



A SWIFT MEDICAL EBOOK

# **Blueprint to Building a Profitable Wound Care Program in Home Health**

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# Introduction

**With the implementation of Patient-Driven Grouping Models (PDGM) in January 2020, the home health sector will likely experience the greatest disruption in nearly two decades. While there are several new reimbursement implications under PDGM, such as 30-day payment periods and the prioritization of institutional referrals, the core driver behind these new policies is the patient.**

With a little over a month since PDGM took effect, it is already transforming business and care delivery for home health agencies across the sector. For those that embrace a quality-based, patient-centric approach, their organizations will thrive. For those that fail to adapt and innovate, their organizations will struggle to survive amidst the foundational restructuring of the health system.

Nearly 20 years ago, the introduction of the Prospective Payment System (PPS), the previous Centres for Medicare and Medicaid Services (CMS) payment regime, saw an unprecedented swath of agency consolidation and bankruptcy, with about 25% - 30% of home health agencies disappearing.<sup>1</sup> To avoid a similar fate, today's home health agencies must be willing to investigate new PDGM requirements, analyze their current practices and embrace change and innovation across the organization. The home health agencies that not just survive, but thrive, will be those that are willing to diversify revenue streams, take on more complex patients and implement comprehensive care programs to ensure efficient, quality care.

# Why Wounds, Why Now

In the age of PDGM, one highly lucrative clinical area for your agency to focus on is wound care. Wound care as a profit center may sound odd. And it's true, historically, wound patients have been considered high-risk, with many home health agencies dreading wound referrals. In the past, agencies have, again and again, seen wounds eat into their margins.

Why is now the time to act? And why is speed so critical for success?



## Realignment of Risk and Reward

Wound patients commonly deal with complex, comorbid conditions and require resource intensive care, from both a staffing and supplies perspective. Recognizing this, the CMS has decided to reward the home health agencies that take on this vulnerable, clinically complex patient population.



## New Financial Incentives

Out of the 12 clinical groupings under PDGM, wounds present the highest potential reimbursement opportunity. Further, at a national level, wound episodes will experience the largest total increase in reimbursement (when compared to the former PPS structure), with an increase of nearly \$350M (up 23.7%) in payments to home health.<sup>2</sup> This represents a new, promising revenue pool for adaptive and innovative home health agencies.



## Market Share Land Grab

If you are one of the nearly 12,000 home health agencies hoping to capitalize on this lucrative patient population, speed will be critical. With PDGM now in effect, many organizations are racing to build and market their clinical programs and expertise to their referral partners. By establishing yourself early as a leader in home-based wound management, you can solidify trusted relationships across the health system, secure a broad referral network and spur the growth of your organization.



## Combat Cash Flow, Shrinking Margins and Bankruptcy

With ominous predictions that PDGM could put as many as 30% of home health agencies out of business this year alone, taking advantage of newly enhanced reimbursement structures, before your competitors do, could be the difference between success and insolvency. The agencies that move the fastest will be able to deepen and diversify their revenue streams, level out their cash flow and better prepare themselves to weather the headwind of the PDGM storm.

If you don't have a wound care program or specialty, now's a good time to start. If you have an existing wound care program, you might think about how you can optimize it, scale it, and enlarge your market share. If you can take on more wound patients and then deliver wound care efficiently, you'll create a new, high-margin business opportunity for your organization.

## Why Invest in Wound Care

There are several compelling business reasons why you should consider investing in a wound care program to grow your home health organization.

### ① Wounds affect a massive, growing number of patients.

Nationally, 8.2 million Medicare beneficiaries (15%) are suffering from a wound, with roughly 1-out-of-3 home health patients requiring treatment for a wound. As the prevalence and incidence of wounds typically increases with age, our rapidly aging national demographic means that the number of wound patients will similarly grow. It is expected that the incidence of chronic wounds will rise at an annual rate of 2%.

Home health agencies cannot ignore this patient population if they expect to maintain (and expand) their market share. Preparedness, not avoidance, is key to maximizing value from this inevitable patient segment - and transforming wound management from a business deficit to a business driver.

## US HOME HEALTH WOUND MARKET OPPORTUNITY

# 8.2 million

Medicare beneficiaries have wounds<sup>3</sup>

# 2%

Annual growth in the incidence of chronic wounds<sup>4</sup>

# 1-out-of-3

Home health patients requires wounds care<sup>5</sup>

# 5,869,044

National annual volume of paid wound claims in home health<sup>6</sup>

## ② Wounds yield the greatest potential reimbursement (and also pose the greatest potential cost).

As mentioned previously, wounds are the clinical grouping with the greatest potential reimbursement. With the highest baseline payment, more than any other clinical grouping, a wound episode is worth \$1,536.

However, like most strategies, risk and reward are deeply entwined. While wound patients are the most potentially lucrative, the complex,

resource-intensive nature of wound care also means that if care is not delivered efficiently, costs can quickly spiral out of control. With the growing elderly demographic highly susceptible to acquiring wounds, managing wound patients will be something every surviving home health agency will have to deal with. So it's vital to get it right!

Clinical Grouping (Primary Diagnosis)					
Neuro Rehab	Wounds	Complex Nursing	Musculoskeletal Rehab	Behavioral Health	MMTA Other
\$1473	\$1536	\$1032	\$1264	\$944	\$1111
MMTA Surgical Aftercare	MMTA Cardiac and Circulatory	MMTA Endocrine	MMTA GI/GU	MMTA Infectious	MMTA Respiratory
\$901	\$1070	\$1249	\$994	\$1055	\$1026

**3 Higher reimbursements are distributed for complex patients with multiple comorbidities, common among wound patients.**

One of the six payment factors under PDGM is the comorbidity adjustment. This adjustment takes into account the patient’s complexity related to their comorbidities, as a patient with multiple health conditions will likely require more intensive, higher cost care. A patient with a “high” comorbidity score, for example, would have their payment increased by \$339.<sup>8</sup> Secondary diagnoses, such as diabetes, which are commonly associated with wounds, can earn a “high” comorbidity score. Thus, home health agencies can reasonably expect, and must prepare for, a relatively sizable proportion of “high” comorbidity wound patients, and the associated financial incentive.

Factor	Score	Payment
Clinical Grouping	Wound	\$1536
Timing	Early/Institutional	\$1104
Functional Score	Medium	\$287
Comorbidity	High	\$339
Total		\$3266

**4 Wounds can drive greater referrals (and revenue) from more valuable institutional care sources.**

As home health agencies receive a higher rate of pay for patients admitted from a health care institution, like a hospital or skilled nursing facility, agencies that can build strong relationships with higher acuity providers will receive a greater reimbursement for the same patient profile. Institutional providers are increasingly embracing value-based care models where quality metrics and patient outcomes are the basis for their decision making and reimbursement. Home health agencies that can demonstrate a high quality of care and strong patient outcomes, such as reduced readmissions and best

practice care, will attract a greater volume of institutional referrals. Further, as integrated care networks are motivated to treat patients in the lowest cost settings (i.e. the home), high acuity wound patients are often discharged from hospital while still requiring relatively complex care. Home health agencies with robust wound care programs, that can manage care from complex patients, can accept more demanding wound referrals and build their capacity and trust with large, value-based health systems.





## Is Wound Care Right for You

While many agencies are viewing wounds as a highly compelling path to grow their business under PDGM, you must still consider the potential downside and risks. Patients with wounds often require more complex care, and therefore more specialized resources and tools to appropriately manage treatment. These resources and tools come at a cost. So you need to be able to look at innovation, not from a cost or revenue perspective, but from a margin or return on investment (ROI) perspective. A moderate upfront investment is worth a substantial long-term gain.

If your organization is unable or unwilling to innovate and evolve, and invest in building a strong wound care program, this pursuit can become a cost center, rather than a revenue center. Inefficient, low quality wound care is expensive.

However, for those home health agencies that plan to take advantage of PDGM, and view it as a business opportunity, rather than an impediment to profitability, wound management is an ideal clinical area to increase your margins while reducing to your risk.

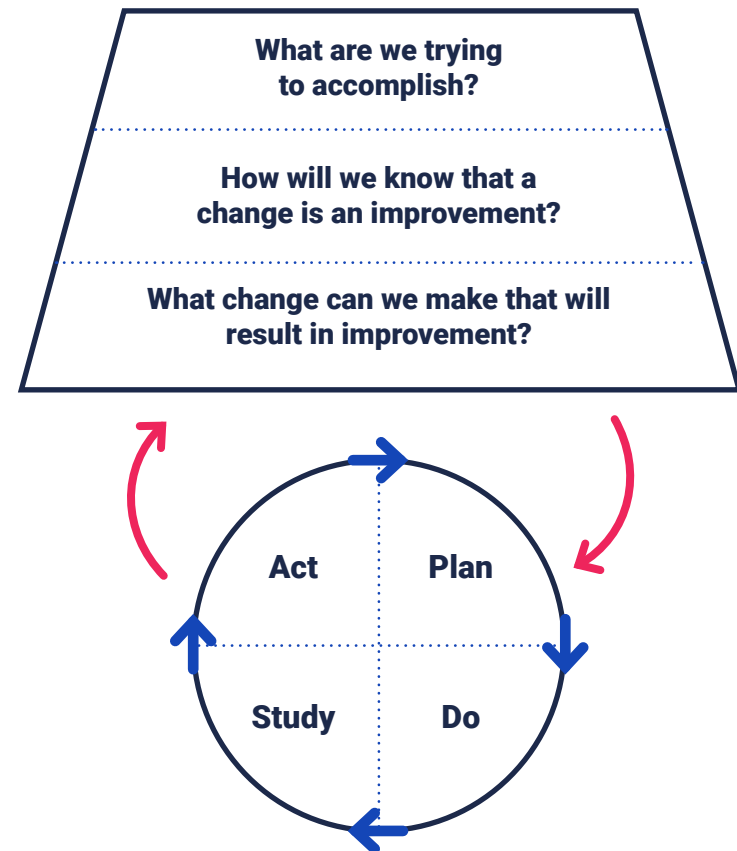
# How to Build a Wound Care Program

Building a wound care program doesn't happen overnight, but with some diligent planning and an appetite for improvement, it is a valuable revenue stream to develop under PDGM. As a wound management program is an interdisciplinary pursuit, that requires the expertise of various resources - including finance, clinical leadership, and frontline nurses - a collaborative approach is required. Representation from across your organization should be consulted and involved throughout the development of your program.

## The Model for Improvement

The Institute for Healthcare Improvement (IHI) uses this simple, yet powerful framework to strategically design, implement and accelerate change initiatives in healthcare settings. This structure can be helpful to follow when conceptualizing and designing your wound care program. It helps to root organizational planning and decision making in overarching goals and to embrace an iterative approach to measuring progress and refining objectives throughout the course of the program.

→ For more information on the IHI's Model for Improvement, visit <http://www.ihl.org/resources/Pages/HowtoImprove/default.aspx> or click [here](#).



## Example Project Plan

On the more tactical side of things, we have outlined a high-level project plan that shows how a home health agency can establish a wound care program. The plan below highlights some of the major steps to consider when building, or enhancing, a wound care program.

Phase	Initiate	Develop	Implement	Optimize
<b>Timeline</b>	4 weeks	8 weeks	12 weeks	Ongoing
<b>Objectives</b>	Build project team, design program goals and assess the current state.	Develop the policies, tools, technology and expertise to implement the program.	Conduct staff training and go-live with new policies, tools and technology.	Continue to monitor and evaluate success to improve your program over time.
<b>Key Activities</b>	<ul style="list-style-type: none"> <li>Identify program lead/champion</li> <li>Establish interdisciplinary working group (with representation from finance, clinical, operations)</li> <li>Leverage IHI Model for Improvement to design program goals</li> <li>Assess current wound population (number of patients, type of wounds, avg. episode length, etc.)</li> <li>Assess gaps in current wound care policies, protocols and pathways</li> <li>Assess current technology/tools and future needs</li> </ul>	<ul style="list-style-type: none"> <li>Develop/enhance wound care policies, protocols and pathways for your organization</li> <li>Research, evaluate and procure any required technology</li> <li>Identify internal and/or external wound experts</li> <li>Identify priority partnership and develop sales/marketing strategy</li> </ul>	<ul style="list-style-type: none"> <li>Deploy and make accessible new wound care policies, protocols and pathways</li> <li>Configure and implement wound management technology</li> <li>Conduct education and training for frontline staff, including new policies and technology</li> <li>Launch sales/marketing effort to scale referral base</li> <li>Create program evaluation plan and collect baseline data</li> </ul>	<ul style="list-style-type: none"> <li>Continually monitor and assess adherence to care standards, business goals and best practices</li> <li>Deliver ongoing education, when/where required</li> <li>Collect ongoing data to measure success and clinical/financial ROI</li> <li>Enhance sales/marketing strategy and materials based on program outcomes/benefits</li> <li>Share ongoing feedback with technology provider to inform product roadmap</li> </ul>
<b>Milestones</b>	<ul style="list-style-type: none"> <li>Appoint wound Program Lead</li> <li>Establish working group</li> <li>Complete current state assessment</li> </ul>	<ul style="list-style-type: none"> <li>Finalize wound management policies and procedures</li> <li>Complete technology evaluation and select preferred provider</li> <li>Hire or develop required wound care expertise</li> <li>Create partnership target list, value prop and sales/marketing materials</li> </ul>	<ul style="list-style-type: none"> <li>Go-live with wound management technology</li> <li>Complete initial training for staff</li> <li>Evaluation plan and baseline data documented</li> <li>Execute sales and marketing strategy to increase referral volume</li> </ul>	<ul style="list-style-type: none"> <li>Publish case studies and evidence of impact to enhance reputation and referrals</li> <li>Establish regular cadence for working group to review/refine policies and procedures</li> <li>Meet regularly with technology provider to optimize relationship and technology roadmap</li> </ul>
<b>Resources</b>	<ul style="list-style-type: none"> <li>Program Lead</li> <li>Wound Care Working Group</li> </ul>	<ul style="list-style-type: none"> <li>Program Lead</li> <li>Wound Care Working Group</li> <li>Business Development Lead</li> </ul>	<ul style="list-style-type: none"> <li>Program Lead</li> <li>Technology Provider</li> <li>Business Development Lead</li> </ul>	<ul style="list-style-type: none"> <li>Program Lead</li> <li>Technology Provider</li> <li>Wound Care Working Group</li> <li>Business Development Lead</li> </ul>



# Key Elements of a Wound Care Program

To be successful in implementing and sustaining a high-performance wound care program, there are several core initiatives that must be carefully considered.

**These initiatives include:**

1. Ensuring access to wound care experts
2. Developing standardized, evidence-based policies and guidelines
3. Delivering ongoing education and training
4. Building relationships with institutional care providers
5. Leveraging wound management technology and analytics

These initiatives are closely intertwined and their individual effectiveness, as well as the overall success of your program, are highly contingent on one another. Therefore, it is imperative these initiatives are developed in coordination and operate in conjunction to provide a highly integrated delivery approach. For example, you could have a spectacular team of wound care experts, but if they are used inefficiently your cost per episode will skyrocket.



## 1. Ensuring Access to Wound Care Experts

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Wounds are a highly demanding condition to manage and therefore a specialized approach is required to appropriately care for these patients. Wound care experts come in a variety of forms, with numerous credentialing bodies across the country, but regardless of their precise credentials, a nurse experienced and educated in managing wounds is essential to scaling a wound care program. These experts could be a wound ostomy and continence nurse (WOCN), a Wound Care Certified (WCC) nurse, a certified wound specialist (CWS) or even a non-specialized nurse experienced with managing complex wound patients.

As most agencies do not have access to a full-time, credentialed wound expert, and cannot justify this expense, many agencies are taking alternative approaches to wound care staffing. Many small and mid-sized agencies either look to bring on contract, part-time wound experts for remote consultations and reviews. Others identify someone inside their organization that has a passion for wound care to lead the charge. Some agencies will financially support a staff member in completing their wound care accreditation/education in exchange for a promise of continued employment - for a specified period post accreditation.

Another compelling reason for this second approach is that investing in your employees' professional development and continuing education is proven to help promote a sense of job fulfillment and increase staff retention, which is becoming increasingly important with high staff turnover rates in home health.

## BUILDING WOUND CARE CAPACITY, EFFICIENCY AND SCALABILITY

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**Capacity** - Wound care experts can build your internal organizational capacity by providing education and training in wound management for the rest of your nurses, elevating their comfort and skills in managing wounds.

**Efficiency** - By deploying your wound experts remotely, you can optimize staffing across your organization. By having lower cost nurses complete regular home visits, your more specialized, higher cost resources can provide support via remote reviews and evaluations.

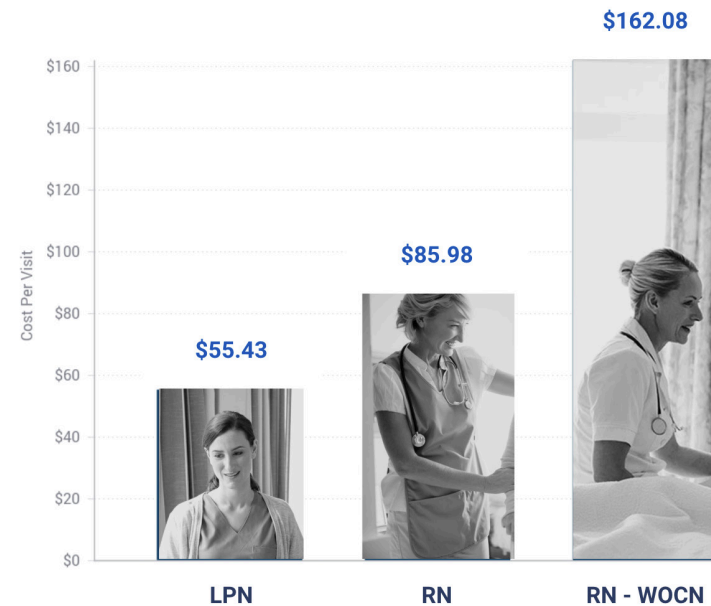
**Scalability** - By visualizing your wound care experts, you will be able to more effectively scale your business, empowering your nurses on the ground and enabling your specialized wound resources to manage larger cohorts of patients, across broader geographies.

## Staff Optimization - How to Do It

*How to optimize staffing and reduce costs by ensuring everyone is operating at the peak of their scope of practice.*

The cost of a single visit differs greatly depending on the specialization and education of the nurse who conducts the visit.

With digital wound management technology, you can ensure the most appropriate nurse completes each in-person visit, while providing virtual support from the rest of the wound care team. By having more specialized wound nurses support visits remotely, you can realize tremendous savings while maintaining the same quality of care.



## Staff Optimization - Scenario

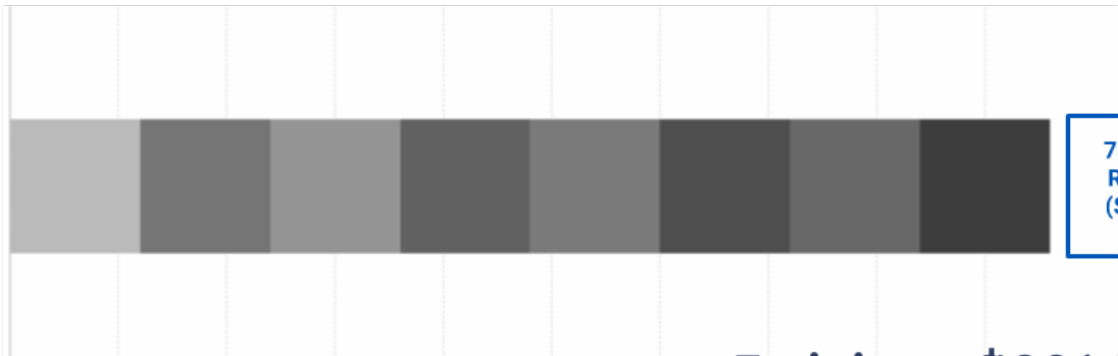
### Current State

A Registered Nurse (RN) conducts 7 wound care visits the course of a wound episode

### 7 wound care visits with a RN



RN



7 visits x  
RN Rate  
(\$85.98)

7 visits = \$601.86\*

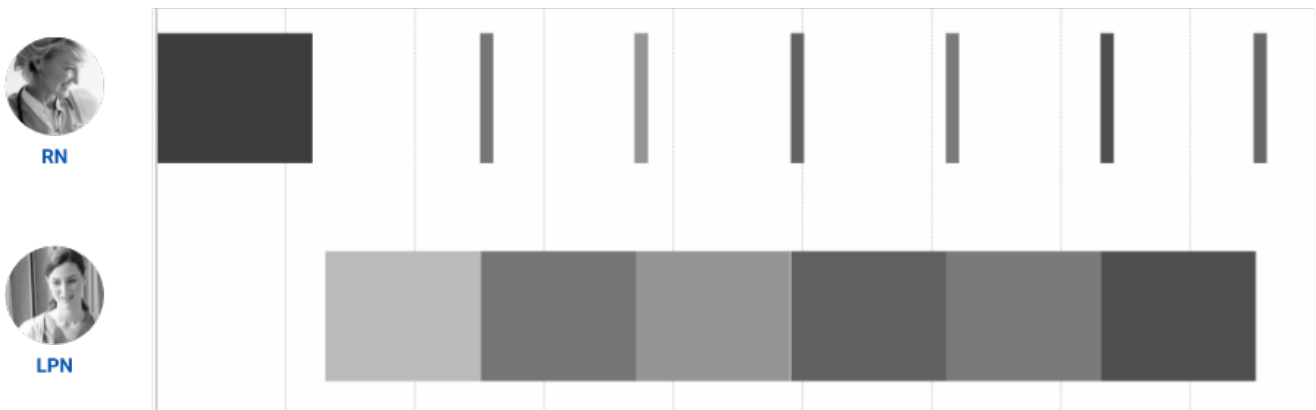
\*This could be higher if you are paying mileage or hourly

# Staff Optimization Scenario

## Optimal State

An RN completes 1 initial visit and then a Licensed Practical Nurse (LPN) completes the following 6 wound care visits, while the RN remotely reviews through a digital wound management solution.

## 7 wound care visits with Optimized Staffing



1 visit + 6 remote review, sign & lock in Digital Wound Solution with RN = \$128.97

6 visits with LPN with Digital Wound Solution photo and measurements = \$332.58

**Total =\$461.55**

By implementing a digital wound management solution and optimizing your clinical operations, you would be able to save \$140.31 for this one episode alone.





## 2. Developing Standardized, Evidence-based Policies and Guidelines

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Establishing standardized, evidence-based wound management policies is critical to ensuring every patient receives the highest quality of care while appropriately utilizing resources. By aligning your clinical practices with best practices, you'll be able to ensure all your staff are providing the most efficient and effective care, which will produce the best outcomes.

### A FEW KEY AREAS OF STANDARDIZATION SHOULD INCLUDE:

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**Formulary** - Create a standardized wound formulary, by wound type, to drive supply chain optimization and ensure appropriate product formulary is used for each patient. This will optimize wound healing, patient outcomes and resource utilization, ultimately driving down supply costs and increasing your margin. In wound care in particular, supplies represent a significant portion of the total cost of an episode. Therefore, by containing and guiding ordering behavior through formulary standardization, you can reduce inappropriate or excessive supplies usage/ordering and reduce unnecessary supply spending.

**Wound Care Protocols and Pathways** - Develop organizational policies that guide frontline staff regarding wound assessment, documentation and ongoing management. Wound care protocols and pathways will standardize clinical decision making across your organization, ensuring everyone is confident and consistent in their clinical decision-making and operating at the scope of their practice.

**Patient Education** - Provide patients with evidence-based educational resources about how to properly manage their wounds and recognize signs of improvement or deterioration. By making patients active participants in their care journey, you empower them with knowledge and allow them to take greater responsibility for their health and healing - proven to contribute to better outcomes.

## Patient Advocacy

All patients need someone to advocate for them. Standardization and adoption of evidence-based practices can be a powerful tool in supporting this aim. Wound care is a complex, multifaceted discipline, and being able to root and rationalize decision making in the latest medical research and best practice will help nurses most appropriately care for their patient and effectively communicate with the rest of their patient's care team.

## BORROW FROM THE BEST!

Rather than beginning from scratch, you may want to leverage the work of trusted clinical expert groups and associations. The following organizations have created wound care guidelines, protocols and tools that can be used to develop or adapt wound care policies and protocols for your organization.

- Wound Healing Society
- Wound, Ostomy and Continence Nurses Society
- National Pressure Ulcer Advisory Panel
- Cochrane Database
- Wound Care Education Institute
- Peer-reviewed paper in reputable medical journals (i.e. Journal of Wound Care; JAMDA, etc)





### 3. Delivering Ongoing Education and Training

Like with any change initiative, upfront and ongoing education and training is critical to adoption and success. Developing wound care policies and guidelines are worthless unless they are understood and adopted by your entire team. The more familiar frontline nurses are with new or revised wound management policies, the more comfortable and efficient they will be when engaging with patients in the home - knowing the right protocols, pathways and technology are available to support their decision making.

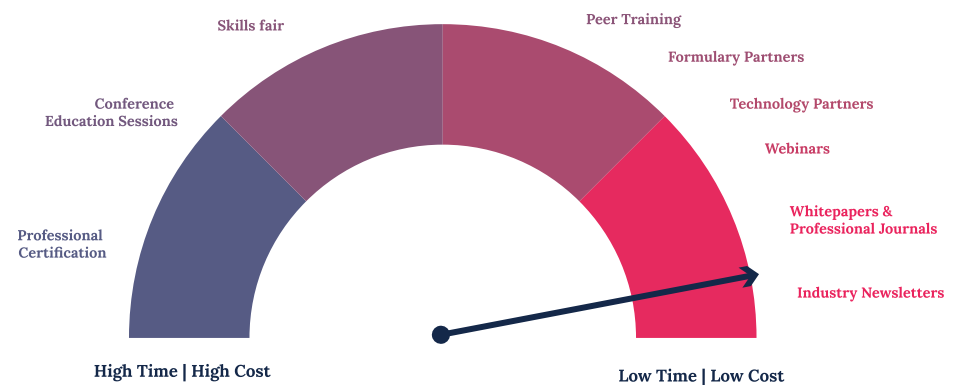
#### Bring in the Experts

You can often leverage your formulary and technology providers to deliver education and training to your staff. They are the experts in their products and will often provide no cost training and educational resources to support your organization. This will ensure all your staff are comfortable with the products and can use them efficiently at the point of care, which can reduce visit time, reduce wasted supplies and improve staff capacity.

Wound care experts can also support wound management education for RNs and LPNs at your organizations. This will not only elevate the skills and competencies of your entire workforce, but it will strengthen relationships between the different members of your collaborative wound care team.

#### Continuous, Targeted Education and Training

Training is not a one-and-done event. It is an ongoing professional improvement initiative that should be delivered regularly to ensure staff are continually advancing their skill set. A robust analytics operation can provide insights into quality improvement opportunities for specific staff members or specific clinical interventions, which are not performing as expected. For example, if you recognize high levels of variability between wound healing times or supply usage between different nurses, for the same wound type, targeted education can be delivered for those in deviation from desired behavior.





## 4. Building Relationships with Institutional Care Providers

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As healthcare becomes increasingly integrated across phases of care - particularly for chronic, complex patients - relationships with other health care providers become increasingly important, as responsibility for a patient's health is a collaborative, cross-continuum effort. As you're able to deepen and expand your relationships, you'll increase your market share, your volume of referrals and your revenue potential. With PDGM, many home health agencies will need to adjust and adapt their partnerships and marketing strategy to develop the most lucrative referral partners: institutions.

### Strategies for Building your Referral Network

#### Focus on Institutional Referral Sources

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Under PDGM, referrals that originate from an institutional setting get reimbursed at a higher rate than those that come from the community - designed to prioritize care for higher acuity patients. For it to be considered an institutional admission source, the patient must have had an acute or post acute stay within 14 days prior to home health admission. For wounds, and for any other clinical grouping for that matter, demonstrating that you can manage chronic, high complexity patients will be vital to establishing your agency as a trusted referral recipient of larger institutions. In addition to the higher reimbursement received for institutional referrals, these larger organizations naturally discharge greater volumes of patients into home care, providing an even greater partnership incentive.

### Emphasize Alignment with Value-based Care

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Just like in home health, hospitals and integrated health systems are increasingly adopting value based care models, where quality of care and clinical outcomes are central to how they are reimbursed. As a result, institutions will look to partner with home health agencies that can hold up their end of the patient journey - and offer best-in-class wound management that delivers positive outcomes.

### Prove It...Demonstrate Outcomes

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To differentiate your agency and demonstrate your value to prospective institutions, you should be able to prove performance in wound management. It's important to gather and promote metrics that highlight your strengths and address the needs of your institutional partners.

For example, many hospital systems, especially those in value-based models, will be interested in:

- **Reducing hospital readmission and ER visits** - Hospitals want to keep patients in the lowest cost settings, in home rather than in hospital, and avoid high cost readmissions.
- **Minimize time to start of care** - Hospitals want to streamline transitions of care between the hospital and the home, ensuring patients can be discharged with the appropriate home care resources in place.
- **Delivering high quality of care** - Hospitals want to know that their patients are receiving the highest quality of care and best possible outcomes.

If you decide to leverage a digital wound care solution to support wound documentation and management at your organization, many of the above metrics can be automatically captured and visualized through dashboards and reports. These reports can be included in brochures or reviewed in 1on1 meetings with discharge planners.



## 5. Leveraging Wound Management Technology and Analytics

While technology is certainly not the silver bullet to delivering first-rate wound care, the right digital tools can help you streamline your clinical operations, provide valuable insight into your patient population and enable you to deliver higher quality, lower cost care.

The leading wound management technologies can enable you to greatly accelerate the efficiency and scale of your business. These solutions can drive measurable benefits in access, quality and cost of care by enabling the following:



### Enhanced Wound Evaluation and Documentation

- As opposed to measuring wounds with a paper ruler and Qtip, advancements in intelligent wound visioning can dramatically enhance the accuracy and consistency of wound documentation.
- High quality, standardized wound documentation and data will increase the appropriateness of wound management and decision making, including diagnosis, prognosis, and development of the patient's care plan.
- Appropriate wound documentation and classification will also ensure your agency has captured all the right information to project and track costs, streamline billing and reimbursement, and mitigate litigation exposure.



### Care Team Communication and Collaboration

- Technology that enables secure communication and information sharing can facilitate virtual consultations (synchronous and asynchronous) with more specialized nursing staff, increasing the capacity of your scarce, higher cost resources and effectively deploying your lower cost resources in the field.
- Enhanced communication between members of your care team also elevates the bedside clinician's decision making ability, enabling them to operate at the peak of their scope of practice, reducing the need for more expensive, in-person visits by specialized wound nurses.



### Wound Analytics and Population Health Insights

- The most powerful wound care solutions can provide visibility into your entire wound population, to enable proper planning and service delivery.
- With this insight into your population, you can identify and flag the patients at the highest risk of developing new or worsening wounds, and provide more preventative and proactive care.
- By providing more proactive care, you will reduce the likelihood of accruing higher costs associated with deteriorating health (more supplies, visits, etc.) and reduce the chance of potentially avoidable readmissions - which could adversely impact your reputation with institutions, and thus your referral volume.

## Selecting the Right Technology for Your Organization

There are numerous digital wound management solutions on the market and it's important to find the one that best meets the needs of your organization. When evaluating the right solution for your organization, you need to consider your unique business and clinical goals. The right solution for you might not be the right solution for the agency down the road. The important thing is that you evaluate several solutions against the same criteria, to ensure you get the greatest value for money and alignment for your organization.

The evaluation criteria will be different for every organization, but there are several key areas to focus on when evaluating the right wound management solution and technology provider. In the [Appendix](#), we've highlighted some of the common evaluation criteria that leading health care organizations use to assess new technology purchases.



# What Next

So, now it's up to you. Do you swim with the PDGM current or try and tread water? Do you adapt and innovate to capitalize on new growth potential or do you stick to what you're doing and hope to stay afloat?

## 3 Things to Remember

- ① **Start Now** - Speed will be a chief factor in determining the winners and losers under PDGM. The fastest movers will be able to capture new referral partners and optimize their workforce to expand their business.
- ② **Talk to Experts** - These can be clinical wound experts, wound care technology providers or your referral partners. Get as many perspectives as you can. Everyone is figuring out PDGM together. And having everyone working in coordination will be key to your success.
- ③ **Think about the "R" (in ROI)** - It's not the size of the investment, but the size of the return that matters. Don't be afraid to invest upfront to build a program that will yield greater savings and revenue in the long-term.



# About Swift Medical

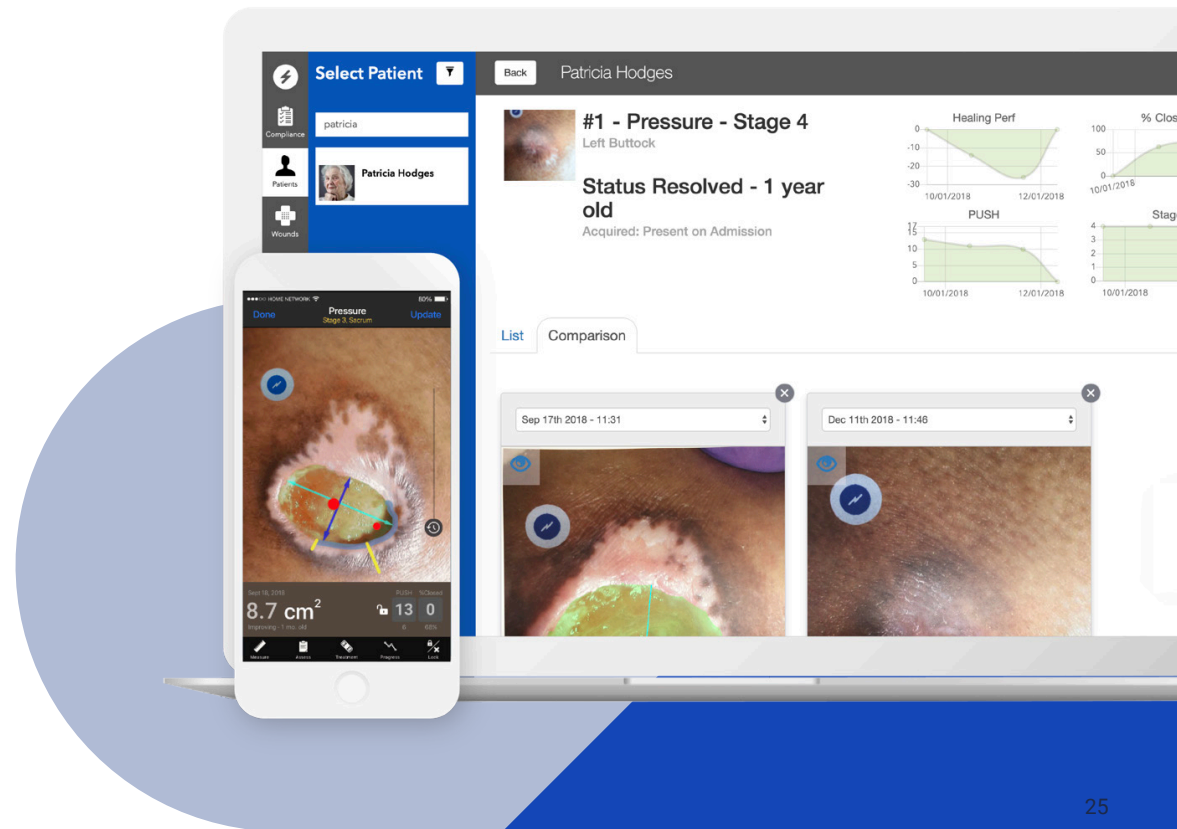
Swift Medical is the world leader in digital wound care. Our technology is used by over 2,000 health care organizations across the continuum of care. In home health, Swift Skin & Wound is enabling agencies to thrive under PDGM by increasing their margins and improving the quality of care for wound patients.

To learn more about how Swift Medical can help you build a comprehensive wound care program and grow your business under PDGM, please contact us at:

phone: 1 888-755-2565

email: [sales@swiftmedical.com](mailto:sales@swiftmedical.com)

website: <https://swiftmedical.com/>



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# Appendix

# TECHNOLOGY EVALUATION CRITERIA

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## **Solution Provider Experience**

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- Provider had experience providing their solution in the home health sector.
- Provider has a track record of supporting organizations of a similar size to mine.
- Provider can supply positive customer references that attest to their experience and competency.

## **Wound Management Technology**

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### *Care Team Communication and Collaboration*

- Product improves communication between members of the wound care team, such as wound experts, physicians and nutritionists.
- Product supports synchronous and asynchronous modes of communication.
- Product facilitates sharing of patient information (appropriately) between members of the wound care team.

### *Enhanced Wound Evaluation and Documentation*

- Product improves accuracy and consistency of wound assessments.
- Product automates wound measurements - length, width, surface area.
- Product provides ability to create mandatory workflows and data fields to ensure consistent and compliant documentation.

### *Wound Analytics and Reporting*

- Product provides a comprehensive visual history of the patient's wound status, including images, measurements, evaluations and treatments.
- Product supports visualization and tracking of wound healing trends across your patient population.
- Product supports filtering and reporting at the level of the clinician, the facility, the organization and the treatment type.
- Product supports monitoring of at-risk patients, with or without wounds, in your population.
- Product supports monitoring and staff compliance with assessments and documentation.

## TECHNOLOGY EVALUATION CRITERIA

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### *Usability*

- Product has an intuitive, user-friendly interface, designed for clinicians at the bedside.
- Product reduces time to complete wound assessments and documentation.
- Product operates on smartphones and tablets (iOS and Android operating systems) without the need for other measuring devices.
- Product functions seamlessly in online and offline environments.

### *Workflow and Configuration*

- Product can be easily configured to support various client workflows.
- Workflows can be enforced (made mandatory) by the client to ensure compliance and standardization.
- Product can generate flags and alerts based on customizable parameters.
- Product provides sign/lock and electronic signature functionality.
- Client's preferred Clinical References and Best Practice Guidelines (BPGs) can be made easily accessible from within the product.
- Product can be used for non-wound assessments, such as Skin or Braden, to provide more predictive and preventive care.

### *Integration*

- Product integrates with your current EMR and IT systems to reduce double documentation and save time.
- If not, the provider has a track record of successfully integrating with various, 3rd party health IT systems in home health.
- Product supports standards-based messaging (i.e. HL7, FHIR).

### **Implementation, Adoption and Ongoing Support**

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- Provider has a dedicated engagement team to support planning, go-live and ongoing support.
- Provider has a track record of successful, on-time implementations in home health.
- Provider delivers initial and ongoing training and education for all superusers/trainers and/or end-users.
- Provider supplies education and training materials, including access to an online learning management system.
- Provider delivers regular communication about new and enhanced product features.
- Provider encourages user feedback collection to inform their product roadmap.
- Provider has an available 24/7 service desk to manage technical issues.

# TECHNOLOGY EVALUATION CRITERIA

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## Privacy and Security

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- If the product is cloud hosted, are the servers and patient data located (and remain) in the appropriate jurisdiction(s).
- Provider is HIPPA compliant.
- Provider is SOC2 compliant.
- Provider ensures all data is encrypted.
- Product support permission-based, user access controls.
- Provider has privacy and security policies and procedures, such as a DRP, BCP, etc.

## Clinical Validation and Proven Outcomes

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*Provider can demonstrate the published, reported and/or expected clinical and financial impact of their product in a real-world clinical setting, specifically how has proven to:*

- Improve wound healing time
- Reduce the incidence of wounds across an organization
- Reduce wound supply costs
- Reduce time to complete wound assessments/documentation
- Reduce the number of nursing visits
- Reduce the number of fines and penalties for wounds events
- Increase referral volumes
- Increase reauthorization rates

## Solution Pricing

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- Provider's overall pricing is competitive.
- Pricing does not restrict scalability (i.e. limits the number of users or limits the number of wound assessments).
- Managed services are included in the pricing at no additional cost (i.e. hosting, technical support, bug fixes, etc.).
- There are no additional costs for integration.
- There are no additional costs for hardware (if required).
- There is a significant, and measurable, return on investment (ROI). The provider can provide a model to show your organization's ROI.
- The pricing model supports ongoing product innovation and client success.

With regards to the cost of the solution, remember: you get what you pay for. Going with the cheapest solution probably won't yield the best results. You should also consider the total value, and not just cost, of a solution. Remember, what is important is your margin, not your costs - or your revenue. A solution that costs 2x more than another, but yields a 10x greater ROI is a better value investment.