



Empowering Nurses to achieve a successful wound care program

July 7, 2020

Our Speakers



Amy Cassata RN, WCC
VP, Clinical Operations
Swift Medical



Bianca Salazar, RN
Director of Nursing
Americare of San
Antonio



Siobhan Gibney Gomis
Director of Home Health
Swift Medical



Tim Ingram
Senior Vice President
Axxess

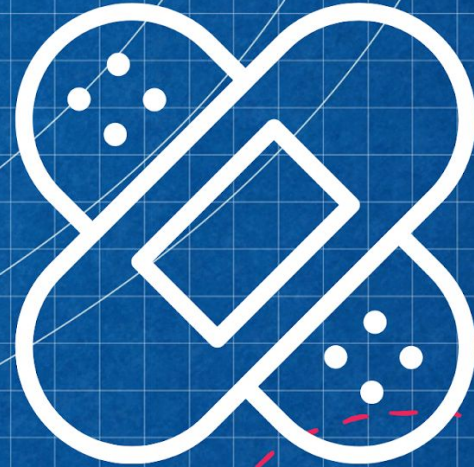
Agenda

State of wound care in Home Health

Wound care foundations: People and Process

Discussion:

- Staffing Challenges
- Strategies that help
- Industry outlook and trends



The state of Home Health pre-Covid



Realignment of Risk and Reward
due to PDGM



New Financial
Incentives



Market Share
Land Grab



Combat Cash Flow, Shrinking
Margins and Bankruptcy

New Pressures on Home Health



More reliance on technology and tools, i.e. telehealth options



Higher supply costs i.e. PPE



Staffing even greater challenge and less efficient



Confusion around reimbursements and financial tools

Did you know?

8 mil

*Medicare beneficiaries
have wounds*

9.4 mil

*Expected new
wounds by 2025*

1 in 3

*Home health patients
require wound care*

6 mil

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

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"

4. Trella Health, Medicare FFS claims, reporting period is Q3 2018 - Q2 2019.

**You may already
be managing
patients with
wounds...**





Risk



Reward

Building Blocks for a Wound Care Speciality

"I know everything related to wound care at my agency"



VISIBILITY

"I'm using data to make better informed decisions that drive down costs "



EFFICIENCY

"I'm using our successful wound care program to gain more referrals and better market my agency "



GROWTH



PROCESS & PEOPLE

Building Blocks for a Wound Care Speciality



PROCESS & PEOPLE

Building Blocks for a Wound Care Speciality

"I know everything related to
wound care at my agency"



VISIBILITY



PROCESS & PEOPLE

Building Blocks for a Wound Care Speciality

"I know everything related to wound care at my agency"



VISIBILITY

"I'm using data to make better informed decisions that drive down costs"



EFFICIENCY



PROCESS & PEOPLE

Building Blocks for a Wound Care Speciality

"I know everything related to wound care at my agency"



VISIBILITY

"I'm using data to make better informed decisions that drive down costs "



EFFICIENCY

"I'm using our successful wound care program to gain more referrals and better market my agency "



GROWTH



PROCESS & PEOPLE

Process & People

- *Ensuring access to wound care experts*
- *Developing standardized, evidence-based best practices*
- *Delivering ongoing education and training*



Insert Wound Care Expertise

**Certified
wound expert**

**Wound care
consultant**

Internal Champion

Train current staff



**Technology at
point of care**



Best Practice for High Quality Care



Evidence based
wound care program
and formulary



Educated,
specialized staff



Documentation,
tracking, and
reporting



Facilitation
cross continuum



Developing Standardized, Evidence-based Best Practices



Agency for Healthcare
Research and Quality



Cochrane
Library

Trusted evidence.
Informed decisions.
Better health.



WHS
WOUND HEALING SOCIETY



Wound
Ostomy and
Continence
Nurses
Society®



WOUND CARE
EDUCATION INSTITUTE®

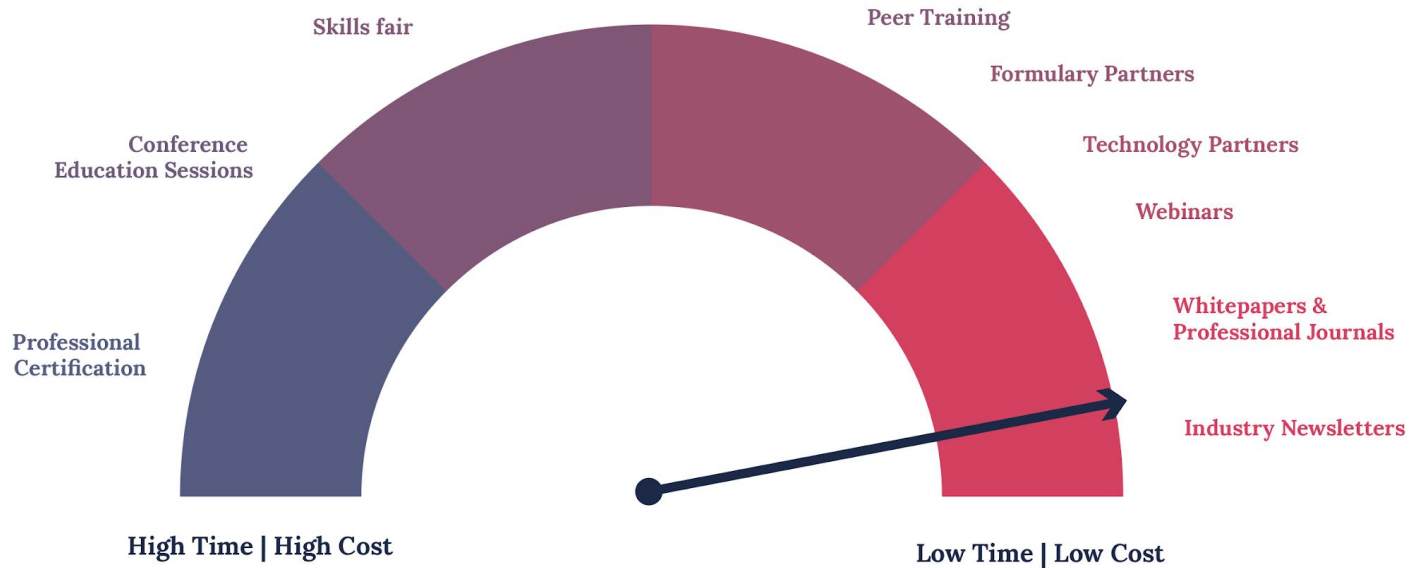


NPIAPSM
NATIONAL PRESSURE INJURY ADVISORY PANEL

Improving Patient Outcomes Through Education, Research and Public Policy



Delivering ongoing education and training



What should you use technology for?



Gaining visibility - in the field especially



Track clinical progress



Increase clinical standardization



Information sharing with physicians, hospitals and payers



Improve quality in specific clinical domains



Demonstrate technology and clinical leadership

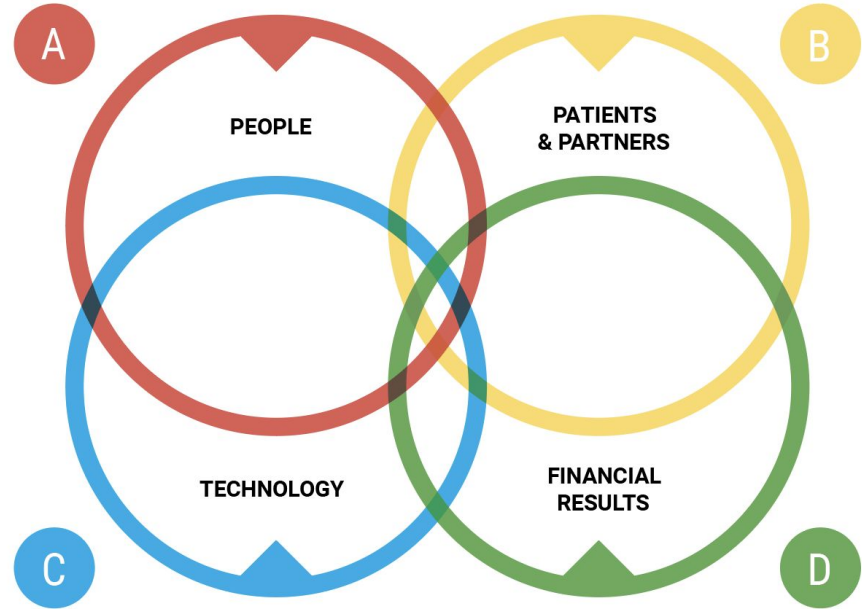


Help patients care for themselves



Help enable clinicians to practice at the top of their license

**Technology
on its own
is not the
solution**





An introduction to Bianca Salazar

Bianca Salazar is the Nursing Director at Americare In Home Care. Serving San Antonio, it's Veterans and the surrounding counties since 2018.

Bianca has been a part of the home health industry since 2005, filling many roles including working as a field nurse, QA, Nurse Manager as well as in administration.

Americare
Of San Antonio

Q&A



**Amy Cassata RN,
WCC**
VP, Clinical Operations
Swift Medical



Bianca Salazar, RN
Director of Nursing
Americare of San
Antonio



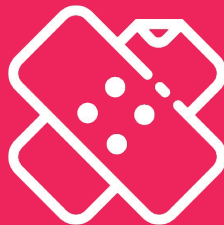
Siobhan Gibney Gomis
Director of Home Health
Swift Medical



Tim Ingram
Senior Vice President
Axxess

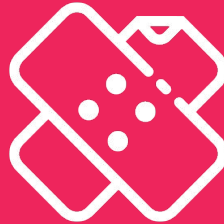


**What was the biggest staffing
challenge before the pandemic?**



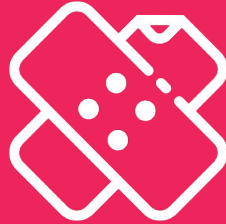


**Are staffing challenges
different now?**





How do you keep your team engaged?



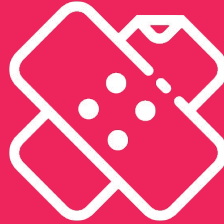


**How do you position your agency
to attract the right talent?**



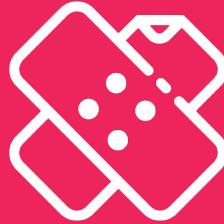


**What processes have helped
nurses the most in running a
successful wound care program?**



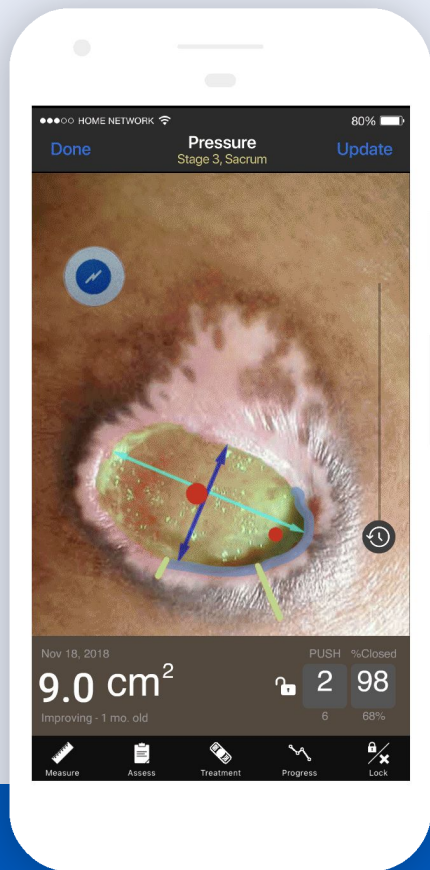


How is wound care different post covid?



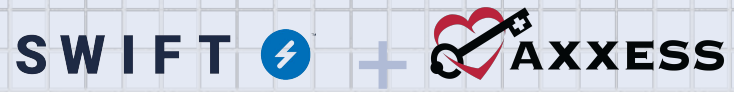


Q&A



The right tools are those that get out of the way and let your nurses do what they do best.

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.



Thank you