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Cross Reference Tool Instruction Sheet: This tool is for internal Use Only.

Introduction:

Created with you in mind, this tool was developed to simplify customer conversions and upgrades making your work in the field more efficient and streamlined. It will also help enhance patient outcomes with **CeraPlus™ + Convexity**.

REMINDER: This tool is intended for Internal Use Only. Do not share the link or your login information with customers.

Cross Reference URL:

Ostomy: <https://productcrossref.com/ostomy>

1: Log In (Forgot Password? [Click here.](#))

Use your Hollister email address as your log in ID. Enter the password provided by the administrator.

After you log in for the first time, you will be able to change your password. Here are two ways to change your password.

- a. Click on the forgot password link that reads [Forgot your Password? Click here!](#)
- b. Click [\[Change Password\]](#) at the bottom of the cross-reference search page.

2: Using the Search Box

The “Search” box, located near the top of the screen, appears as a white empty box. Here is how to use this feature:

- Manually enter product/stock/SKU numbers into the search box that you want to generate cross matches for. If entering multiple numbers, they must be separated by a comma. You can enter an unlimited number of product numbers.
- Product numbers can be cut and pasted from a spreadsheet. If you choose this method, the tool automatically enters the commas.
- Product numbers/matches will be listed in the order entered in the search box.
- Every SKU is matched to three (3) cross matches as follows:
 - 1. The Direct match is a CeraPlus™ option with similar product features. For example, if the initial SKU is a competitive or legacy product in flat, PS the search will return a match in CeraPlus™, flat, PS type if there is one available.
 - 2. The Convex Preferred match is a CeraPlus™ Convex option with similar product features. For example, if the initial SKU is a flat, PS product, the search will return a match with as many like features as possible in a CeraPlus™ formulation with a Soft Convex barrier type.
 - 3. The Clinically Preferred match is a CeraPlus™ Convex option in CTF for hospital formulary. For example, if the initial SKU is a flat, PS product, the search will return a product with similar product features in a CeraPlus™ formulation with Soft Convex barrier in CTF.

After the product numbers are populated in the “Search” box, click the “Search Button”. The Hollister product match(es) will appear in the “Results” box at the bottom of the screen.

3: Exporting Searches

If you would like to export the results of your search to an excel spreadsheet, click the “Export to Excel” red button which appears above the “Results” box on the right side.

4: Uploading a spreadsheet for a multiple product number search

Located under the search box, the “Upload Excel Sheet” link allows you to find and upload a file on your computer. After the upload is complete, your Hollister matches should appear in the “Results” box. You can then export the results to an excel spreadsheet.

Note: The spreadsheet you are uploading should only have the product numbers you want matches for listed in the first column. There should be no other information on the spreadsheet as that impacts the functionality of the search.

5: Downloading an example spreadsheet

The “Download Example Excel Sheet” button is an example of what your spreadsheet should look like before uploading for a search.

Tool Administrator – Contact Marina Cervantes with product questions.

For additional product selections refer to the Hollister product catalog by clicking here.

Prior to use, be sure to read the Instructions for Use for Information regarding Intended Use, Contraindications, Warnings, Precautions, and Instructions. Hollister, the Hollister logo, Adapt, CeraPlus, CeraRing, Flexend, Flexwear, FormaFlex, HolliHesive, Lock 'n Roll, m9, New Image, Pouchkins, Premier, and SoftFlex are trademarks of Hollister Incorporated. © 2026 Hollister Incorporated.

This tool is for reference only. When attempting to change from a different brand to a Hollister product, it is important to note that there may not be an exact equivalent match, so more than one option should be considered and all product features reviewed. If you have questions regarding Hollister products, please call 1.888.808.7456 to speak to a Secure StartSM services team member. Always consult your healthcare provider about which products are right for the patient.

For additional product selections refer to the Hollister product catalog by clicking here.

[Change Password]

