

SERENAGROUP NEWSLETTER

Building the Nation's Leading Wound Care Team

SERENAGROUP ANNUAL LEADER CONFERENCES

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THOMAS SERENA, MD, CEO

This Fall, SerenaGroup® will showcase its commitment to education and the advancement of wound healing science. We will host two national conferences: the Leaders in Wound Healing and SerenaGroup Leadership Conference.

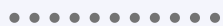
The Leaders in Wound Healing meeting returns to the Ritz Carlton New Orleans on September 17, 2022. This year the invitation only conference features the work of the Wound Care Collaborative Community (WCCC). This organization, supported by the FDA and CMS, is setting the standard in wound care. We look forward to the keynote lecture from Louisiana senator Bill Cassidy. The remainder of the day is dedicated to interactive discussions on WCCC initiatives. It concludes with a networking dinner and cigar rolling at Pat O'Brian's. Like

last year, the conference attendees represent the key opinion leaders in the field of wound care. In addition, SerenaGroup Professional Services will hold its annual Medical Executive Committee (MEC) meeting. The MEC will set the direction of SG providers and affiliated physicians for the upcoming year.

The SerenaGroup Leadership Conference is dedicated to the operational leaders within SerenaGroup. The conference spotlights the accomplishments of SerenaGroup's® directors throughout the year and focus on sharpening the skills of our internal leaders. Our finest will meet in New Orleans on October 5th through the 7th. The agenda reviews productivity and quality measures, antimicrobial stewardship program, compliance update, educational initiatives, research, and Joint Commission reviews. The ambitious program highlights the value-added services that make SerenaGroup® one of the most sought-after partners in the United States. Our leaders are able to network and learn from the best to ensure our centers are operated by best practices.



Short on Staff – Long on Leadership



**MEGHAN WEAVER, MBA,
BSHA, HM-C**



Everything we do depends on our multidisciplinary team to collaborate and utilize best practices with each patient we see. What happens when your team is missing members? In the short term everyone can scurry and cover a shift or two. Long term vacancies are an entirely different type of problem. There are innate overlaps in scope for multidisciplinary teams, but we never want our most capable, and available staff to do the job of multiple people. This scenario causes resentments, burnout and safety concerns within the clinic. A leader can either bring a team together during this time or hasten hard feelings. Your team needs to know that you want more for them rather than just more from them. The key to success is authentic and enthusiastic leadership until a long-term fix is implemented. “Being positive in a negative situation is not naïve, it’s leadership”- Ralph Marston.

Schedule to your Strengths

Optimize the throughput efficiency of your patients throughout the day. Make sure that you are as balanced as possible with how you allocate the resources you do have. Try consolidating appointments where and when you have the staff to

provide excellent care. Spread out the new or high acuity patients to reduce delays and overwhelming your support staff. By prioritizing the staff, patient satisfaction will always improve. Are your staff driving into the clinic to do a few dressing changes only? Reschedule the patients to a fuller appointment day and give your staff a day of rest and appreciation. Lean on your relationship with other wound care centers, hospitals and private providers to share staff, resources or referrals.

Problem Solving as a Team

Share the good and bad news alike. The staff on your team are the subject experts for their scope of practice. Odds are they have a good sense of what can be moved around to solve a problem. Keep your eye on innovative and effective solutions and build on each other’s suggestions. The greatest respect you can demonstrate to your staff is seeking and valuing their opinion. When you problem solve as a team, everyone is more engaged in the solution and vested in it’s success. You are much more likely to have coverage, communication and volunteers if you are transparent on the problem itself. When you mess with people’s schedules it is always personal. It affects their families, balance and money. Working together allows the staff to offer what they can be flexible on rather than pitting the staff against the leader and the problem.



Recognition

Thank you's are the most valuable tool when timely, authentic and direct. Being short staffed always has at least a little bit to do with money or lack thereof. Assuming you are not in a position to offer retention bonuses or hazard pay, there are ways to genuinely recognize your staff during a turbulent staffing shortage. It is important to know your staff individually and recognize each in a way that would be most impactful for them. Be visible and call it when you see it! Real time recognition in front of colleagues and patients is great when someone goes above and beyond. For the cost of a postage stamp, write personal letters and send them to the staffs' home to be shared with their family. It is good to share with the people who love them how much of a difference they are making at work each day. Food is always good. Are your staff caffeine motivated? Chocolate? Savory? Anything homemade? Find out what makes them smile and try to quietly provide for them. It is hard to recognize staff with food when they are too busy to eat it during a busy shift. Think about little labeled goody bags or boxes instead of a dozen doughnuts tossed on the breakroom table.

Focus on Little Fixes

Hiring the help that is needed to sustainably fix the problem is often temporarily out of your control. This is exactly the time to focus on all the solutions that are. Any open repair

tickets, IT fixes, supplies waiting on supply chain or patient issues are golden opportunities. Close out everything you can to make your staff's life a little easier. Being short staffed makes everything intensified and the leader should decant that wherever it is possible. Clean rooms, wait on hold for your nurses, track down transportation for a patient or send the faxes. Every little fix and win build the team up and encourages the staff to let you know how you can help. Try to prioritize any task that the missing staff members would oversee. Did your missing MA make the coffee every morning? You pick that up. Was your RN on leave great at bringing back patients from the waiting room? You pick that up too! Anticipate for your staff what they need and what must be done regardless of staffing levels.

First In – Last Out

Think ahead and prepare as much as possible for the week ahead. Often when you are short staffed there are just not enough pieces to move around. What you always have is your ability to show up with a positive attitude and a willingness to be of assistance in anyway you can. You are a part of your team and add value to improving the chaos. When all else fails or succeeds, listen with your whole heart, do what you can to make your staff's day easier, and trust that tomorrow will be better or you can figure it out as a team.



2022 SerenaGroup Educational Courses

40hr Intro to HBO
TBA

Tri-Certification
October 14-15 | Minneapolis MN
November 18-19 | TBD

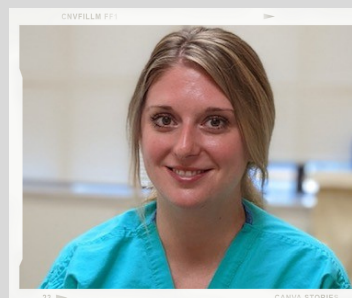
Leaders in Wound Care
September 16-18 | New Orleans LA

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



Rachel Patterson
Registered Nurse

"Rachel has a great bedside manner and delivers compassionate care to all her patients. She is an amazing team player and we are lucky to have her part of our team."

SerenaGroup

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