

From: Keeley, Alison

Sent: 10/29/2015 6:41:25 PM

To: TTAB E Filing

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 86308395 - ION HEALING - 9800.3459 - Request for
Reconsideration Denied - Return to TTAB - Message 2 of 2

Attachment Information:

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56 PM.jpg

*What if you could bring your wound care to a whole new level?
What if you had all the data you need, where and when you need it?*

**Take hold of the power of WoundRounds,
the most widely used wound care automation solution.**

- better wound care for patients
- lower costs for facilities
- fewer readmissions and more patient referrals

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[Manage Wounds](#) [Prevent Wounds](#) [Report Wounds](#)

Manage Wounds

What if you could automate wound care management and coordinate care in real time?

WoundRounds Automates Wound Assessment

- Clinical data and images are captured via handheld device at the bedside. Data entry is one-and-done
- Eliminate handwritten wound charting and redundant documentation
- Accurately track wound progress over time, in real-time

WoundRounds Simplifies Wound Treatment and Team Communication

- WoundRounds prompts best practice treatment solutions
 - The system automates clinically validated tools: The Braden Scale for Predicting Pressure Ulcer Risk, and the PUSH Tool for monitoring wound healing
 - Data, images and automatic reports are instantly accessible for review or sharing with the care team via a secure network
- [Back to the top](#)

Prevent Wounds

What if you could identify at-risk patients before wounds develop?

- WoundRounds sorts patients by overall risk and highlights the specific jeopardizing conditions
- WoundRounds automates the Braden Scale for Predicting Pressure Ulcer Risk
- WoundRounds prompts nurses to deliver patient interventions

Report Wounds

What if quality and reimbursement reports were instantly available at the touch of a button?

WoundRounds Automates:

- Documentation
- Quality Reporting
- Reimbursement Reporting

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Report Wounds

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WoundRounds Automates:

- Documentation
- Quality Reporting
- Reimbursement Reporting

Benefits of WoundRounds Reports:

- Care team and executives have instant access to reports which are standardized and complete
- Automatic reporting for quality assurance and regulatory compliance such as MD5 reporting and imminent LTACH reporting requirements surrounding new wounds and worsening pressure ulcers
- Electronic documentation assures facilities get paid promptly and appropriately, increasing reimbursement
- Reporting views at the patient, wing, facility and enterprise level

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Get in Touch

Telephone:
847.519.3500
E-mail

MOBILE WOUND CARE SOFTWARE



FREE DOWNLOAD

Choose an icon below to view more about WoundRight



WoundRight

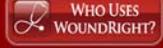
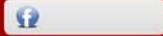
WoundRight is a mobile wound care app offering advanced wound, ostomy, and continence documentation with the ability to add individual treatments, and perform detailed assessments. WoundRight delivers true point of care service: bringing convenient and immediate wound care to the patient.

Key Features

- Take your tablet anywhere and collect your data with or without the internet
- Perform powerful, accurate and consistent assessments for wounds, ostomies, and incontinence programs
- Keep a running 3-day Bowel and Bladder Diary
- Generate Progress, Area, and Dimension charts
- Securely share patients with your affiliated accounts
- Track vitals, medical conditions, and report on open or closed wounds
- Calculate and analyze wound data to drive better care and better results
- ... and much more. Download the app for free today!



Key Benefits



6:38:01 PM 10/29/2015



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 - ◊ Calculate and analyze wound data to drive better care and better results
 - ◊ ... and much more. Download the app for free today!

Key Benefits

- ◊ Reduce Redundancy – Eliminate handwritten wound charting and redundant documentation
- ◊ Keep Compliant – Don't Fret about HIPAA, Joint Commission, MDS, and CMS compliance; we've got you covered
- ◊ Save Money – Improve revenues and decrease wound care costs by lowering rehospitalization rates and increasing referral rates
- ◊ Decrease IT and maintenance costs – Just use your tablet, no servers required. IOS & Android supported
- ◊ ... and much more. Download the app for free today!

How to Use WoundRight

Simply download the app and install it on your tablet. Then build an account on the secure WoundRight server. Use the server, app, or your EMR integration to create your patients. Take your tablet anywhere, and document and assess wounds or build incontinence programs. Print great documentation and graphs from any web browser. See more about WoundRight including [videos](#), [FAQs](#), and a [quick start guide](#) at www.woundrightapp.com/support

NOTE: 1 free census credit comes with the download of your app. Purchase more census credits from the [Purchasing page](#).

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<http://www.woundrightapp.com/woundright.html>

+WoundDesk - Wound Care
digitalMedLab GmbH Medical
Everyone

Wound management with +WoundDesk, saves time, reduces costs and medical errors.

+WoundDesk support nurses and doctors assess and document chronic wounds easily and get again more time for their patients.

Wound management with +WoundDesk is done in 5 steps:

- select patient and review past consultations
- make a wound picture and measure automatically the surface area
- assess the severity level and score using the BWAT Assessment Tool™
- document applied treatment
- share wound report with external specialists

Benefit for the patient

- The automated measurement of wound surface area and severity score enables a more effective analysis of the healing outcome and helps detect complications at early stage

Similar

- Wound Central** - WoundCentral
Wound care tool offered exclusively from Wound Care Education Institute
FREE
- MOWA - Wound** - Wound Healthpath
It is a new solution for pressure ulcer treatment
\$8.11
- Wound Care Inc.** - Physicians Interactive, I
Makes the complex concepts of wound care easy to understand
\$32.99
- D+Wound Solutions** - iQTrust
This application provides information about each of the solutions for wound
FREE
- Wounds** - WOUNDS H&P Communications
WOUNDS is the most widely read, peer-reviewed journal focusing on
FREE

<https://play.google.com/store/apps/details?id=com.digitalmedlab.wounddesk.android>

Apps Categories Home Top Charts New Releases

My apps
Shop
Games
Family
Editor's Choice

My Play activity
My wishlist
Redeem
Buy gift card
Buy Google Play credit
Parent Guide

Benefit for the patient

- The automated measurement of wound surface area and severity score enables a more effective analysis of the healing outcome and helps detect complications at early stage

Benefit for wound care providers

- The fast and effective access to updated medical information and patients wound records help monitor easily the healing process.

Benefit for doctors and specialists

- The clear graphics help review easily and swiftly all wound consultation reports carried out at home or in office no more loss of time to consult unreadable or complicated files.

+WoundDesk is designed by doctors and mobile specialists for health professionals to improve patient's health.

Thanks for using +WoundDesk, all your kind words and support!
-Team digitalMedLab

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MORE INFORMATION
<http://wounddesk.com>

—

REGISTRATION
To use +WoundDesk you need first to sign up for a free account at:
<https://adm.wounddesk.com/signup/>

—

SUPPORT
If you have any comments, suggestions, questions or feedback, don't hesitate to email our team directly at:
support@wounddesk.com

—

NOTE
+WoundDesk does not replace the medical procedure for independent decision by qualified health professional.

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Mobile WoundMatrix Software

Better outcomes through better wound management

Mobile WoundMatrix provides an integrated solution utilizing a HIPAA compliant Android smartphones and a powerful back-end WoundMatrix Clinical Software to instantly capture, transfer and store images for objective measurement, tracking and assessment.

Mobile WoundMatrix utilizes a data package or secure WiFi to effortlessly acquire and upload wound images. The images are instantly inserted into a patient's record in the back-end WoundMatrix Clinical Software.

No images are ever stored on the Mobile WoundMatrix Android smartphone.

The value proposition is better patient quality of care and outcomes, increased workplace efficiency, compliance with regulatory requirements, increased reimbursements, decreased costs and reduced liability.

The WoundMatrix Clinical Software is a browser-based, precise, digital wound measurement and documentation platform developed by WoundMatrix. Delivering the easiest to use and most accurate wound measurement technology in the industry, this third-generation application has become the standard for some of the most prestigious wound care providers and clinical research organizations in the United States.

Through its comprehensive and professional reporting capabilities, WoundMatrix clearly documents the progression of wound healing and conveniently integrates all patient and wound information into one secure record, available online, accessible from any location.

Key Features

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

WoundMatrix Offerings

- [Payers and Providers](#)
- [Clinical Research](#)
- [Partnerships](#)
- [TeleHealth](#)
- [See All Offerings](#)

Key Features

Mobile WoundMatrix is a state-of-the-art system that includes the following powerful features:

- HIPAA compliant Android smartphone for easy and instant upload of images
- Precise digital wound measurement
- Border detection of traced wound area
- Area calculation and skew correction from digital photographs
- Digital human model with body part locator to document wound areas
- Complete code databases for Physicians' Current Procedural Terminology (CPT™), ICD-9, & HCPCS, updated annually
- Tracking of multiple patient visits, diagnosis, and wound sites
- Optional integration with leading HIE systems, allowing patient wound care data to be linked to the overall electronic patient record
- Integrated outcome reporting using standard medical codes
- Role-based user profiles and workflow management to assign tasks according to standard operating procedures within a healthcare practice
- Extensive patient reporting and notes features

Making wound management easier

The WoundMatrix application is easy to use and easy to access. WoundMatrix is ideal for Wound Centers, Hospitals, VNA's, HomeCare, Telehealth/TeleMedicine, Clinical Research Organizations and any other organizations looking to accurately track and measure wound outcomes.

Taking the measure of healing

Mobile WoundMatrix users utilize a HIPAA compliant Android smartphone to easily and instantly upload images to a patient's file in the WoundMatrix Clinical Software.

Using advanced proprietary algorithms, the WoundMatrix program then automatically and precisely measures the total length and width of the wound, as well as the exact surface area. These verifiable, objective measurements become the basis for all of the reports.

Improving patient care

The comparative wound imaging reports and measurements generated by WoundMatrix can quickly assist practitioners in objectively and visually determining if a patient's wound is healing. Such information can help providers track treatment outcomes of a specific modality and make appropriate treatment recommendations.

Easing compliance

State and Federal regulations as well as HIPAA requirements can require stringent record keeping for patient documentation. Thorough and objective documentation helps to provide an additional level of assurance that your group or practice has complied with legal requirements. This can lead to reduced liability, and an added level of legal protection. WoundMatrix software is designed to be compliant with the HIPAA Security guidelines for maintaining patient record confidentiality and is 21CFR11 compliant.

Meeting the need for reliable patient documentation and reports

The Healthcare Industry today demands and expects comprehensive documentation. Wound care industry expectations can be even more demanding. WoundMatrix provides features that allow patient-specific notes relative to diagnoses, sites, visits, and treatments to be stored in one patient record. Additionally, the software includes a

<http://www.woundmatrix.com/mobile-woundmatrix-software>

Meeting the need for reliable patient documentation and reports

The Healthcare Industry today demands and expects comprehensive documentation. Wound care industry expectations can be even more demanding. WoundMatrix provides features that allow patient-specific notes relative to diagnoses, sites, visits, and treatments to be stored in one patient record. Additionally, the software includes a fully licensed complete Physicians' Current Procedural Terminology (CPT™) code database from the American Medical Association, as well as ICD-9 and HCPCS code databases, all of which are updated annually. The database design allows information and reports to be entered, accessed, and generated quickly and easily. WoundMatrix provides five different reporting paths: Single Patient Evaluation Reports, Comparative Evaluation Reports, Wound Image Reports, Notes Reports, and Outcome Tracking Reports on a patient detail or practice summary level. All patient information in the database can be neatly integrated into customized reports that can be printed, e-mailed, exported to other applications, or archived.

Replacing human subjectivity with science

Measurements with WoundMatrix are objective, precise and reproducible, reducing measurement variability. Consistency of measurement from one visit to the next provides accurate and dependable documentation.

Managing the complexity of wound care

Many wound care patients suffer from a variety of problems and often have multiple wounds. WoundMatrix does not limit the number of diagnoses, wound sites, or patient visits that can be recorded in a single patient record. The powerful design of the database significantly reduces the amount of time it normally takes for wound care providers to thoroughly and completely document and review a patient record.

Tracking outcomes

Understanding and utilizing wound data and statistics can be a valuable tool to help observe trends, evaluate performance, influence medical recommendations, and much more.

WoundMatrix provides outcome tracking reports that enable doctors and practices to identify and accumulate statistics and trends relative to their wound care performance. Outcome tracking reporting features can quickly and conveniently detail the overall wound population, calculate healing rates as a percentage of change, and illustrate an individual or overall success rate of a practitioner or facility. Users can generate detail or summary reports by wound type or by ICD-9 Code, using any date range, for either one physician or an entire practice.

WoundMatrix Outcome Tracking is a tool that can help build a body of wound care data into resourceful and meaningful statistics and reports that highlight and fortify the history, trends, and healing successes of a wound care professional or provider.

Making smarter decisions for your patients and your practice

The WoundMatrix database generates data and reports that assist your group or practice in making better decisions, which leads to better patient care. It can also help manage increasing documentation requirements for the legal needs of your organization. An investment in WoundMatrix is an investment in the well being of your patients and your practice.

The WoundMatrix solution is available as a Web-based enterprise application hosted and managed by your IT resources or as a stand-alone Web service subscription.

For more information or to receive a custom quote for a WoundMatrix solution, please [contact us](#) today.

<http://www.woundmatrix.com/mobile-woundmatrix-software>

- Contact Us
- Frequently Asked Questions
- KCI Express
- iOn Healing Mobile APP**
- Electronic Data Interchange (EDI)



Enlarge image

iOn Healing™ Mobile APP

The new Acelyt mobile application, iOn Healing™, offers a suite of tools designed to improve customer support, streamline business processes, and facilitate more efficient and effective communication between healthcare providers and Acelyt representatives.

For additional information, please contact us [here](#).



[System Overview](#) | [Helpful Resources](#) | [Data Protection](#) | [Security Certification](#)

With the new iOn Healing™ mobile app, your life as a healthcare clinician just got easier. Enjoy direct access to your Acelyt representative and our products and services.



Mobile Application Description

With the new iOn Healing™ mobile app, you can...

- 
Connect & Consult
 Clinicians can connect directly with you to share account information and discuss treatment options.
- 
Manage Outcomes
 Clinicians can share patients account healing progression with Acelyt to support documentation of medical necessity.
- 
Order Therapy
 Clinicians can initiate orders for V.A.C.® Therapy and instantly forward the signed prescription to Acelyt.
- 
Product Guides
 Clinicians can obtain information on the wide range of clinically proven sound healing therapies and drawings by Acelyt.

Download Instructions

<http://www.kci.com/KCI/iOnhealingmobileapp>



Mobile Application Description

With the new iOn Healing™ mobile app, you can...



Connect & Consult
Clinicians can connect directly with you to share sound information and discuss treatment options.



Manage Outcomes
Clinicians can share patients' wound healing progression with Acelyt to support documentation of medical necessity.



Order Therapy
Clinicians can initiate orders for V.A.C.® Therapy and instantly transmit the signed prescription to Acelyt.



Product Guides
Clinicians can obtain information on the wide range of clinically-proven wound healing therapies and dressings by Acelyt.

Download Instructions

The application is free to download and is for use by licensed clinicians in the US. To find the application scan the code below with a QR Reader or search using the keywords (iOn Healing, KCI or Systagenix).



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