



SERENAGROUP NEWSLETTER

BUILDING THE NATION'S LEADING WOUND CARE TEAM

ISSUE 63 • MAY 2023

3RD ANNUAL LEADERS IN WOUND HEALING CONFERENCE

DR. THOMAS SERENA, CEO



If you are not a leader, you're a follower. The third annual Leaders in Wound Healing conference held in New Orleans last week showcased SerenaGroup's hegemony in the field of wound and hyperbaric medicine. The event started with a preconference to explore unification of the preeminent wound care societies in the United States. We strongly support a unified society that would have greater influence with CMS and private insurance payers.

The first day of the conference began with research on the patient perspective, new data on Cellular and Tissue based Products (CTP), and publishing in the Journal of Wound Care (JWC). The remainder of the conference featured industry presentations on the latest developments in wound healing. The interactive discussions with key opinion leaders included clinical effectiveness, reimbursement, and incorporation of new therapies into clinical practice. The attendees then retired to the Prohibition Room to enjoy the food and music of New Orleans.

The following morning Leaders introduced a novel model for interaction between industry and KOLs: one-on-one meetings. The meetings were scheduled through the vTail APP.

Leaders brought together the best in wound care. It generated new ideas, promoted collaboration, and sparked interest in novel clinical research.

SerenaGroup® will return to New Orleans in October for the Directors' Summit: An educational conference for our executives and program directors.



SERENA GROUP
MONTHLY NEWSLETTER

TABLE OF CONTENTS

Leaders in Wound Healing • P. 1

New Partnership • P. 2

Productivity and
Education Topics • P. 3

Productivity continued • P. 4

Blue Star Winner • P. 5

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PARTNERSHIP WITH AMO OPPORTUNITIES

We're saying hello to new opportunities. Serena Group's new partnership with AMO opportunities will create clinical training opportunities at Serena Group for medical trainees looking to advance their careers in medical research.

Through our partnership, Serena Group will work with AMO opportunities to fill spots for 12-month research fellowships as well as research and clinical rotations. With Serena Group and AMO working together, trainees will benefit from easier-to-find rotations. AMO handles administrative responsibilities, marketing, and the application process. Serena Group preceptors track all of this through AMO's clinical training management software, allowing our team to focus solely on teaching.

Trainees apply through AMO's platform by uploading their details, CV and other required documents. The AMO team reviews applications according to requirements outlined by Serena Group and, once approved, trainees reserve their seat.

Throughout its 10-year history, AMO has improved access to medical education for trainees across the globe. With this partnership, we will scale our clinical training across our centers.

Expanded medical training opportunities are critical to slowing the impact of the physician shortage. We are proud to work with AMO to create opportunities for trainees and grow our workforce pipeline.

ABOUT AMO OPPORTUNITIES, INC.


AMO opportunities, Inc. is a Chicago-based company that manages clinical training for schools, hospitals, and students globally. The company's clinical-training-as-a-service (CTaaS) platform has provided more than 4,200 students with rotations at 300+ clinical sites. They count Kaplan Medical and AMSA as partners as well as institutions such as University of Miami, UChicago Medicine, Florida International University, and UI Health.

GROWING THE FUTURE HEALTHCARE WORKFORCE

272 AMO Trainees
2016*

1,419 AMO Trainees
2022

*First year of recorded data

**4,200 Total Trainees
(and counting)** 



For more information about AMO opportunities, visit www.amopportunities.org

WOUND CARE PRODUCTIVITY

JILL SCHRODER,
SR. VP OPERATIONS



The Wound Care Industry has failed in producing wound care productivity for the advanced wound care patient. To date, the advanced wound care centers have adopted hospital productivity measures that are meant for either general practices or other specialty offices, neither of which can compare to the results produced by wound care specialties. Yet, we are using these outdated metrics to determine wound care productivity.

For the last 2.5 years, SerenaGroup® has worked on an accurate productivity tool that enables us to understand the patient's acuity, case management time, and face-to-face time with clinical staff and providers. SerenaGroup® has been able to identify accurate visit types (see below) along with definitions, including case management definitions to justify the complexity of advanced wound care treatment.

The SerenaGroup® Productivity solution has taken over two years of data research to develop, but the actual center results are maximizing efficiency and productivity while improving clinical quality.

Continued on page 4

THIS MONTH'S EDUCATION TOPICS & IMPORTANT DATES



May Dates to Remember

National Nurses Week

May 6 - May 12

National Hospital Week

May 7 - May 13

National EMS Week

May 21 - May 27

Monthly Education Topic:

OSHA - Occupational Safety and Health Administration

HBO Safety Topic:

Clinical and Non-Clinical Emergencies & Preparedness

Community Education Area of Focus:

Radiation Oncology

WOUND CARE PRODUCTIVITY... CONTINUED

The SerenaGroup® Productivity Tool is filled out monthly by the on-site center director. Based on the total number of visits seen, the days the center was open that month, and the total number of clinical hours recorded, the tool was built to utilize the numbers based on a system calculation to produce an overall Productivity number. The goal is to hit 90-110% productivity; less than 90% reveals the center was overstaffed and the director is held accountable for managing this. A number higher than 110% reveals that there is a potential for an unsafe work environment not only for the patient but for the staff. The on-site director is held accountable for managing the center staffing and patient volume.

The SerenaGroup® Productivity Tool not only reports out the productivity percentage, but it also tells the story for the clinic for the month, quarter, and year on actual hours worked, average total FTE worked, staff/patient daily average, and total patients seen daily.

SerenaGroup® will be publishing the data in 2023 to validate the work of collecting data across the SerenaGroup® Outpatient Advanced Wound Care Centers. With the data collection over the years, we can benchmark against the centers as well as validate the appropriate calculations on visit types. SerenaGroup® is here to change the Wound Care Industry and continue to monitor a safe environment for patient treatment.

16 Visit Types (build into the EMR)

· New patient, established patient, nurse visit, established patient with wound vac, established patient with procedure, high acuity wound care established patient, dressing change I, dressing change II, dressing change III, VIP patients, new HBO consult, HBO treatment, HBO treatment with procedures, research new patient, and research established patient.



SerenaGroup Blue Star Winners



**Shamada Johnson RN BSN and
Savanna Thompson-McCann RN BSN**
*Immanuel Inpatient &
Creighton Bergan Inpatient*

Shamada and Savanna are team players and when we were down two nurses, stepped up and got all of their patients seen. They are always helpful and have great attitudes. I am lucky to call them coworkers and friends.



UPCOMING 40hr Intro to HBO Courses

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.

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