

WHEN DIGITAL IS SIMPLY BETTER

It's time to bring clinical and administrative workflow for wound care into the 21st century

WOUNDS: A GLOBAL THREAT THAT CALLS FOR INNOVATIVE SOLUTIONS

Acute, traumatic and chronic wounds are a serious global threat, with more than 305 million cases recorded and treated globally.¹ The problem is set to get worse as the incidence of chronic wounds continues to rise at an expected rate of 2% annually over the next decade.²

Painful and often compounded by unpleasant symptoms such as inflammation and strong odor, chronic wounds can significantly erode quality of life and cost Medicare as much as \$96.8 billion annually.³ Yet 95% of wounds continue to be diagnosed and treated with outdated techniques, and the clinical and administrative workflows for wound care management remain largely ineffective and inefficient.

THE STATUS QUO THAT'S GOT TO GO

Accurate measurement and monitoring are critical to wound healing, but difficult to achieve with today's prevailing methods for wound assessment:

- + Paper ruler to measure height and width
- + Cotton swab inserted into wound to measure wound depth

These outdated techniques, combined with inadequate clinical and administrative processes for wound care management, lead to poor outcomes for patients and increased workload for nurses. For home health agencies, this unsatisfactory status quo translates into lower quality ratings, clinical and administrative workflow inefficiencies, and financial risks from denied reimbursement claims and personal injury lawsuits.

¹ [Global Wound Dressings Market 2018-2022 report](#)

² [Chronic Wound Epidemic Cited in U.S.](#), June 7 2016, Healogics Inc., Surgical Product Magazine

³ [An Economic Evaluation of the Impact, Cost, and Medicare Policy Implications of Chronic Nonhealing Wounds](#), Samuel R. Nussbaum, Marissa J. Carter, Caroline E. Fife, Joan DaVanzo, Randall Haught, Marcia Nusgart, Donna Cartwright)

CAUSE AND EFFECT: HOW OLD METHODS AND WORKFLOWS AFFECT WOUND CARE MANAGEMENT

IMPACT: INCOMPLETE WOUND DATA

- + Non-healing wounds are complex yet today's common assessment methods yield only three measurements: length, width and depth. In some cases, there are no measurements at all -- only handwritten observations.
- + Without comprehensive wound information, treatment and wound management are challenging.
- + Collaboration between home health nurses and remote physicians or wound specialist is difficult without photographic information.

IMPACT: INACCURATE MEASUREMENT

- + The ruler method - the most commonly used technique for measuring wounds -- has been shown to overestimate wound area by as much as 44%.⁴
- + Inaccurate wound measurement can lead to improper diagnosis and treatment. As a result, patients don't heal and risk re-hospitalization.
- + Non-healing wounds require more provider visits, cutting into revenue and profit.
- + Home health agencies miss opportunities to address skin issues before they turn into wounds. This affects quality ratings and can trigger customer complaints or even personal injury lawsuits.

IMPACT: INCONSISTENT MEASURING & DOCUMENTATION

- + Multiple nurses tending to the same patient often leads to inconsistent measurements and documentation, making it almost impossible to tell if a wound is healing.
- + Reimbursement claims get rejected because of inaccurate wound data.
- + 35% to 40% of pressure injury lawsuits are indefensible because of inconsistent or poor documentation.⁵

⁴ [Accuracy and Reproducibility of the Wound Shape Measuring and Monitoring System](#), July 2015, Diane Langemo, PhD, RN, FAAN; James Spahn, MD, FACS; and Linda Snodgrass, BSN, RN, CCRP

⁵ [Avoiding Legal Pitfalls in Wound Care](#), Tim McVey, McVey & Parsky LLC

IMPACT: TIME CONSUMING AND REDUNDANT WORK

- + Home health nurses spend at least 12 minutes per visit measuring and charting patients' wounds using a paper ruler and cotton swab.
- + Documenting wounds adds three hours to a nurse's 12-hour workday⁶ and is one of the reasons why 72% of nurses stay after their shift.⁷ That's because wound information is documented twice - at point of care and into the Electronic Health Record.
- + Long shifts and repetitive work cause high staff burnout and low job satisfaction. Replacing a registered nurse costs \$22,000 to \$64,000.
- + With their nurses putting in extra hours to measure and document wounds, home health agencies miss out on opportunities to increase their revenue by visiting more patients.

HOW CAN SWIFT SKIN AND WOUND DIGITAL WOUND CARE MANAGEMENT HELP?

Swift Skin and Wound digitizes and automates the entire wound care management workflow -- from image capture and risk scoring to claims submission. Through a smart phone-ready software that provides touchless wound measurement and visualization, as well as automatic data capture and documentation, Swift Skin and Wound addresses the many challenges of wound care management.

- + Accurate and reliable wound measurement and monitoring lead to better patient outcomes, boosting quality ratings and patient referrals. In fact, data from the Centers for Medicare & Medicaid Services show healthcare facilities that adopted Swift Skin and Wound saw their wound care quality measures improve by up to 88%.
- + Instant image capture at each nurse's visit helps patients become engaged in their own wound care. Swift research indicates patients are more engaged when they can visually track their wounds' healing progress.
- + Touch-free method delivers better patient experience, with less pain, reduced risk of infection and faster measurement.
- + Automated data capture and guided workflow ensure complete and accurate data, reducing reimbursement denials and helping home health agencies get paid sooner.

⁶ "Electronic Nursing Documentation: Charting New Territory", September 12, 2013, Laura A. Stokowski, RN, MS

⁷ Ibid

- + Auto Alerts and Business Intelligence reports enables the home health agency to address at-risk patients and wounds immediately.
- + Double documentation is eliminated, with wound data flowed seamlessly into electronic health records. This reclaims nurses' time, allowing agencies to book more patients and increase revenue and profit margins.
- + With on-the-spot access to best practices, care plan, clinical help and product orders, the end of long shifts to finish paperwork is here. This results in greater job satisfaction and lower nurse burnout, helping agencies minimize recruitment and onboarding costs for replacement staff.
- + Digitized wound care management eliminates the use of paper documents and provides a complete audit trail with easy access to up-to-date information. This helps home health agencies comply with regulatory requirements

DIGITAL IS BETTER

Swift Skin and Wound brings wound care management into the 21st century by digitizing and automating clinical and administrative workflows. Swift does this through a smart phone-ready software that provides touchless wound measurement and visualization, as well as automatic data capture, documentation and automatic completion of reimbursement claim forms.

Up to 88% improvement in wound care quality measures were achieved by healthcare facilities that adopted Swift Skin and Wound.

-- BASED ON DATA FROM THE CENTERS FOR MEDICARE & MEDICAID SERVICES

Better Is Waiting

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