

SERENAGROUP NEWSLETTER

Building the Nation's Leading Wound Care Team

SerenaGroup Value-Add Programs in 2022



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THOMAS SERENA, MD, CEO

My goal, as CEO of SerenaGroup, is to surround myself with executives who share my determination to move this company forward. Not only do we believe that we are the best wound care company in the industry, we know that we can and will reach a higher level of excellence. We are focused on providing value-added programs to our hospital partners.

As 2022 approaches, SerenaGroup has worked hard privately to produce additional programs that lead to best wound-care practices. These programs include an antimicrobial stewardship program, advanced wound care productivity, standards of compliance and accreditation, WalkOn2—preventing amputation program outline, SerenaGroup specific formulary, hyperbaric tech education, workflow and back-up organizational flow, and a monthly community education outline for our program leaders. All these programs are in addition to the value based best practices that SerenaGroup presently offers.

- [Antimicrobial Stewardship Program](#) led by Nancy Trafelet is a program that promotes the appropriate use of antimicrobials, improves patient outcomes, reduces microbial resistance, and decreases the spread of infections caused by multidrug-resistant organisms. Starting in 2022, the antimicrobial stewardship program will be added to the Clinical Metrics on the SerenaGroup Dashboard.
- [Advanced Wound Care Productivity](#) tool that is the first in the industry. Jill Schroder has been developing an accurate tool that reflects the wound care & hyperbaric staffing metric to ensure employee clinic time is used wisely, while ensuring best practices are observed in the centers. Starting in 2022, productivity will be added to the Financial Measure on the SerenaGroup Dashboard.
- [Standards of Compliance and Accreditation](#) is led by Katie English and Nick Duquette to provide on-site advanced wound care and HBO mock surveys. The purpose of this program is to provide specific wound care and hyperbaric education, feedback and preparedness training to prepare staff to interact successfully with the external surveyors from Joint Commission and/or DNV survey.

I am excited to roll out SerenaGroup's Value-Add Programs in 2022: They are additional reasons for our continuously rising status in the Wound Care Industry.



What is the importance of Community Education?

Blair Flinn & Nick Duquette Education Committee

"Everyone knows you see a Cardiologist for your heart or go to the Orthopedic Surgeon for a broken bone. However, almost no one knows that the wound center exists." – Devon Huff MD.

Little is known about the specialty of wound care and relatively very few physicians/providers are aware that wound care is a specialty. Until recently, wound care was not covered in medical education. And more importantly, patients are unaware of wound care services that are available to them to ensure that their chronic wounds are treated appropriately and avoid amputation(s).

The role of a SerenaGroup program director is to incorporate community education into their daily duties at each center. As we know, speaking to clinicians about wound care and hyperbaric medicine is an instrumental part of generating referrals and ensuring the referral source that the center is a partner in caring for their patient. Providing education and details about the advanced wound care center is a value add to physician/providers, patients, and the community.

Accountability and Resources

The SerenaGroup Education Committee has refocused their efforts on community education and have a 2022 plan in place that will ensure accountability by each program director by giving them a strategic plan to follow.

- By creating a list of referral sources this allows the program director to track visit dates, potential referrals, mailers, new patients, etc.
- Monthly program director discussions where each director will share spreadsheets, education, findings, obstacles and learn new educational opportunities for the month.
- Tailored resources available for each specific topic to the program director to use.

In 2022, each month will have a topic such as Podiatry, General Surgery, Infectious Disease, Urgent Care, Internal, Vascular Surgery/Obstetrics/Gynecology, Radiation Oncology/Cancer Center/Surgical Oncology, Plastic & Breast Surgery, Urology/GI Colorectal Surgery, etc.

The SerenaGroup value-added program will ensure that the program directors have the tools and education they need to successfully educate the community about the services that are offered.





SerenaGroup Standards of Compliance and Accreditation Program

Hospital systems pursue accreditation from either Joint Commission or DNV to be held to standards within healthcare organization that measure, assess and improve performance. The standards focus on important patient, individual or resident care and organization functions that are essential to providing safe, high quality care.

For hospitals, some of the important factors on receiving and maintaining accreditation include:

- helping the organization focus on patient safety
- solidifying the organization's position
- decreasing costs
- being recognized professionally and
- having access to necessary resources

While accreditation process is voluntary, many hospitals view it as essential. The overall benefit to the organization is substantial. Most importantly, when an organization meets national health, quality and safety standards, patient who are treated at the facility can be assured they are receiving the best care. These standards are imperative when individuals and families make critical healthcare decisions. Accreditation ensures high-quality outcomes to the patients and communities the hospital serves.

[How can SerenaGroup help ensure your on-site survey's are passed successfully?](#)

SerenaGroup Standards of Compliance and Accreditation program provides additional support and on-site visits which are designed to improve readiness and instill confidence in the advanced wound care and hyperbaric team. Being prepared will reduce/eliminate findings in the advanced wound care and hyperbaric center and provide protection to the hospital.

SerenaGroup has created a mock survey checklist that is directly related to the outpatient wound care and hyperbaric center that is based off the specifics from Joint Commission and DNV. The standards include EOC, life safety, infection control, medication management, medical record review, medical staff, national patient safety goals, universal precautions, provision of care, patient rights, and transplant safety (tissue log).

How does it work? A 1 day on-site visit from a SerenaGroup Expert will be planned with the program director. The visit will be unannounced to the staff and providers.

The SerenaGroup Expert will conduct the survey as close to Joint Commission and/of DNV as possible. The mock visit will not disrupt patient care. Once the day is complete, a round table closing meeting will be required between the SerenaGroup Expert and the program director, medical director and hospital liaison where a full report of the days findings will be reported out. Within 5 business days, a written report will be produced by the SerenaGroup Expert and the SerenaGroup CCO. The center will receive a certificate for completing the SerenaGroup mock survey.



SerenaGroup recognizes that the key to continued success with positive clinical outcomes is education. Education is provided through different platforms to ensure the tools are available to our centers. Topics for December Education include (but not limited to):

- HBO Safety: Seizures in the hyperbaric chamber
- Monthly Education: Joint Commission
- Roundtable Compliance Meeting
- Roundtable PD Meeting - Productivity | Community Education
- Journal Club: TBA

Education is one of many key benefits to partnering with SerenaGroup.



Educational Courses

HBOT 40hr Intro Course

- Dec 2-5, 2021 | Opelousas LA
- January 2022 | Montgomery AL

**SerenaGroup
Blue Star Winner**





Ashley Jacob, BSN, RN
Jackson Hospital
Advanced Wound Care & HBOT

"Ashley is a great addition to our team as she focuses on best practices to ensure the patient receives the best possible care."



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