



SERENAGROUP NEWSLETTER

BUILDING THE NATION'S LEADING WOUND CARE TEAM

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PROFESSIONAL SERVICES WELCOMES TWO NEW PROVIDERS



BLAIR FLINN,
SENIOR VICE PRESIDENT
PROFESSIONAL SERVICES

SerenaGroup Professional Services is excited to welcome two new Providers in our outpatient wound and hyperbaric programs. Our outpatient programs are rapidly growing to support the need of healing chronic wounds in our communities. SerenaGroup Professional Services Providers focus their practice solely on the treatment, training, education and research of wound care, giving the specialists in our centers an unparalleled level of expertise.



Kelly Yeung, PA-C brings 10 years of experience to the newly renovated wound care and hyperbaric center at St. Joseph Medical Center in Houston, TX. Kelly shares "I look forward to combining SerenaGroup's knowledge with the skills I have acquired to help patients heal as quickly as possible. I am your expert in Woundology!"

Jaime Cameron, FNP-C is a new Provider in our SerenaGroup Monroeville clinic in Monroeville, PA. Jaime brings a wealth of knowledge to our program. Jaime shares "I am very pleased to be joining the Serena Group as a Nurse Practitioner providing HBO therapeutics. It is exciting to have access to the advanced modalities of wound care that garner the best outcomes possible for our patients! I am excited to be part of this wonderful team!"



We are thrilled to have Kelly and Jaime on our team to bring advanced practice medicine to our patients!

SERENA GROUP
MONTHLY NEWSLETTER

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PARTNERSHIP WITH AVAIL HOSPITAL LAKE CHARLES

Prepare to Prosper, a new partnership between SerenaGroup and Avail Hospital in Lake Charles, LA, is preparing to open an Advanced Wound Care Center. The center will provide comprehensive care to the community by offering advanced wound care services and clinical research. Hyperbaric medicine will be available later in the year.

The SerenaGroup implementation team will ensure that the hospital, wound care staff, and the provider receive education, training, marketing insight, and materials, appropriate devices—including MolecuLight—to ensure healing for our patients. The staff at Avail Hospital traveled recently to Austin, TX, to work with Dr. Thomas Serena and Billie Karen Martin, PA, and their team to learn firsthand the appropriate techniques and best practices from our staff at the Advanced Wound Care Center at Dell Seton Medical Center.

As part of the implementation process, SerenaGroup ensures that the staff are educated on policies and procedures, clinical guidelines, and the SerenaGroup Quality Metric Dashboard. The dashboard tracks operational measures, financial measures, and clinical metrics. These practices ensure that the community will be given the appropriate treatment at the appropriate time.

The Grand Opening events started on February 20th, which included an all-day site visit with Dr. Serena, Q&A session and a welcome to all providers in the community.

We are proud to offer clinical research in the Lake Charles area. The SerenaGroup level of expertise will support the chronic wound population, a service that has not previously been available in the region. The SerenaGroup Research Foundation, which has conducted over 175 clinical trials from early phase drug and devices studies to post marketing trials, will support the center's wound care program. With its expertise in regulatory, scientific, and commercial experience, SerenaGroup offers opportunities for new product development, product testing, and post marketing mechanism-of-action analyses.

THIS MONTHS EDUCATION TOPICS & IMPORTANT DATES



Monthly Education Topic:
Nutrition and Wound Healing

HBO Safety Topic:
Barotrauma

Community Education Area of Focus:
General Surgery

March Dates to Remember

Colorectal Cancer Month

Employee Appreciation Day 3/3

World Lymphedema Day 3/6

Patient Safety Awareness Week 3/12 - 3/18

World Oral Health Day 3/20

National Doctor's Day 3/30

WHY DO YOU DO IT?

MATT SCHWEYER,
CHIEF COMPLIANCE OFFICER



“Why are you here, and why do you do it?” I remember this question being asked of Dean Miller at the October Leadership retreat. Dean’s answer(s), upon reflection: humorous, serious, and thought provoking. And, it is the reflection on that statement as it relates to my chosen profession and why do I do what I do? The EZ answer, I enjoy it! What? How can this be?

In the world of Compliance, a multitude of things make the work rewarding and fruitful. Variety; yes. daily there are a variety of tasks that happens; sure, like you have repetitive day to day tasks. Beyond that, no two days of the week are the same. Collaboration is something that occurs often; and I have cross sectional responsibilities in all areas of the company. Daily, it may be a call from Dr. Serena, or Jill, or Joe, asking me questions regarding potential competitive interests and conflicts as we navigate the decision to accept and implement a contract. Human Resource compliance questions as well as the time Blair and I spend on occasion discussing Professional Provider Services. All fun and good stuff! But the best and most enjoyable moment of my day is the collaboration. Not with the hospitals and above stakeholders, it is when the Program Director(s) and I spend a fair amount of time with one-another. That’s the collaboration that makes us a better company and management service provider to our host hospitals.

Yes, I enjoy talking. That is/has been established. However, more important, I enjoy collaborating with you as the most enjoyable time and part of my day. Why? When calls come in: HIPAA and PHI security, Coding and Billing, Quality of Care, Patient Safety, Modifier utilization, preparing for a Peer-To-Peer call with insurance companies and the oh-so-important elements of Medical Necessity, Plans of Care and Goal Development. Some in the Compliance world believe we should simply give the answer; and go on with our day! But EZ isn’t what I’m looking for! Often our PD’s have heard me say during these conversations,

“This is a TEACHING MOMENT!” These moments allow us to TEACH and hardwire Compliance Best Practices! When individuals are part of the solution, they’re apt to remember and reap the reward. It’s the AHA moment that occurs from our conversations that has reaped SG and our host hospitals and providers ongoing rewards.

Rewards, Really, what are they? Look at what SerenaGroup has done. Quality Metrics, blazing a new trail and yes, once published, the competition will not be able to stand behind decade-old metrics. Er develop Goals and Plans of Care and updated as required by the Government, which creates consternation in our providers. Yes, you, with knowledge from the Compliance department, have pushed them to complete this. Ongoing internal audits: it is because of the work and yes sometimes the tug-of-war to get a color on the quarterly or semi-annual stop light audit changed. Those audits have allowed us to guide our host hospitals through both Target-Probe-Educate and Post-Payment- review audits (usually on a first pass) that the CMS and insurance companies are performing.

So, there you have it! The reasons and rationale of Why I do what I do and I would also have say, it is also why I am still here! Collaborate, Investigate, Educate, and assist in providing answers with solutions to our hospital partners, providers, clinicians and yes, the insurance companies. Next article, we will tackle those burning audit questions.



SerenaGroup Blue Star Winner



Sherri Seiler,
Front Desk Receptionist
CHI Health

Sherri goes above and beyond everyday to make sure the clinics are flowing and staff are supported. She is a dedicated professional and her up front work at the desk and her many tasks behind the scenes are absolutely crucial to the operations of the CHI Advanced Wound Care Program. Thank you Sherri for all that you do!



UPCOMING 40hr Intro to HBO Courses

Mar 23-26, 2023 | West Palm Beach FL

Aug 17-20, 2023 | West Palm Beach FL

Nov 9-12, 2023 | West Palm Beach FL

To register for an upcoming course please go to serenagroupinc.com and click on courses.



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