



SWIFT



SOLVE THESE 5 PROBLEMS FIRST:

**How a leading agency is
making a real impact
through smart processes**

January 28, 2021

Our Speakers



**Khristen Haworth PT, DPT,
MPH, COS-C**
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Alternate Solution Health Network



Amy Cassata RN, WCC
VP of Clinical Operations
Swift Medical



Chip Sloan
VP of Strategic Partnerships
Homecare Homebase

Today's Challenges...



Focus



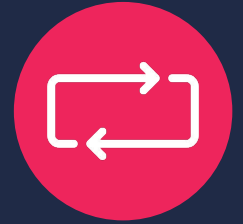
**Building an
excellent
program**



Staff burnout



**Maximizing
Impact**



Status Quo

The problem with wounds

8 mil

*Medicare beneficiaries
have wounds*

9.4 mil

*Expected new
wounds by 2025*

1 in 3

*Home health patients
require wound care*



1. <https://www.liebertpub.com/doi/pdf/10.1089/wound.2019.0946>
2. Chronic Wound Epidemic Cited in U.S., June 7, 2016, Healogics Inc., Surgical Product Magazine
3. Carol Hall Ellenbecker; Linda Samia; Margaret J. Cushman; Kristine Alster, "Patient Safety and Quality: An Evidence-Based Handbook for Nurses"

The opportunity in wound care



\$103B

*U.S dollars spent on home
health care in 2018*



6M

*National volume of wound
claims in home health
(between Q3 2018 - Q2 2019)*

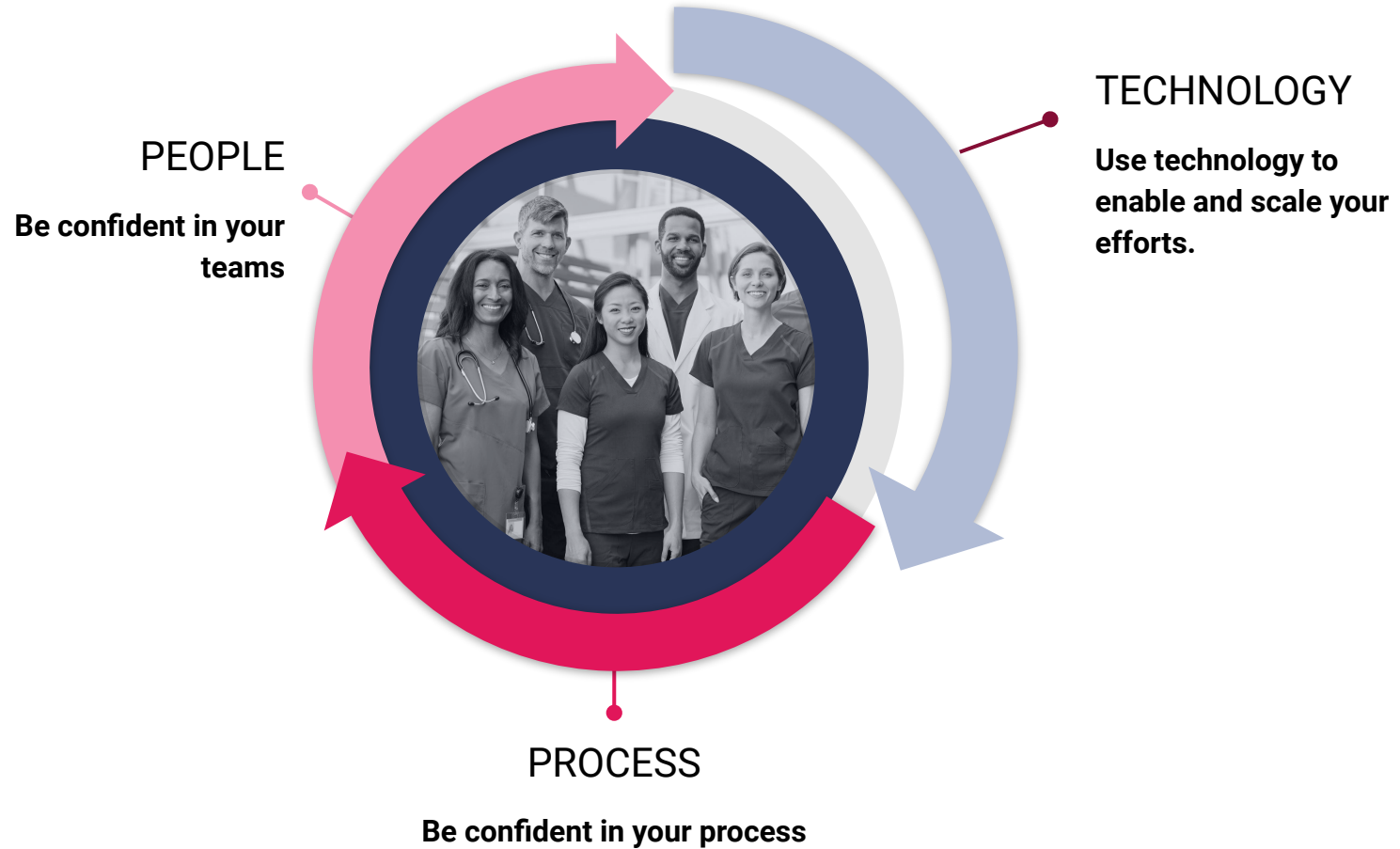


1. CNBC.com. America's \$103 billion home health-care system is in crisis as worker shortage worsens. Bob Woods. April 9, 2019
2. Trella Health, Medicare FFS claims, reporting period is Q3 2018 - Q2 2019.

Why Now?

- **PDGM was the greatest change in 20 years**
- **A Changing workforce**
- **There will never be a “right time”**







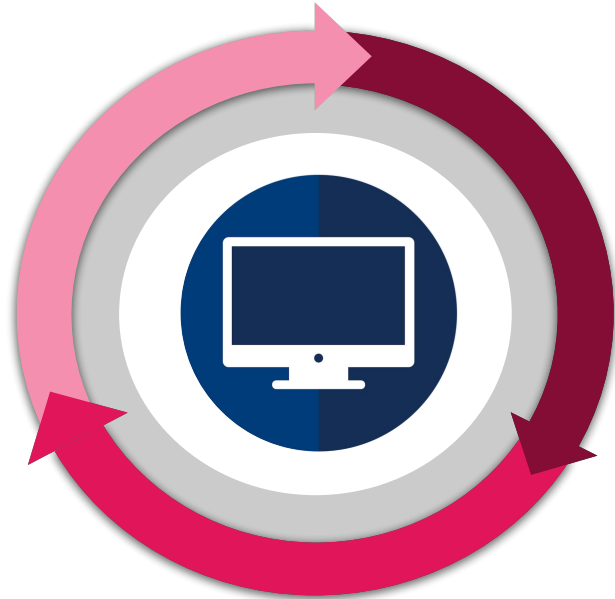
What's in your toolbox?

- *Technology must enable the process*
- *Your tools should “get out of the way”*
- *Highlight the opportunities*



5 Major Impacts:

- *Focus*
- *Staffing*
- *Maximizing Impact*
- *Standardization*
- *Future-proofing*



Intentional Focus

- PDGM
- *Finding the business opportunities*
- *Gaining insights from data*



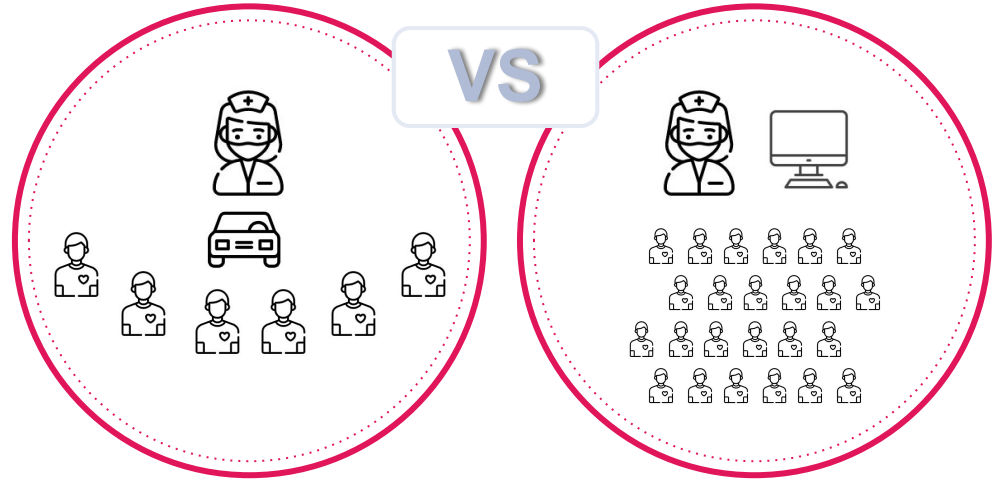
Staffing

- *A focus on retention*
- *Invest supporting your staff with the right tools*



Maximizing Impact

→ Make the most of your WCC/WOCN's



Standardization

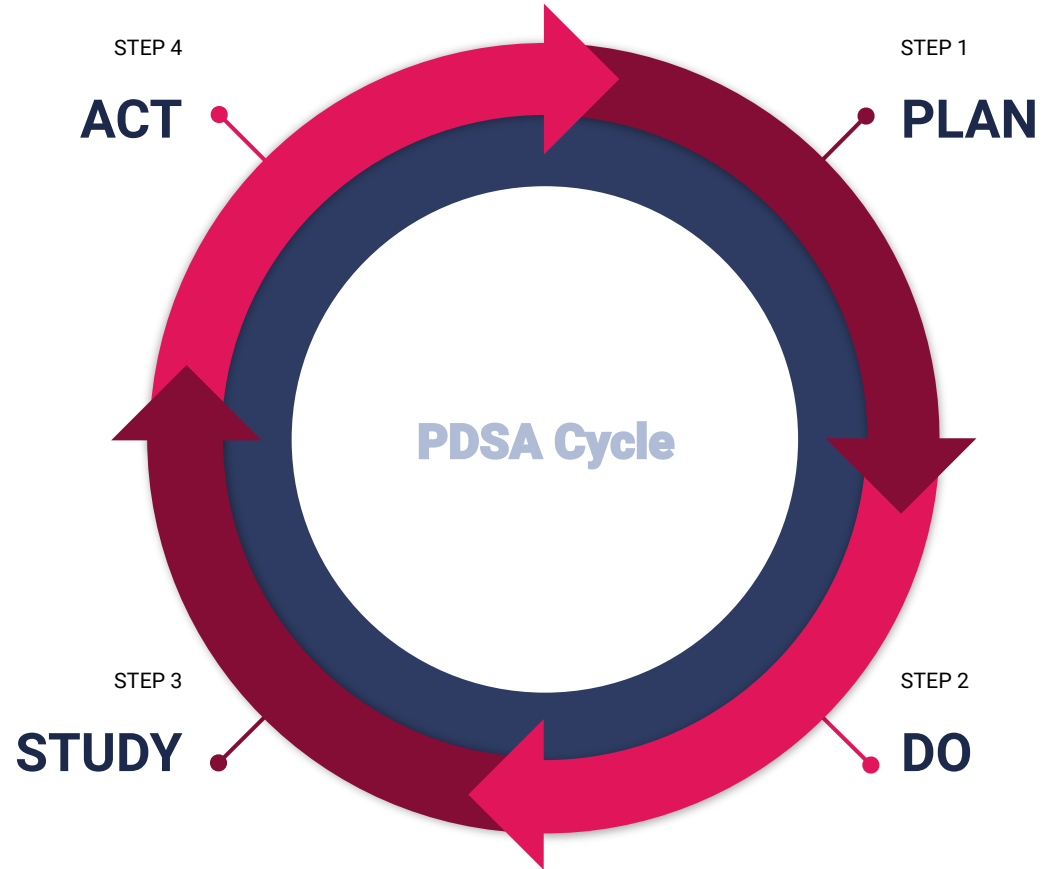
- Clinical
 - ◆ *Each patient deserves the best care*
- Regulatory
 - ◆ *Be prepared*
- Legal
 - ◆ *Pictures tell the story*



Future- proofing

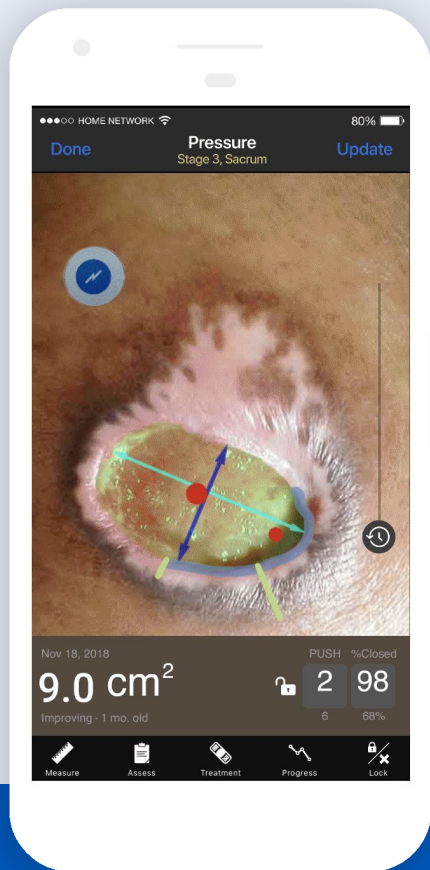
- Strive to do better:
 - ◆ Gather data insights
 - ◆ Action on insights
 - ◆ Test assumptions and adjust
- Adjust early, don't wait for the market







Q&A



Start building your wound care program **today**.

Swift Skin and Wound makes exceptional wound care possible.

Easily and consistently photograph, measure and document wounds at the point of care. Agency-level dashboards provide real-time visibility into your wound care population.

ASHN x Swift + HCHB

Jan 28 2pm ET / 1pm CT

Solve These 5 Problems First:

**How a leading agency is making a real impact through
smart processes**

Profile/Intro

Host: Justyna McCaig SWIFT

Khristen Haworth ASHN

Chip Sloan HCHB

Amy Cassata SWIFT

The problem faced by Agencies today

My staff are burnt out, how do we I keep them happy & keep them here?

I'm stretched thin, what should i focus on

I can't build a wound care program - it's hard enough to find one wound nurse ---

What's wrong with the way I do wound care now?

Why wound care is such a big problem right now

Size of the problem

Market challenges, technology challenges, human challenges

Why NOW (FOR ASHN)

[What challenges were you experiencing and aiming to solve?]

[The time frame]

[Was there a catalyst?]

Why NOW (for technology)

HCHB x Swift working together

What this means for Agencies (business opportunity)

What this means Clinical team (healthcare opportunity)

5 Major Impacts:

1. Staffing retention/satisfaction: giving our staff the best tools to do their jobs
2. Intentional focus: wound care was boosted under PDGM, it's hard to do, it's here to stay, we wanted to get it right and give it serious attention
3. Maximizing the impact of a single expert: we can't have wound nurses everywhere. We're not trying to do that. We needed a system that would let them see everything, even if they can't be everywhere.
4. Consistency & standardization: from a quality perspective, for auditing, for protection, because it's the right thing to do: we want everyone, regardless of what branch and what day they come under our care, to have the same high quality wound care and the same level of expert oversight.
5. Staying ahead of the curve: wound care with a paper ruler, without specialized tools is not optimal. We all know the data we're collecting is not cutting it. We're always striving to be better...