Digital Wound Care Can Drive Home Health Referrals

The Swift Ladder To Success

Five keys steps for referral generation:

1. Allow Marketing to the Most Opportunistic Home Health Referral Sources With Wound Care Patients
2. Identify High-Volume Wound Referral Sources
3. Differentiate Your Agency Via Wound Care Excellence
4. Provide Visibility of Responsiveness and Service in Wound Care
5. Show Responsibility Fostering Accountability in Wound Care

Four key categories showing proof of performance in wound care:

1. Quality of Care Delivered (Better Outcomes)
2. Client Satisfaction (Better Care)
3. Caregiver Retention (Better Resources)
4. Continuous Improvement (Better Risk Mitigation)

Home Health Agencies need to identify high value referral partners and strategically target business development activities. Here are five focus areas fundamental to success:

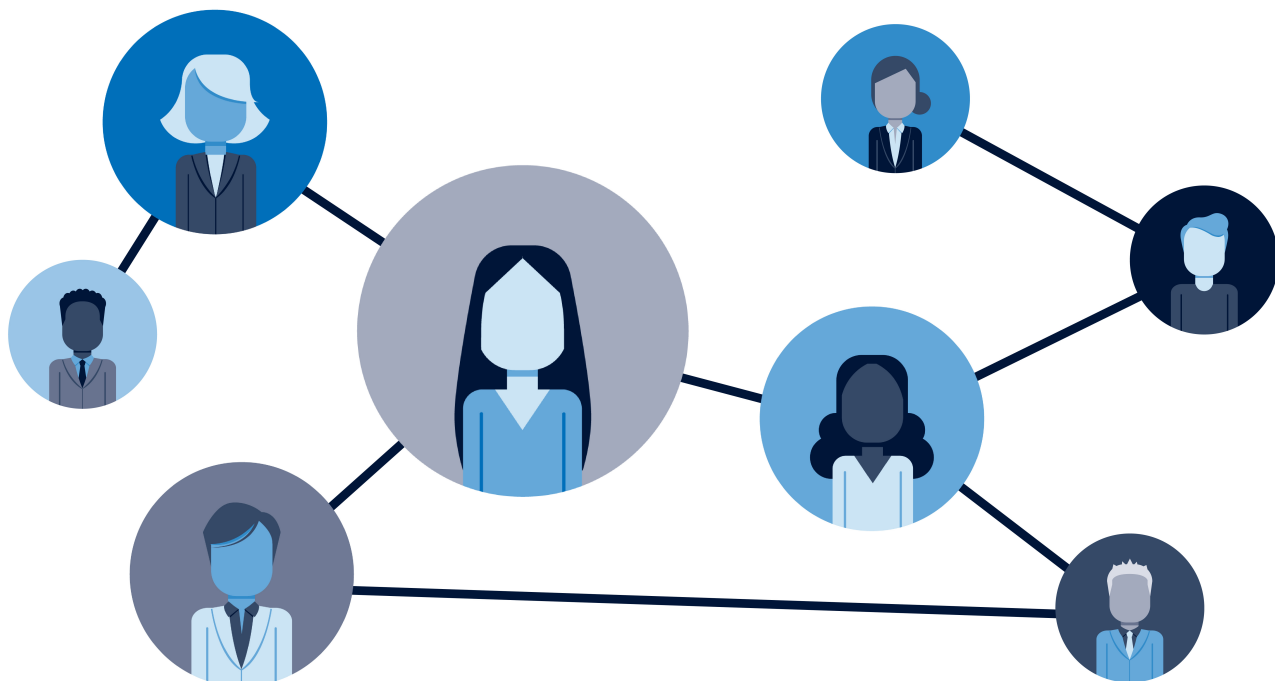| KEEP IT PERSONAL	REGULARLY COMMUNICATE	STAY RELEVANT	MEASURE & TRACK	TWO-WAY STREET
Invaluable to know exactly who is referring to you	Consistent communication is vital for long-term relationship	Become familiar with and implement technology	Very important to know exactly how things are going	Look to return the favor by giving back

SWIFT SKIN AND WOUND

Swiftly Build Referrals Using Digital Wound Care

- Market "Excellence in Wound Care" showing accuracy and high quality
- Efficiency of information exchange between care settings
- Agency branding across information to ensure connectivity between partners
- Implement leading technology in digital wound care
- Real-time communication between care settings
- Provide visibility of care delivery, both efficiency and quality

Swiftly Strengthen Existing Referral Relationships Using Digital Wound Care

- Demonstrate clinical excellence and care oversight
- New reimbursement (PDGM) provides higher payment for wound care
- Drive agency profitability through referrals on wound care
- Wound Care Excellence provides increased relationships and partnerships with institutions for patients with wounds
- Target institutions looking for preferred partners who can help reduce readmissions through better care
- Building long-term relationships through improved visibility and care delivery

SWIFT SKIN AND WOUND