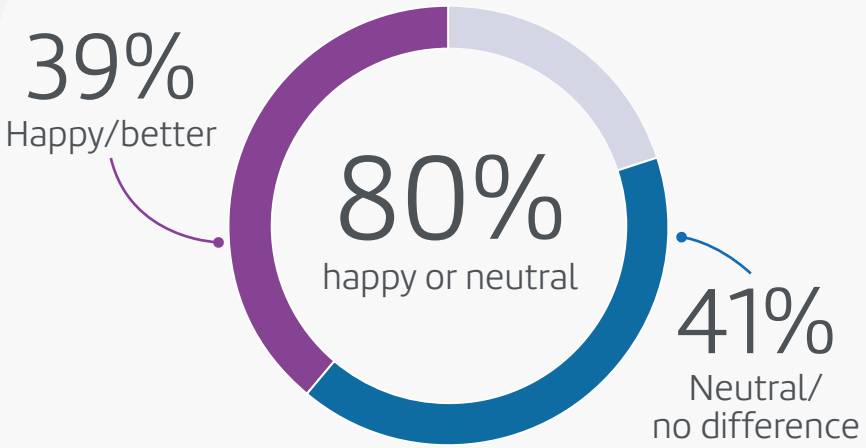
Topics covered



naturfit® user feedback results: security

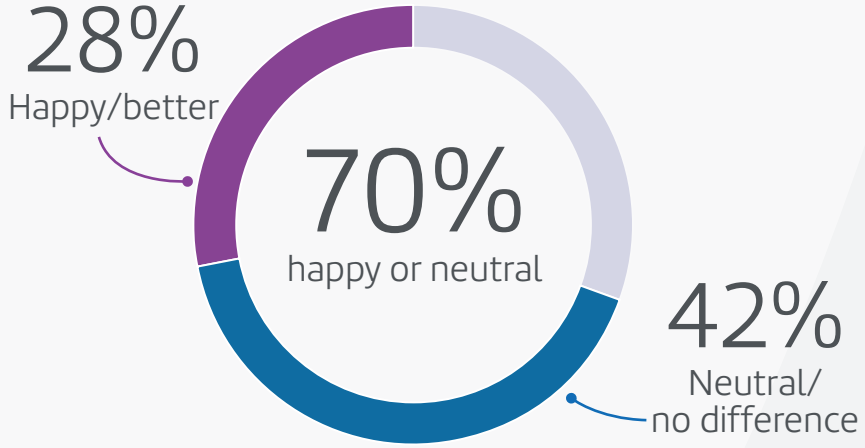
Adhesion

80% of ostomates were either neutral or happy with how well **naturfit®** stuck to their skin.



Security of fit

70% of ostomates were either neutral or happy with how secure **naturfit®** felt.



86% of convex pouch ostomates...

...were either neutral or happy with the **naturfit®** adhesion

"It felt very secure and safe"
Experienced ostomate

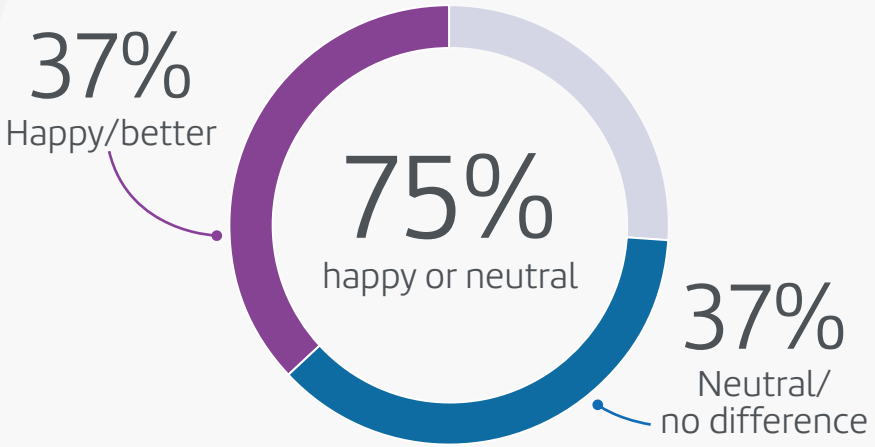
"Very good seal and adhesive, felt very secure"
Experienced ostomate

This data includes **naturfit®** flat and convex pouch which both have the same hydrocolloid composition. **naturfit®** flats are no longer available.

naturfit® user feedback results: flexibility and comfort

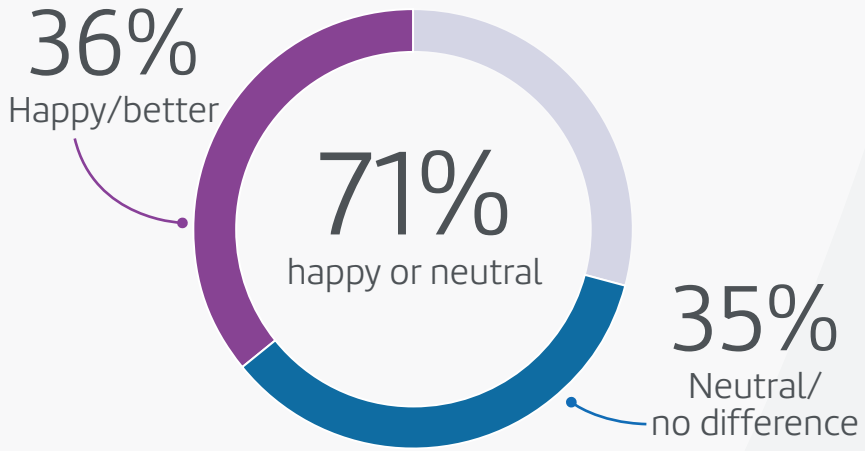
Flexibility of hydrocolloid

75% of ostomates were either neutral or happy with the flexibility of the **naturfit®** hydrocolloid.



Comfort

71% of ostomates were either neutral or happy with how comfortable **naturfit®** felt.



82% of convex pouch ostomates... ...were either neutral or happy with the **naturfit®** hydrocolloid flexibility

This data includes **naturfit®** flat and convex pouch which both have the same hydrocolloid composition. **naturfit®** flats are no longer available.

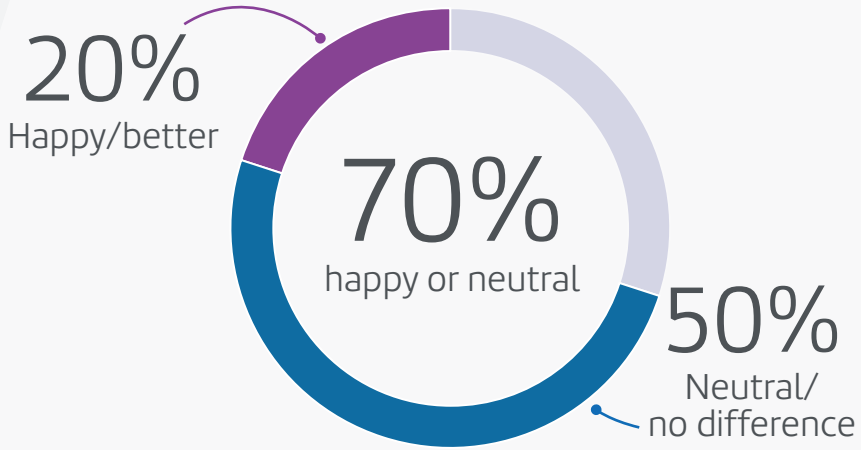
"They did feel nice and soft on my skin"
Experienced ostomate

"It was very comfortable and worked well"
Experienced ostomate

naturfit® user feedback results: filter effectiveness

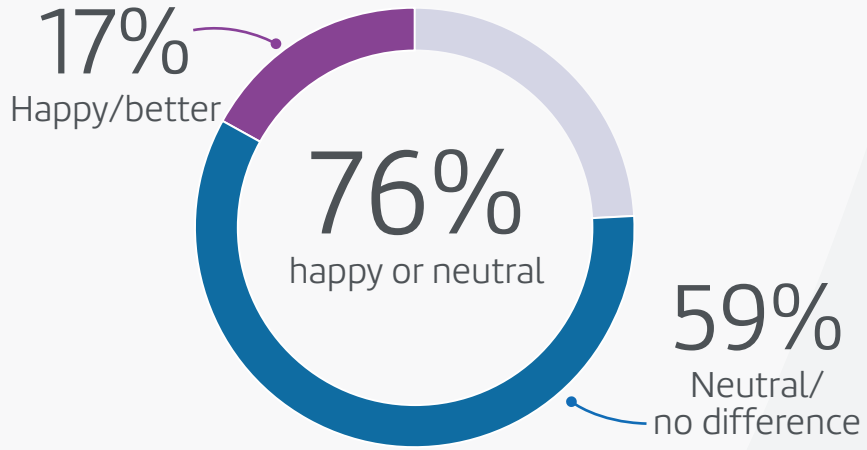
Efficacy of filter in reducing odour

70% of ostomates were either neutral or happy with the effectiveness of the **naturfit®** filter.



Ease of wind release

76% of ostomates were either neutral or happy with the ease of wind release when using **naturfit®**.



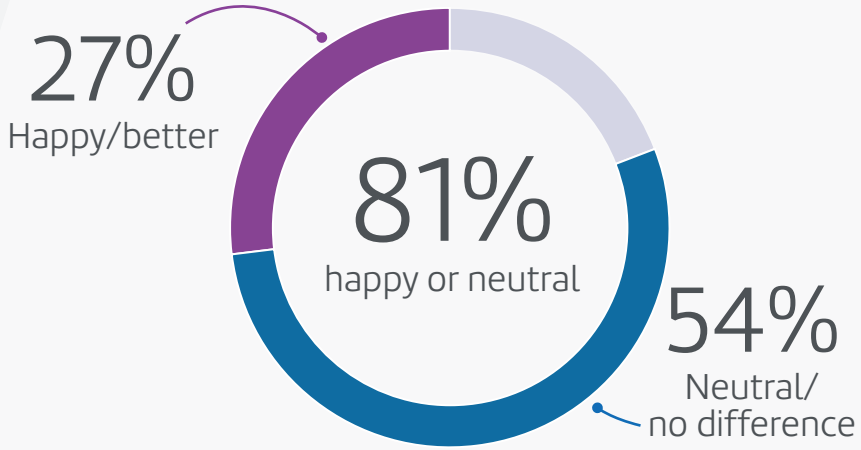
"No problems with odour"
Experienced ostomate

This data includes **naturfit®** flat and convex pouch which both have the same hydrocolloid composition. **naturfit®** flats are no longer available.

naturfit® user feedback results: flexibility and comfort continued

Ballooning

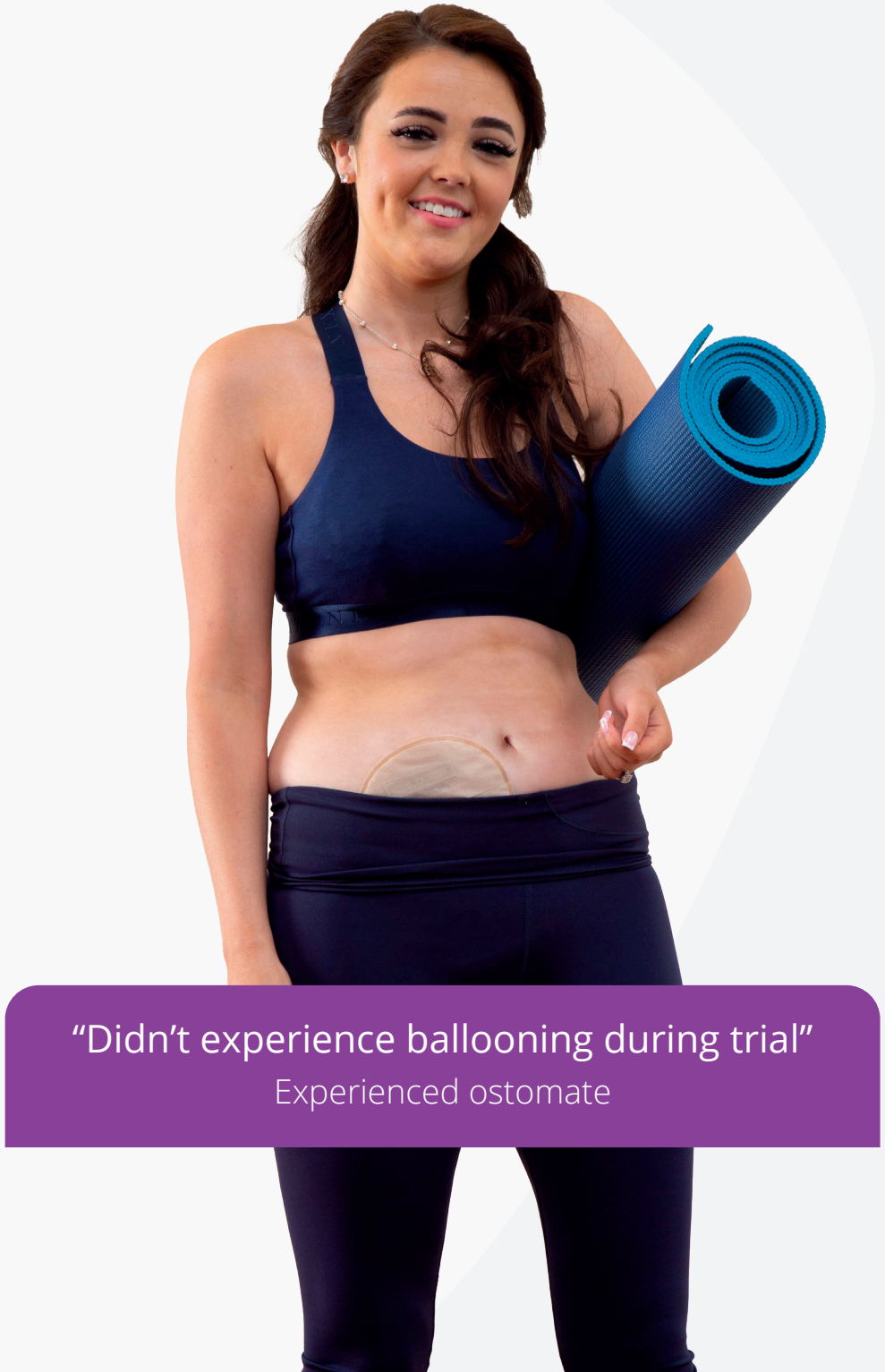
81% of patients were either neutral or happy with the level of ballooning when using **naturfit®**.



83%
of convex pouch ostomates...

...were either neutral or happy with the level of ballooning when using **naturfit®**

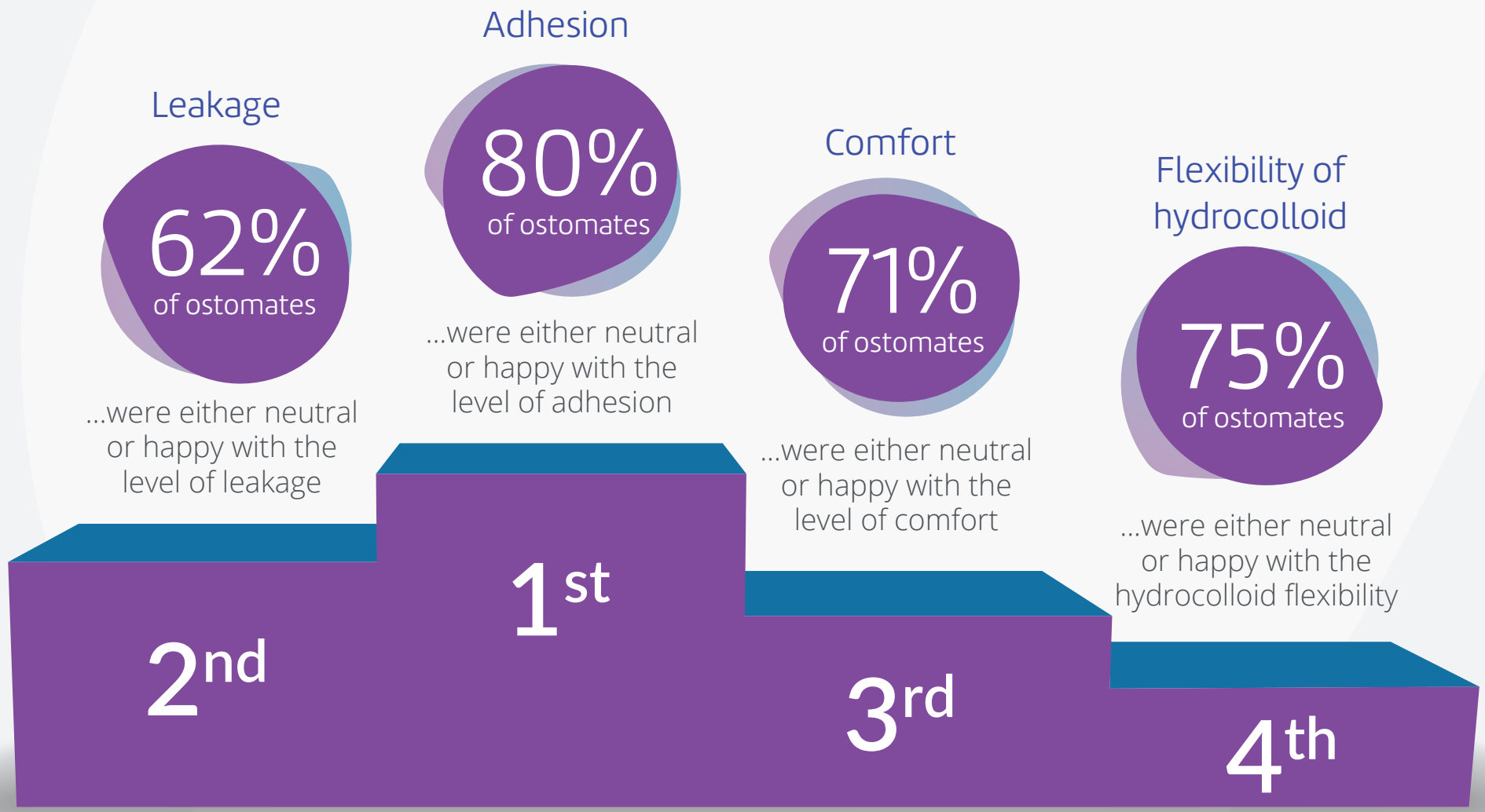
This data includes **naturfit®** flat and convex pouch which both have the same hydrocolloid composition. **naturfit®** flats are no longer available.



"Didn't experience ballooning during trial"
Experienced ostomate

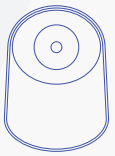
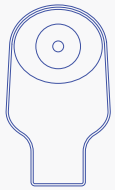
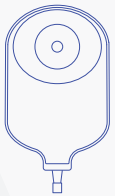
naturfit® user feedback vs. ostomy survey results

Below are the four most important categories based on the results from the Colostomy UK data and how **naturfit®** compared to them.



Positioning based on ostomy survey results.

Ordering information

Pouch type	Size	Cutting size	Starter pack product code	Prescription pack product code
Closed pouch	**Convex**			
	Midi	10-34mm	8418-34	9790-34
	Midi	10-44mm	2674-44	0848-44
	Max	10-57mm	4105-57	2704-57
Open pouch	**Convex**			
	Midi	10-34mm	2212-34	5740-34
	Midi	10-44mm	2768-44	9961-44
	Max	10-57mm	6548-57	4291-57
Urostomy pouch	**Convex**			
	Midi	10-38mm	7537-38	8222-38
	Midi	10-44mm	1534-44	7722-44

All pouches supplied in packs of 10

Ostomate quotes

Many comments left by ostomates trialling **naturfit®** have been very positive:

"Easy to put bag on"

"Fits well"

"These are the best ones I have used"

"Filter works automatically"

"These are the best pouches I have tried and get them on my prescription now"

"Comfortable, easier to clean as you have tab to open, less conscious of it as it is covered over"

"I am really happy with this product"

"Very secure"

"Very easy to use"

"Very impressed with it"

"I like the sand colour"

*"Prefer the adhesive on the **naturfit®** pouch"*

"Much kinder on my skin"

"Moulds well"

"No problems with odour"

opus
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Would you like to get involved in the **naturfit®** user feedback programme?

Please visit **alliancepharma.co.uk/evaluate** to find out more

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