

# SERENAGROUP NEWSLETTER

Building the Nation's Leading Wound Care Team

SerenaGroup®  
Collaboration



**THOMAS SERENA, MD, CEO**

We are pleased to announce that SerenaGroup has partnered with Mendota Health to provide advanced wound care to homebound patients. Until recently, this group of patients did not have access to advanced wound care technology. Collaboration with Mendota allows us to care for patients in all service venues. Mobile wound care is complementary to our outpatient wound care program. Patients requiring excisional debridement, hyperbaric oxygen and vascular intervention, for example, will be referred to the wound care centers. We anticipate improved care for patients who cannot travel to the outpatient center and increased volume in the wound care centers as we reach a much larger population of patients suffering from chronic wounds.

“My vision is to provide the highest level of care for patients in all care settings. The wound care center serves as the hub and heart of our network that can now reach all patients suffering from chronic wounds.”

*-Thomas Serena*

## Who is Mendota Health?

Mendota Health gives wound care patients the care they need through our mobile outpatient wound care clinic. The team is made up of nurse practitioners who go to the patient’s home bringing with them everything necessary to provide complete and total wound care.

We believe partnering with Mendota Health will allow our physician community to extend the safest and best possible care to patients. Mendota Health is a collaborative practice that works with wound clinics and health systems across the United States to ensure any patient who needs expert advanced wound care can receive it. They focus on reducing readmission rates, help patients successfully transition home, and increase clinical efficiency by taking on patients who are non-compliant, no shows, and take a lot of provider time in clinic.

I am excited about this service and believe this collaboration will be a partnership that will add another avenue of care to our patients. If you have questions regarding the partnership with SerenaGroup and Mendota Health, please reach out to me.



MENDOTA HEALTH  
Mobile Wound Care Clinic



## Determining the Competence of Your Employees



**MATT SCHWEYER, CCO**



What is the most important aspect of our Director positions in our Advanced Wound Care Centers?

Strategic decision making, marketing of services, making an impact, and a list of other equally important things?

All of these are very important for success; However, the largest responsibility our directors have are "determining the competence of the clinical team." Unfortunately, competence is often overlooked and only gets its rightful amount of time when the triennial survey occurs for the Joint Commission or the DNV. And that is typically when directors discover items are missing from an employee file.

So how do we prevent this from occurring? By reviewing what SerenaGroup's expectations are for the Director and employees, regardless of whether they are employed by the company or the hospital.

At the time of hiring, there are tools that directors are expected to follow to ensure a complete onboarding is completed for each staff member. As an example, regardless of position, the following must occur, prior to the start date: verification of the license, verification of certifications and a background check. All are required by the federal and state governments.

The SerenaGroup Directors should anticipate the employee's first day and be prepared by having the orientation checklist prepared and all associated documentation available to the new hire. SerenaGroup has put together a standardize orientation for all positions; RN, LPN/LVN, MA, HBO Tech, Front Desk, Director, etc.

SerenaGroup standardized this process to ensure that from the first day of hire all employees get adequate training with an standardized process no matter what center they join. This is the "Roadmap for Success in the SerenaGroup Advanced Wound Care Center" by outlining the minimum elements to be employed in our centers.

No matter why type of contact that is in place with SerenaGroup for management of the center, SerenaGroup ensures all elements of competence for all employees are met, assessed on an initial and ongoing basis, and sustained.

The SerenaGroup Executive Team, including myself as the Compliance Officer for SerenaGroup ensures that employees will have met all elements required for employment. It is SerenaGroup who bears the responsibility of establishing and maintaining the competence of all employees.

SerenaGroup remains focused on best practices and standardization. The competencies in Advanced Wound Care is crucial to their success in the centers and also for providing the best care to heal chronic wounds.



## Education is Key to the Success of Our Programs

.....

### Announcing Tri-Certification CTP | Debridement | ASP

SerenaGroup is happy to announce the Tri-Certification Course as we remain focused on education to our centers and providers. This is a 2-day course focused in 3 specific areas of advanced wound care that includes lectures and hands-on didactic learning labs. With these certifications, those that attend and complete the 2-day course will feel confident to be implementing best practices in the wound care centers.

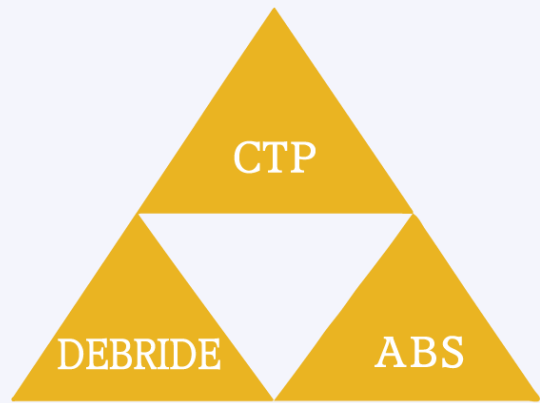
Specific Advanced Wound Care educational training given by the experts in the field to help further your knowledge, develop specific skills and prepares you to treat chronic wounds through specific techniques.

COMPLETION OF THE 2-DAY COURSE,  
ATTENDEES WILL QUALIFY TO RECEIVE  
12.75 CMES | 12.75 CEUS

The Tri-Certification American Board of Wound Healing.



American Board  
of Wound Healing



## TRI-CERTIFICATION

**OBTAIN CERTIFICATION IN THE  
ESSENTIAL WOUND CARE PROCEDURES**

**Cellular Tissue Products (CTP)**  
Support healing in your difficult to heal wounds with a variety of cellular tissue products. Learn from Dr. Serena to identify the appropriate patient population and apply CTPs with successful patient outcomes.

### Debridement

Appropriate wound care debridement is vital to the success of your wound care practice. Learn in a hands on setting appropriate methods for advanced wound healing.

**Antimicrobial Stewardship Program**  
SerenaGroup is revolutionizing the approach to appropriate surveillance of antibiotic consumption. Learn how we have created an interdisciplinary strategy to form the new prescription standard in advanced wound care healing.

To register go to  
[www.serenagroupinc.com](http://www.serenagroupinc.com) and click on Courses.



## 2022 SerenaGroup Educational Courses

40hr Intro to HBO  
 June 2-5 | Omaha NE  
 July 7-10 | Monroeville PA  
 July 21-24 | Houston TX  
 November 18-19 | West Palm Beach FL

Tri-Certification  
 June 17-18 | Minneapolis MN  
 October 14-15 | Kansas City KS  
 November 18-19 | TBD

Leaders in Wound Care  
 September 16-18 | New Orleans LA

SerenaGroup Leadership Meeting  
 October 5-8 | New Orleans LA

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

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.

## SerenaGroup Blue Star Winner



**Arin Fields**

Front Desk Admin

"Arin jumped right in when she started as our Front Office Admin and has been a team player the entire time. Our patients love her and look forward to seeing her when they arrive for their appointments."

# SerenaGroup

Building the Nation's Leading Wound Care Team

888-960-1343  
 125 Cambridge Park Drive  
 Suite 301  
 Cambridge MA 02140

**Facebook:** SerenaGroupWC  
**Twitter:** SerenaGroup4  
**LinkedIn:** SerenaGroup Advanced  
 Wound Care & Hyperbaric Medicine  
**Instagram:** serenagroup1

