

SWIFT



Visiting Virtually

*The Opportunity for **Telewound**
during the Pandemic and Beyond*



Bob has served as CMO for two of the largest US wound care companies, has 30 years of wound care experience and started iCertus Health to look at how wound care is impacted by smartphones and digital devices.



Bob Bartlett, MD, CPE, FAPWHc

Agenda

1. How has the pandemic affected wound care?
2. "Telehealth" vs "Telewound"
3. Why did the Telewound Coalition come together?
4. How to deliver better wound outcomes and maximize opportunity



How has the
pandemic affected
wound care at your
organization?



1. Which care setting do you work in?



Live Poll Results

Other: 38%
Outpatient wound care clinic: 21%
Inpatient wound service: 18%
Long term care / SNF: 9%
Home health: 6%
Podiatry practice: 6%

2. If you work in a Outpatient Wound Care Clinic, what is your #1 challenge in delivering care during the pandemic?



Live Poll Results

Seeing a decrease in new patients: 53%
Cancelled or missed appointments: 27%
Worsening wounds/complications: 20%

3.

If you work in Hospital Inpatient, what is your #1 challenge in delivering wound care during the Pandemic?



Live Poll Results

Lack of PPE: 50%

Timely wound care consults: 40%

Staff being transferred to COVID patients: 10%

4.

If you work in Skilled Nursing, what is your #1 challenge in delivering wound care during the Pandemic?



Live Poll Results

Restricted entry into facility: 70%
Lack of technology connection between patients and providers: 20%
Staffing challenges: 10%

5.

If you work in Home Health, what is your #1 challenge in delivering wound care during the Pandemic?



Live Poll Results

Lack of wound care specific staff: 33%
Patients aren't attending wound care clinic visits: 33%
Limited access to doctors to get care plans/orders: 33%

6.

Are you using any forms of
Telehealth or Remote Wound
Monitoring to deliver wound
care right now?



Live Poll Results

Yes: 54%

No: 42%

Unsure if what I'm doing is Telehealth: 4%

7.

What types of tools and technology are you utilizing for virtual visits?



Live Poll Results

Standard video conferencing (FaceTime, Zoom, etc): 39%

General Telehealth platform: 26%

Phone calls: 22%

Not conducting virtual visits: 9%

Specialized wound Telehealth platform: 4%

8. What is the biggest barrier to adopting Telehealth for wound care at your organization?



Live Poll Results

Unsure that caregivers and patients would adopt it: 43%
Confusion with codes and types of visits covered: 24%
Reimbursement doesn't warrant expense: 14%
No budget for technology: 14%
All projects on hold until after COVID: 5%



Amy Cassata
VP, Clinical



Hospital-based, outpatient wound care clinics are **limiting hours or even shutting down completely.**



Skilled nursing homes have started banning visitors, **including outside wound care specialists** in an effort to protect vulnerable patients



Wound patients are **canceling at-home appointments and refusing to visit clinics** due to fear or quarantine

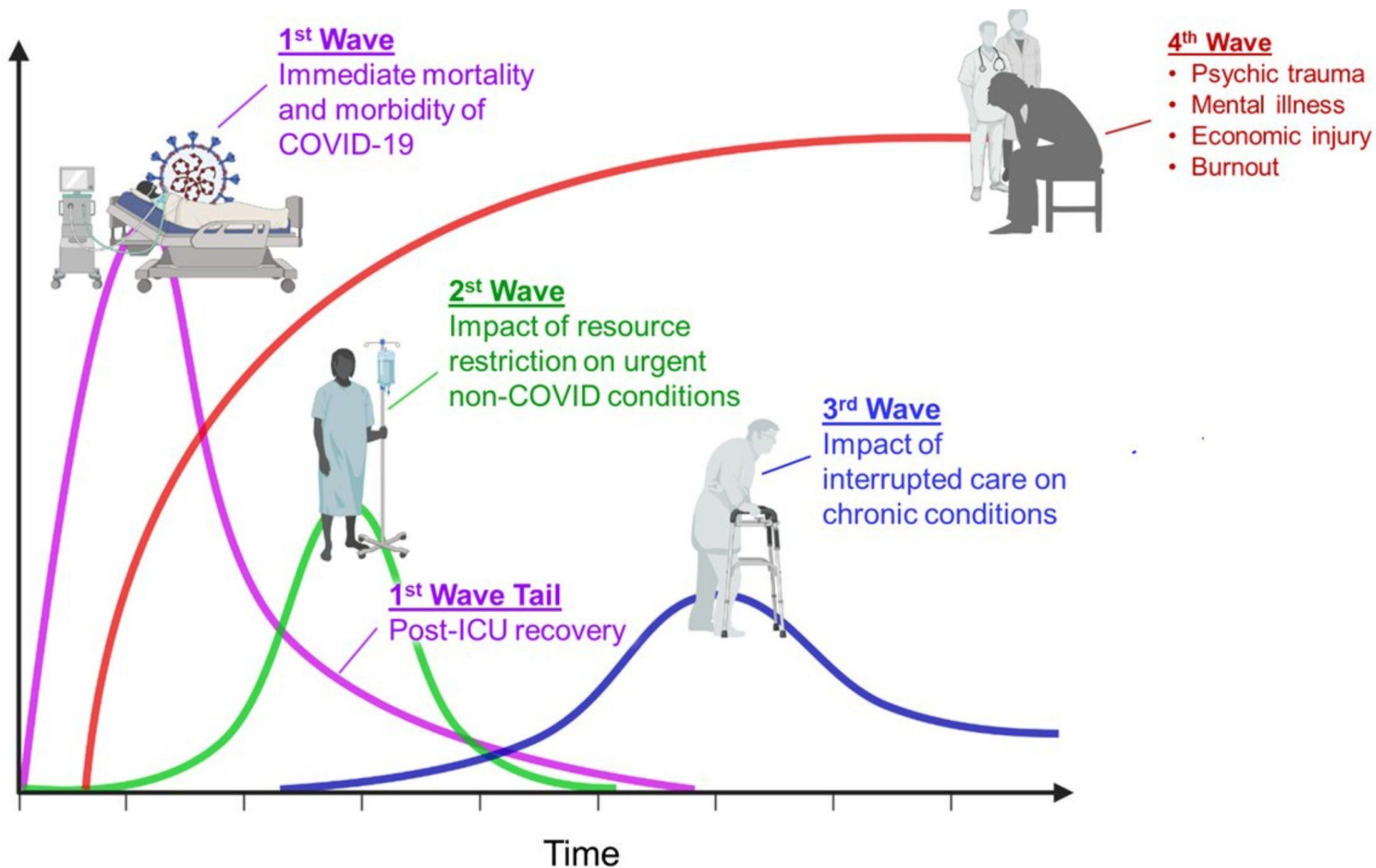


Post-operative patients **need alternatives for wound monitoring** that don't require going back to the hospital or doctor

*"...Wound care expertise is even more important now during the pandemic...Hospitals are expecting an influx of patients with the COVID-19 virus in the coming weeks and months, and are taking action to limit other services so they can surge to meet the demand...**In my opinion, the pre-pandemic goal of wound care seemed to be 'wound healing at any cost.'** However, during the pandemic, the goal is shifting to **'avoiding hospitalization at all cost.'**"*

Dr. Lee Rogers in Podiatry Today

Health Footprint
of Pandemic

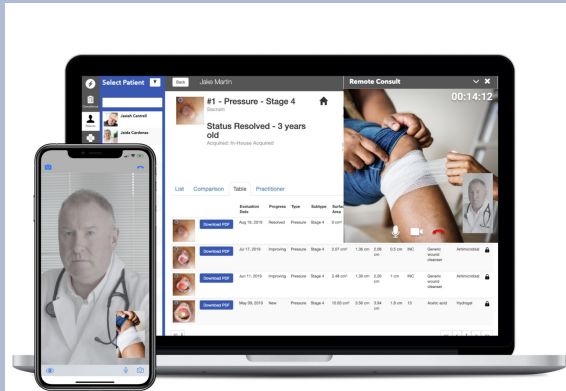


Telehealth vs Telewound What's the difference?

Telehealth vs Telewound



Telehealth is an interactive session between a provider and patient. Traditionally it is two-way video session.



TeleWound is an *enhanced session* with precision wound imaging, analytics, alerts, and store and forward capabilities for collaboration.

Video on it's own

- Cannot be stored for future reference
- Cannot document changing wound status
- Cannot be sent to consultants for review
- Cannot be to to referring physicians for f/u



Video lacks Precision

Wound care is a visual specialty that demands high resolution images

- highly compressed and easily pixelates
- cannot perform close-up recording
- cannot be enlarged to examine details
- cannot color correct for red, yellow, green, lighting bias



Video Screenshots



Lighting variations

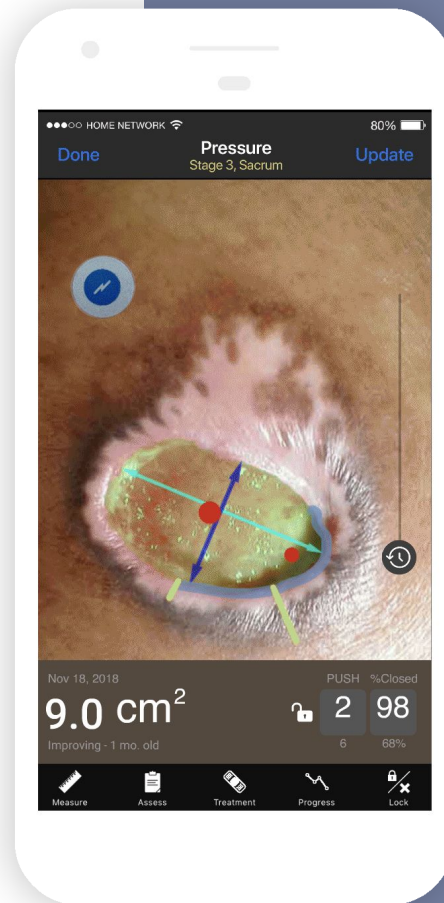
Accuracy

You can't manage what you can't measure

Video does not allow for **accurate** measurements or **consistent** measurements *between* providers.

Measurements Matter:

- To Payors, Auditors
- To Providers
- To Consultants
- To Quality Management



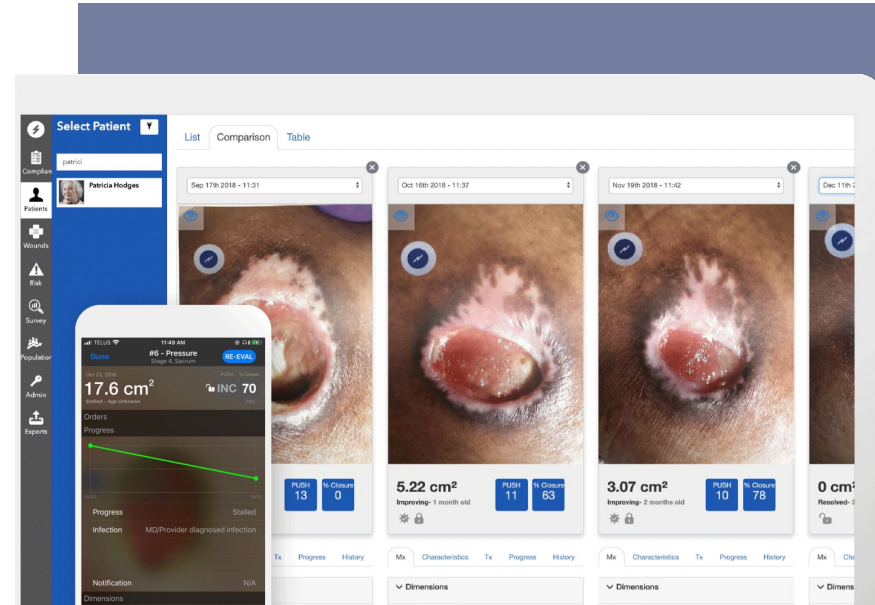
Wound Care requires a specialized Telehealth platform - Telewound

TeleWound Combines:

- High resolution images
- Accurate Colors
- Consistent Measurements
- Wound Images over time

With secure HIPAA & HITECH compliance:

- Video Conferencing
- Scheduling
- Patient App



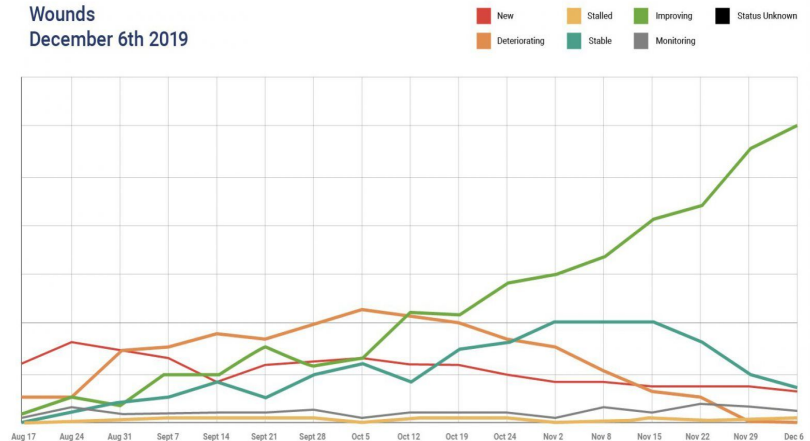
Wound Healing Analysis

CASE MANAGEMENT requires **analysis** of wound features **over time** and “service line” management also requires analysis of wound categories **over time**.

Video can NOT provide this feature.

Numerous therapies require image analysis for medical necessity:

- Starting HBO - 30 days w/o progress
- Starting Apligraf therapy - 30 days w/o progress
- Continue HBO demonstration of granulation tissue
- Continue HBO demonstration change in volume



Telewound Checklist



EMR/EHR Integration



Works on a variety of devices - doesn't require specialized hardware



Calibrated for accurate colours and measurements



Customizable for your workflow



Alerts & Notifications



Ability to share data with entire care team for collaboration



HIPAA & HITECH Compliance



Built in patient training

Introducing the Telewound Coalition



Mission

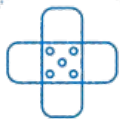
To create a trusted, best-practice network of wound care experts and technology to provide ongoing, remote wound management throughout the COVID-19 crisis - to preserve the health and safety of our most vulnerable patients and vital care providers while preventing the further spread of the virus.

Working Together To Stop The Spread

TECHNOLOGY ALONE IS NOT ENOUGH

Proper telewound care requires a digital management platform AND cooperation between





Founding Telewound Coalition Members



Dr. Perry Mayer



Dr. Brock Liden



Heidi Cross



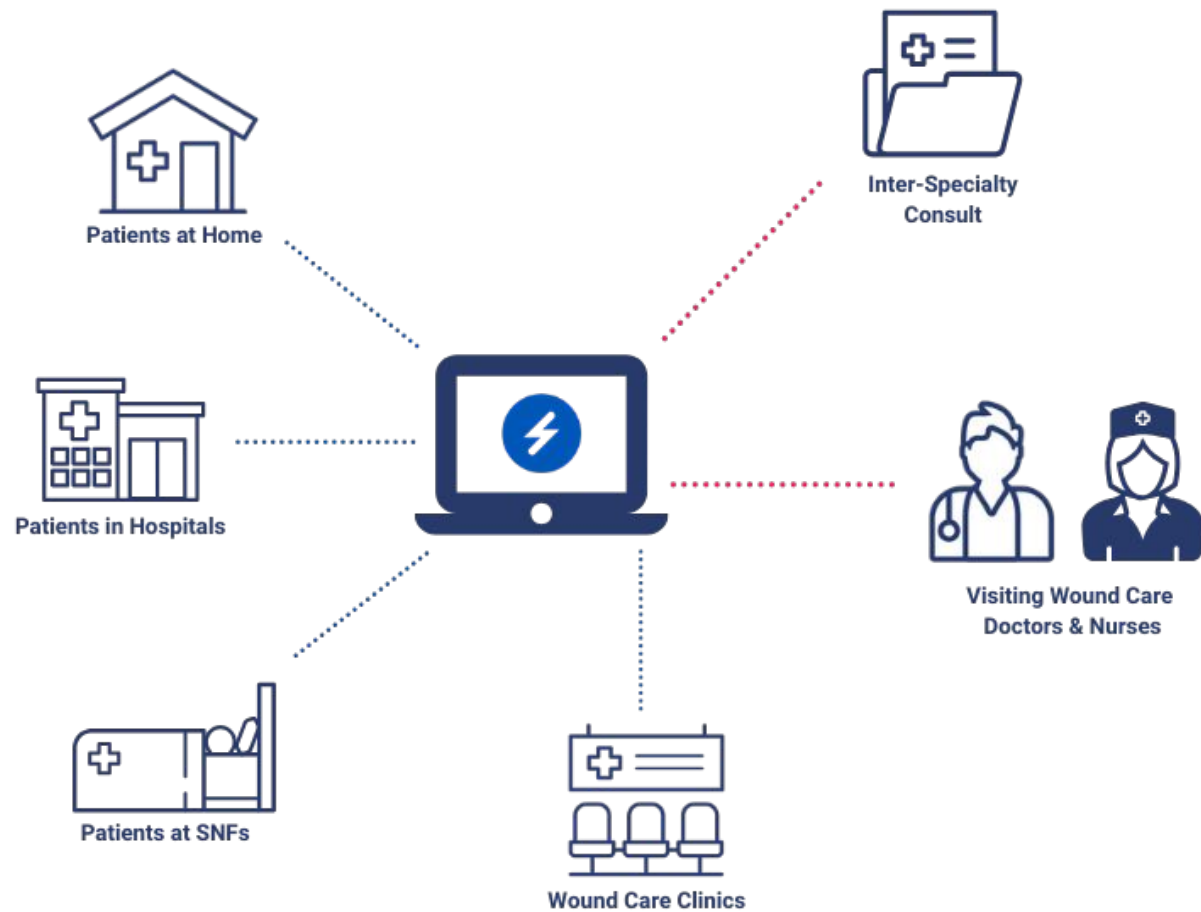
Dr. Gary Sibbald



Dr. Desmond Bell



**How to deliver better
wound outcomes and
maximize opportunity**



Planning a Successful Telewound Launch

- Build and stick to the workflow
- Provide different methods of training (PDF, Video, InApp)
- Get feedback from users early on, and make adjustments
- Design for the long-term and pick solutions that will last

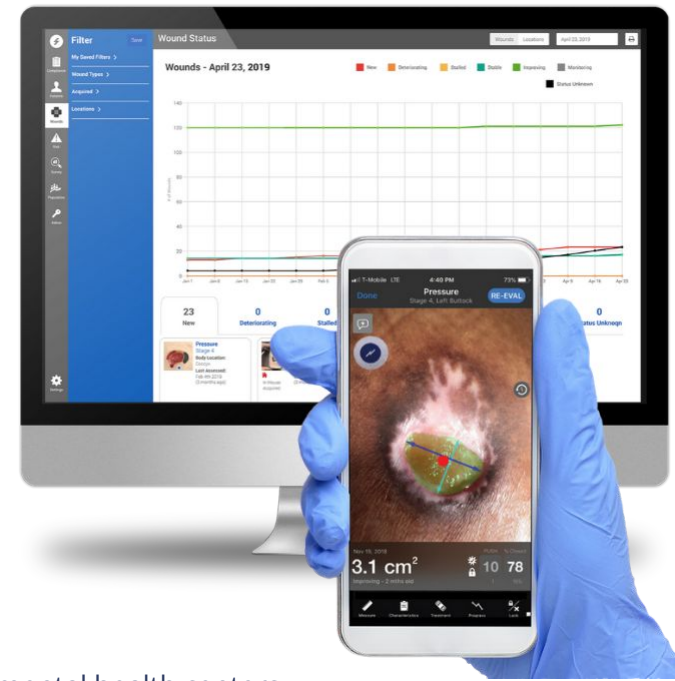
\$200M Funding Available

Fully funds telecommunications services, information services, and devices necessary to provide critical connected care services.

No deadline to apply, and applications opened April 13

Eligible Organizations:

- Nonprofit and public eligible health care providers that fall within the categories of health care providers in section 254(h)(7)(B) of the 1996 Act:
- Post-secondary educational institutions offering health care instruction, teaching hospitals, and medical schools
- Community health centers or health centers providing health care to migrants
- Local health departments or agencies;
- Community mental health centers
- Not-for-profit hospitals;
- Rural health clinics;
- Skilled nursing facilities
- Consortia of health care providers consisting of one or more entities falling into the first seven categories.



Link to apply will be emailed post-webinar

Summary- Video Limitations

- Video alone cannot meet the visual precision that is required for evaluation of the wound bed
- Video does not allow for accurate measurements
- Video does not allow for consistent measurements
- Video cannot be analyzed over multiple visits
- Video cannot be stored & forwarded to consultants
- Video does not allow for streamlined documentation

Empowering **any** provider to deliver exceptional wound care.

300% increase in wound healing rates

77% reduction in pressure injury prevalence

47% reduction in wound-related legal costs

57% reduction in clinical assessment time

100% of skin risk and wound assessments are complete, accurate and compliant



**SWIFT SKIN
AND WOUND™**

Summary - TeleWound Coalition

- **Mission** - Telewound Coalition's (TWC) mission is to provide *guidance* and accelerate Telehealth *adoption* in Wound Care
- **Professional Networking** - TWC allows organizations and individual to align with others to solve problems
- **Collective Intelligence** - Crowd sourced intelligence consistently outperforms experts, especially when the information delta is high. The TWC provides a clearinghouse for information and ideas to solve the practical problems of digital healthcare.
- **Support** - Practical content covering billing and reimbursement changes, best practices for remote care and efficient workflow are just some of the topics for future webinars.



Look out for invites:

Tomorrow:

 Home Health Care News

UPCOMING WEBINAR

**Change Management
on the Fly: How to Adapt and
Change During A Crisis**

REGISTER NOW

SWIFT 

**April 29th
1:00–2:00pm Central**



TELEWOUND FOR SKILLED NURSING

Continue specialized wound care while keeping your residents safe with virtual visits.



TELEWOUND FOR WOUND CARE EXPERTS

How to successfully add virtual visits to your wound care practice.



TELEWOUND FOR HOME HEALTH

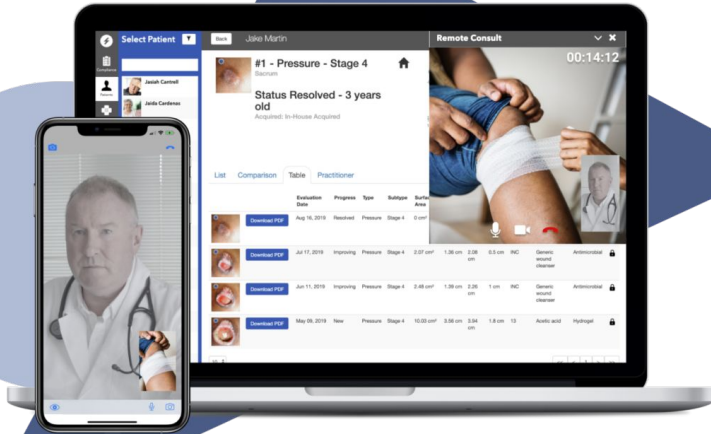
Navigating changes and building capacity as High-Acuity patients stay home.



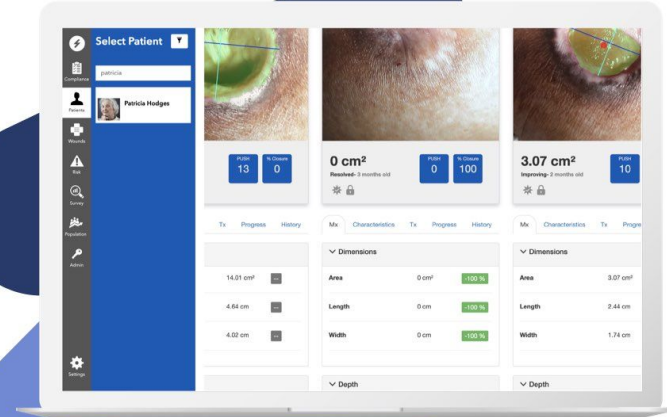
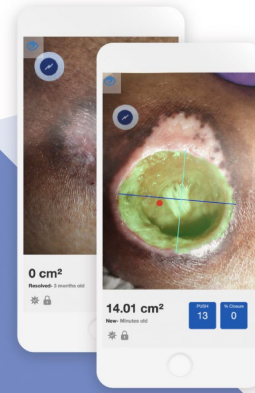
TELEWOUND FOR POST-OP MONITORING

How virtual visits prevent SSIs, improve patient experience and increase capacity.

Request a Telewound Demo & Opportunity Review



<https://swiftmedical.com/book-a-demo/>





twitter.com/swiftmedical



twitter.com/telewoundnow



linkedin.com/company/swift-medical