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Sent: 10/29/2015 6:41:15 PM

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Subject: U.S. TRADEMARK APPLICATION NO. 86308395 - ION HEALING - 9800.3459 - Request for Reconsideration Denied - Return to TTAB - Message 1 of 2

Attachment Information:

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**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

U.S. APPLICATION SERIAL NO. 86308395

MARK: ION HEALING



CORRESPONDENT ADDRESS:

PAMELA B HUFF

DYKEMA GOSSETT PLLC

112 EAST PECAN STREET SUITE 1800

SAN ANTONIO, TX 78205

GENERAL TRADEMARK INFORMATION:

<http://www.uspto.gov/trademarks/index.jsp>

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APPLICANT: KCI LICENSING, INC.

CORRESPONDENT'S REFERENCE/DOCKET NO:

9800.3459

CORRESPONDENT E-MAIL ADDRESS:

ipdocket@dykema.com

REQUEST FOR RECONSIDERATION DENIED

ISSUE/MAILING DATE: 10/29/2015

The trademark examining attorney has carefully reviewed applicant's request for reconsideration and is denying the request for the reasons stated below. See 37 C.F.R. §2.63(b)(3); TMEP §§715.03(a)(ii)(B), 715.04(a).

The following refusal made final in the Office action dated April 15, 2015 is maintained and continues to be final:

- Section 2(d) Refusal – Likelihood of Confusion

See TMEP §§715.03(a)(ii)(B), 715.04(a).

In the present case, applicant's request has not resolved the outstanding issue, nor does it raise a new issue or provide any new or compelling evidence with regard to the outstanding issue in the final Office action. In addition, applicant's analysis and arguments are not persuasive nor do they shed new light on the issues. Accordingly, the request is denied.

Specifically, the applicant will address the arguments set forth below:

Applicant's Arguments

First, applicant argues that the mark is diluted because of third party usage of the mark. Applicant specifically references seven registrations containing the wording ION.

This argument is not persuasive. Specifically, applicant has submitted printouts of third-party registrations for marks containing the wording ION to support the argument that this wording is weak, diluted, or so widely used that it should not be afforded a broad scope of protection. The weakness or dilution of a particular mark is generally determined in the context of the number and nature of similar marks *in use in the marketplace* in connection with *similar* goods and services. See *Nat'l Cable Television Ass'n, Inc. v. Am. Cinema Editors, Inc.*, 937 F.2d 1572, 1579-80, 19 USPQ2d 1424, 1430 (Fed. Cir. 1991); *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973).

Evidence of weakness or dilution consisting solely of third-party registrations, such as those submitted by applicant in this case, is generally entitled to little weight in determining the strength of a mark, because such registrations do not establish that the registered marks identified therein are in *actual use* in the marketplace or that consumers are accustomed to seeing them. See *AMF Inc. v. Am. Leisure Prods., Inc.*, 474 F.2d 1403, 1406, 177 USPQ 268, 269 (C.C.P.A. 1973); *In re Davey Prods. Pty Ltd.*, 92

USPQ2d 1198, 1204 (TTAB 2009); *In re Thor Tech, Inc.*, 90 USPQ2d 1634, 1639 (TTAB 2009); *Richardson-Vicks Inc. v. Franklin Mint Corp.*, 216 USPQ 989, 992 (TTAB 1982).

Furthermore, the goods and services listed in the third-party registrations submitted by applicant are different from those at issue and thus do not show that the relevant wording is commonly used in connection with the goods and services at issue.

Specifically, the registrations attached by applicant are for a variety of goods in Class 9. These goods involve everything from sunglasses to electronic circuit boards to batteries, and so do not show that the goods are diluted for the more specific category of goods “medical software”.

Of the seven registrations attached by applicant to the March 27, 2015 Response, none are of the same kind of goods. Applicant attached the following Registrations to the Response, in this order, U.S. Registration No. 4452830, 4195701, 3995474, 3552851, 3778370, 3017925, and 2938578. See copies of these registrations attached to applicant’s March 27, 2015 Response. However, none of these goods show that the mark is diluted for these specific goods.

1. U.S. Registration No. 2938578 is IONWORKS for “laboratory instruments, namely, screening apparatus used to perform measurements in biological samples, and computer software used therewith” in Class 9. This software is for use in a laboratory, and so is different in nature from software used to providing medical records and medical well ness information.
2. U.S. Registration No. 3017925 is ION for “Clinical laboratory testing services, namely, testing for nutrition and metabolism-related status and conditions”. This laboratory testing service is different in nature from the software goods and services in the application and registration, and so does not show the mark is diluted for the software.
3. U.S. Registration No. 3778370 is IONSENSE for “Scientific testing and monitoring of molecules for the presence of dangerous or illicit substances, for detecting explosives, for quality-control of pharmaceutical industry new products, and for monitoring the surfaces of semi-conductor chips and the products of the polymer and petrochemical industries” in Class 42. This service involves testing for dangerous or illicit and dangerous substances or for quality control for pharmaceutical products, and so is completely different in nature for software for providing health or medical information.
4. U.S. Registration No. 3995474 is ION for “Downloadable electronic publications in the field of oncology, namely, periodical magazines and newsletters featuring articles about cancer treatments, and featuring business and industry news of interest in the operation of oncology practices” in Class 9. These oncology magazines and newsletters are different in nature for applicant’s and registrant’s software goods and services for providing medical information.
5. U.S. Registration No. 4195701 is ION ONETOUCH for “Computer software used for the collection, organization, analysis, integration and communication of scientific data; computer

software used to operate laboratory instruments; laboratory instruments, namely, nucleic acid sequencers and synthesizers, genetic analyzers, instruments for preparation of nucleic acid samples; laboratory supplies, namely, rack, vials, caps, septa, needles, bottles, flask, laboratory filter, tubes, and seals, plastic tray cover, micro plate, pipette tips, reagent reservoir, optical heat field covers, and plastic capillary arrays; all for scientific and research use and diagnostics” in Class 9. This software is limited to laboratory software or “scientific and research use” and so is offered in a different field from applicant’s medical software.

6. U.S. Registration No. 4452830 is GRIDION for “Apparatus and instruments for biological, chemical, biochemical, DNA, RNA, protein, polynucleic acid sequencing and molecular analysis, namely, automated instruments for detecting the presence, properties and identity of analytes, comprising cartridges, microarrays, silicon chip based arrays, ASICs (application specific integrated circuits), and networked computer hardware and software for performing and controlling the analysis, and for processing, displaying and storing the information obtained from the analysis; apparatus and instruments for use in laboratory analysis, namely, test sample cartridges; computer programs, computer hardware and data processing apparatus, all for analysis, processing and recording of scientific data and analyte information; silicon chips; DNA chips; microarray chips; analyte detector chips; biosensor chips; parts and fittings for automated instruments for detecting the presence, properties and identity of analytes, namely, test sample cartridges”. Again, this registration is for laboratory goods, and so is different in nature from the medical software.

U.S. Registration No. 3552851 is cancelled. A cancelled or expired registration is “only evidence that the registration issued and does not afford an applicant any legal presumptions under [Section] 7(b),” including the presumption that the registration is valid, owned by the registrant, and the registrant has the exclusive right to use the mark in commerce in connection with the goods and/or services specified in the certificate. *In re Pedersen*, 109 USPQ2d 1185, 1197 (TTAB 2013) (citing *Anderson, Clayton & Co. v. Krier*, 478 F.2d 1246, 1248, 178 USPQ 46, 47 (C.C.P.A. 1973) (statutory benefits of registration disappear when the registration is cancelled); *In re Brown-Forman Corp.*, 81 USPQ2d 1284, 1286 n.3 (TTAB 2006); *In re Phillips-Van Heusen Corp.*, 63 USPQ2d 1047, 1047 n.2 (TTAB 2002)); see TBMP §704.03(b)(1)(A); TMEP §1207.01(d)(iv). Nor does a cancelled or expired registration provide constructive notice under Section 22, in which registration serves as constructive notice to the public of a registrant’s ownership of a mark. See *Action Temp. Servs. Inc. v. Labor Force Inc.*, 870 F.2d 1563, 1566, 10 USPQ2d 1307, 1309 (Fed. Cir. 1989) (“[A] canceled registration does not provide constructive notice of anything.”).

Therefore, none of the registrations submitted by applicant, in particular the seven highlighted by applicant, show that the mark is diluted for similar goods and service, specifically, software that provides access to medical information. Therefore, this argument is not persuasive.

Applicant asserts that these marks are in use for healthcare services. However, as shown above, the registrations cited by applicant are more commonly for laboratory or scientific services, and so are in a different field. Therefore, this argument is not persuasive.

Applicant also argues that the goods are dissimilar. Specifically, applicant argues that the mark is used in provision with “medical and health records”. However, with respect to applicant’s and registrant’s goods and services, the question of likelihood of confusion is determined based on the description of the goods and services stated in the application and registration at issue, not on extrinsic evidence of actual use. See *Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1323, 110 USPQ2d 1157, 1162 (Fed. Cir. 2014) (quoting *Octocom Sys. Inc. v. Hous. Computers Servs. Inc.*, 918 F.2d 937, 942, 16 USPQ2d 1783, 1787 (Fed. Cir. 1990)).

Absent restrictions in an application and registration, the identified goods and services are “presumed to travel in the same channels of trade to the same class of purchasers.” *In re Viterra Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012) (quoting *Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1261, 1268, 62 USPQ2d 1001, 1005 (Fed. Cir. 2002)). Additionally, unrestricted and broad identifications are presumed to encompass all goods and services of the type described. See *In re Jump Designs, LLC*, 80 USPQ2d 1370, 1374 (TTAB 2006) (citing *In re Elbaum*, 211 USPQ 639, 640 (TTAB 1981)); *In re Linkvest S.A.*, 24 USPQ2d 1716, 1716 (TTAB 1992).

Here, the registration includes the wording “Application service provider (ASP) featuring software for use in originating, collecting, organizing, storing, analyzing, and communicating medical records, patient information, clinical histories, and laboratory test results; Application service provider (ASP) featuring software for use in facilitating **health information exchange** by originating, collecting, organizing, storing, analyzing and communicating **health information**; Application service provider (ASP) featuring software for use in providing remote access to the aforementioned records and information and transmission of such records between users, and for use in system integration and interoperability among software applications in the field of medical records, health records, and patient information, where such applications are used within a local network or across networks, including the internet”. The registration does not limit the type of “health information” that is communicated through its software service. Therefore, this argument is not persuasive.

Moreover, companies that provide software and services that provide information about wound care commonly also provide information about wound care and software may provide both applications. See <http://www.nhsinc.com/products/wound-care/woundexpert-software-wound-care-ehr/> (electronic health records software providing wound care information); <http://www.todayswoundclinic.com/emr-systems> (offering medical record services specializing in wound care management); <https://www.woundemr.com/> (offering electronic medical records software that offers wound care information); <http://healthleadersmedia.com/content/HOM-67349/Newage-wound-care-solutions-drive-improved-efficiency-outcomes-and-patient-satisfaction.html> (discussing wound care and

electronic medical records); <http://www.woundrounds.com/what-is-woundrounds/#managewounds> (software that allows users to track patient information and provides information about wound care); <http://www.woundrightapp.com/woundright.html> (software that allows users to track patient information and share patient information in the field of wound care); <https://play.google.com/store/apps/details?id=com.digitalmedlab.wounddesk.android> (offering a mobile application that allows users to collect and manage patient information in the field of wound care); <http://www.woundmatrix.com/mobile-woundmatrix-software> (offering software for patient records and measurement in the field of wound care). Therefore, software for providing “downloadable software in the nature of a mobile application for providing medical, health and wellness information in the nature of educational information about common diseases and healthy living tips, specifically related to the treatment of wounds” is often offered with software for collecting “originating, collecting, organizing, storing, analyzing and communicating health information”. Indeed applicant’s own software includes the ability to share and upload patient health information. See <http://www.kci1.com/KCI1/ionhealingmobileapp>. Therefore, this argument is not persuasive.

Therefore, as applicant’s arguments against the Section 2(d) Refusal are not persuasive and applicant’s amendments to the Identification of Goods and Services do not alter the likelihood of confusion, the request for reconsideration is denied.

RESPONSE GUIDELINES

If applicant has already filed a timely notice of appeal with the Trademark Trial and Appeal Board, the Board will be notified to resume the appeal. See TMEP §715.04(a).

If no appeal has been filed and time remains in the six-month response period to the final Office action, applicant has the remainder of the response period to (1) comply with and/or overcome any outstanding final refusal, and/or (2) file a notice of appeal to the Board. TMEP §715.03(a)(ii)(B); see 37 C.F.R. §2.63(b)(1)-(3). The filing of a request for reconsideration does not stay or extend the time for filing an appeal. 37 C.F.R. §2.63(b)(3); see TMEP §§715.03, 715.03(a)(ii)(B), (c).

/Alison R. Keeley/

Examining Attorney

Law Office 113

(571) 272-4514

Alison.Keeley@uspto.gov

WoundExpert Software – Wound Care EHR

The WoundExpert software is used by 90% of wound care clinics who have moved beyond paper charting to a wound care EHR. With over 6 million patient encounters, it represents the largest independent source of chronic wound benchmarking data in the industry. As a certified system, WoundExpert's integrated clinical, financial, and regulatory solutions give wound care providers the tools to enhance patient care and facility performance across the wound care continuum.



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Interoperability

Wound Care in LTAC

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500,000 wounds healed annually

WoundExpert is utilized for:

- Outpatient Wound Clinics
- Long Term Acute Care
- Skilled Nursing Facilities
- Inpatient Care



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WoundExpert is utilized for:

- Outpatient Wound Clinics
- Long Term Acute Care
- Skilled Nursing Facilities
- Inpatient Care
- Visiting Physicians

Why is WoundExpert the leading Wound Care EHR?

WoundExpert supports a 100% paperless patient record and is configurable to your facility's needs. It integrates seamlessly with your hospital's EMR strategy. The WoundExpert software includes:

- Wound assessment and care planning documentation
- Customizable scheduling
- Advanced ancillary revenue tracking
- Outcomes and benchmarking reports
- Insurance authorization tracking and recording
- Facility and Physician CPT code automation
- Regulatory compliance documentation support
- Comprehensive resident risk assessment
- Statistical analysis of wound incidence, prevalence, and related costs

Meaningful Use

WoundExpert is certified as a Complete Electronic Health Record (EHR) by the Drummond Group, an ONC-ATCB testing entity. Net Health is committed to helping clients achieve Meaningful Use through education and training, ongoing development and continual upgrades based on regulatory requirements.

Supplemental Solutions

The WoundExpert software features optional components that can be integrated into your facility's configuration to support a wide variety of conditions and therapies related to wound care including Hyperbaric Oxygen Therapy, Burn, Ostomy, Physical Therapy, and Lymphedema.

This Complete EHR is 2014 Edition compliant and has been certified by an ONC-ATCB in accordance with the applicable certification criteria adopted by the Secretary of the U.S. Department of Health and Human Services. This certification does not represent an endorsement by the U.S. Department of Health and Human Services or guarantee the receipt of incentive payments.

WoundExpert version 3.4 was certified on July 16, 2015, by Drummond Group. The following information depicts the certification information:



3,000+
facilities rely on
Net Health each day



Oxygen Therapy, Wound Care, Physical Therapy, and Lymphedema

This Complete EHR is 2014 Edition compliant and has been certified by an ONC-AACB in accordance with the applicable certification criteria adopted by the Secretary of the U.S. Department of Health and Human Services. This certification does not represent an endorsement by the U.S. Department of Health and Human Services or guarantee the receipt of incentive payments. WoundExpert version 5.4 was certified on July 16, 2015, by Drummond Group. The following information depicts the certification information:

Certificate Number: 07142015-0203
Modules Tested: 170.314(k)(1-5), 170.314(b)(1-5, 7), 170.314(c)(1-3), 170.314(d)(1-4), 170.314(k)(1-3), 170.314(f)(1-3), 170.314(g)(3-4)
Clinical Quality Measures tested: CMS050v2, CMS068v3, CMS069v2, CMS122v2, CMS123v2, CMS138v2, CMS139v2, CMS156v2, CMS183v2
Additional software used: SureScripts, First DataBank, MedlinePlus Connect, Secure Exchange Solutions Direct, MD Link, DrFirst

- This certified product-version requires an ongoing annual fee to exchange secure messages and medical record files via a Direct account with Secure Exchange Solutions (170.314 b 1 and 170.314 b 2).
- This certified product-version requires an ongoing annual fee to interface with the State registries (170.314 f 2 and 170.314 f 3).
- This certified product-version requires a one-time cost for an extract of patient summaries (170.314 b 7).
- This certified product-version requires an ongoing annual fee to electronically prescribe controlled substances (EPCS) via an account with DrFirst. (170.314 b 3).

[WoundExpert Overview](#)

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EMR Systems

Web: 10/22/15 - 11/4/15
Issue Number: Volume 4 Issue 12 - December 2010

Net Health Systems, Inc.
Website: www.woundexpert.com
Contact: (800) 411-6281, ext. 3
sales@woundexpert.com
Location: Pittsburgh, PA
Founded: 1993

Product Lines: WoundExpert is a web-based software application, available in a scalable, three-tiered format, including Outcomes Tracking (paper charting and data entry), Point of Service (clinical documentation at the point of care), and an Electronic Medical Record supporting a complete 100% paperless solution including physician documentation.

EMR system or a software product?: WoundExpert is an electronic medical record, but is available in a scalable format for those clinics looking for an outcomes tracking or benchmarking solution.

Company description: Net Health is the leading provider of clinical information systems in the rapidly growing field of chronic wound care. WoundExpert, the company's flagship offering, is an integrated clinical, financial, and regulatory software system for wound management. Over 14,000 physicians, clinicians, and healthcare professionals across the U.S. use these software solutions in more than 750 facilities spanning the wound care continuum to improve patient care and facility performance. With nearly 3 million patient encounters documented annually, Net Health offers the largest independent source of comprehensive chronic wound benchmarking data in the industry.

Advice for Clinicians: When choosing a software partner, it's important to consider how that company fits with your clinical culture. WoundExpert is more than a software solution; it is constantly evolving to meet the challenges of managing a wound care clinic, based on client feedback and proactive monitoring of clinical and regulatory standards. We partner with industry leaders to streamline workflow—such as direct opening for ICD-10-CM, Therapy and durable medical equipment (DME), and the new Physician Dictation Module. And our client services team works with each client to tailor the appropriate solution for their clinical situation, then serves as an ongoing resource for user support.

Telemedicine Solutions, LLC
Website: www.woundrounds.com
Contact: (877) 774-8513
info@woundrounds.com
Location: Hoffman Estates, IL
Founded: 2005

Product Lines: Health Information Technologies

EMR system or a software product?: A software solution

Company description: Telemedicine Solutions announces WoundRounds™, an affordable electronic documentation and remote wound management service delivered over the Internet on a subscription basis. Nurses use mobile devices to capture photos and images at the bedside. The information is uploaded over the Internet to secure servers. Authorized

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New System Allows Clinicians to Better Manage Smaller Incisions and Anatomically Challenging Areas
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By Catherine E. Finn, MD, FAAP, CDE, FUMS
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care clinic, based on client feedback and proactive monitoring of clinical and regulatory standards. We partner with industry leaders to streamline workflow—such as direct ordering for KCI VAC Therapy and durable medical equipment (DME), and the new Physician Dictation Module. And our client services team works with each client to tailor the appropriate solution for their clinical situation, then serves as an ongoing resource for user support.

Telemedicine Solutions, LLC

Website: www.woundrounds.com
Contact: (877) 774-8833
information@woundrounds.com
Location: Hoffman Estates, IL
Founded: 2009

Product Lines: Health Information Technologies

EMR system or a software product: A software solution

Company description: Telemedicine Solutions announces WoundRounds™, an affordable electronic documentation and wound care management service delivered over the Internet on a subscription basis. Nurses use mobile devices to capture wound assessments and images at the bedside. The information is uploaded over the Internet to secure servers. Authorized users can download clinical documentation and reports to any PC and monitor wound healing 24/7. WoundRounds supports clinical decision-making by incorporating clinically validated tools and best practices for wound assessment, prevention and outcomes tracking. WoundRounds also supports telemedicine consultations, which can improve communication and collaboration with physicians and other referral sources.

Advice for Clinicians: In the new environment of health reform and bundled reimbursement, accurate and compliant documentation is essential for both clinical care and fiscal viability. WoundRounds offers an affordable solution for the documentation and management of complex acute and chronic wounds. The system is easy to learn and easy to use, and offers enhanced functionality that conventional systems lack. Facilities pay a one-time startup fee, plus an annual license fee for ongoing use of software, updates and support. WoundRounds is a low cost, highly effective tool for documenting care and tracking wound outcomes.

Intellucure, Inc.

Website: www.intellucure.com
Contact: (800) 602-7896
sales@intellucure.com
Location: The Woodlands, Texas
Founded: 2000

EMR system or a software product: Intellucure is an Electronic Health Record (EHR) as specified by both the Health Information Management Systems Society (HIMSS) and the HITECH Act. Specifically, it automatically calculates the billed level of service by assessing the fields documented in the EHR. Clinicians perform no additional work in order to generate a charge master or billing sheet. We have HL7 interfacing with other records systems. We provide core clinical documentation, computerized physician order entry (CPOE), quality reporting (e.g. PQR), and can send data to a personal health record. Documentation in Intellucure is largely via "click and scroll" menu options, allowing the use of ONC/CEH2 systematic nomenclature of medicine (taxonomy) and this facilitates the interoperable data exchange, which is mandated by the HITECH Act.

Company description: Intellucure is a Texas corporation whose principals have opened and managed more than 100 wound centers. Our wound and hyperbaric specific EHR was designed by practicing wound care clinicians to meet the specific documentation, management and reporting needs of wound centers. We license software and provide business management solutions including chargemaster evaluation and manager's training. Our Medical Quality Assurance programs provide physician education, oversight, and individual review of patient records. We also manage the U.S. Wound Registry the world's largest collection of complete electronic health records for wound care patients available for research and provides physician quality reporting services as a CMS recognized registry.

Advice for Clinicians: We advise Intellucure to be used as a point of care electronic health record since, in compliance with the HITECH act, it AUTOMATICALLY CALCULATES both the physician and the facility level of service (OASIS 2006.53(1)34-44). Clients are advised to emphasize this unique feature to their hospital compliance department. Intellucure is one of the original 32 PQR Regimees, and submits quality data directly to CMS. When implementing a complete EHR, training is the key to success.

NOVA Technology Corporation

Website: www.novatechcorp.com
Contact: (800) 376-6662
info@novatechcorp.com
Location: Manchester, MA
Founded: May 1982

<http://www.todaywoundclinic.com/emr-systems>

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Location: Manchester, MA
Founded: May 1982

Product Lines: Noninvasive electronic devices to measure skin hydration and biophysical characteristics of skin.

EMR system or a software product? NOVA produces an EMR system used in wound care research.

Company description: NOVA Technology Corporation manufactures portable, noninvasive electronic devices and software that measure skin hydration and its biophysical characteristics. NOVA devices are ideal in wound care for studies in re-epithelialization, genetic, "thinning skin", damage from incontinence, pressure and foot ulcers, and skin substitutes and grafts. Our products are user-friendly and relatively inexpensive. All devices are battery powered; the technology is innocuous and non-invasive, so researchers should have no difficulty securing IRBs. NOVA's PC software collects and stores subject data directly into a unique Excel file for easy detailed data analysis. An FDA-CFR Part 11 software version is also available.

Advice for Clinicians: NOVA products are an excellent fit for research in wound care clinical testing. Our clients include some of the largest companies in the Wound Care market. The software is geared to provide subject data in an easy to manipulate and understandable format. All NOVA products are produced in and supported from the USA. Contact NOVA today for more information and technical references for your particular application.

ARANZ Medical Limited

Website: www.aranzmedical.com
Contact: (866) 467-0934, International +64 3 374 6120 sales@aranzmedical.com
Location: Christchurch, New Zealand
Founded: ARANZ Medical's parent company, ARANZ (Applied Research Associates NZ Ltd) was founded in 1995 and ARANZ Medical was founded in 2005 to take the Silhouette Product Suite to market.

Product Lines: The Silhouette™ Product Suite includes SilhouetteMobile™, the point-of-care data capture device and SilhouetteCentral™, the database and wound information manager for Silhouette. ARANZ Medical provides more than a Silhouette product line, offering additional assistance in areas such as training, customer support and engineering services.

EMR system or a software product? Silhouette is classified and approved as a Class 1 medical device by the FDA; this covers the camera and all the software that comprise Silhouette.

Company description: ARANZ are experts in 3D modeling, scanning and software technology for applications as diverse as movie special effects, geological modeling and custom orthotics and prosthetics. The company has grown in success and enjoyed international collaborations with its products. ARANZ designs, develops and markets both hardware and software solutions to various industries having customers in more than 30 countries on all continents. ARANZ Medical is a key company within the ARANZ group, having designed and developed Silhouette consulting with both wound care clinicians and leaders in wound care. Having experienced extensive use over the last few years in clinical studies, including multi-center and multi-national trials, Silhouette is now becoming more widely used in clinical practice.

Advice for Clinicians: If your healthcare facility is searching for ways to improve the accuracy and standardization of its wound assessments and documentation, then Silhouette can offer a unique wound information management solution.

Silhouette is the first system of its kind to incorporate an imaging device, which can precisely and consistently measure the size of a wound. It integrates quantified wound images with other data to provide an accurate and complete record of the assessment and treatment of a wound.

Silhouette provides reporting on quality indicators and outcomes within a single facility or across multiple locations and can include your facility's clinical care pathways. Silhouette can also be integrated with existing electronic medical records to eliminate redundant data entry.

ARANZ Medical invites you to discuss your facility's requirements with a Silhouette sales consultant by contacting us via our website or by phoning us directly.

Healthline Informations Systems, Inc.

Website: www.healthlineit.com
Contact: (704) 644-0447 x 11
hina@healthlineit.com
Location: Davidson, NC
Founded: 2000

Product Lines: Clinical workflow/documentation solutions that integrate with EHR solutions for Woundcare, ECG, Holter, Stress, Vial signs and more.

<http://www.todayswoundclinic.com/emr-systems>

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Healthline Informations Systems, Inc.

Website: www.healthline3.com
Contact: 770-644-0447 x 11
mana@healthlines.com
Location: Davidson, NC
Founded: 2000

Product Lines: Clinical workflow/documentation solutions that integrate with EHR solutions for Woundcare, ECG, Holter, Stress, Vitals signs and more.

EMR system or a software product? Software that adds value to existing EHR infrastructure.
Company description: Healthline offers solutions that integrate and add value to your existing EHR platform by leveraging our workflow platform, HealthE-Flow, to capture, process (rereported/design), archive and integrate content with your existing enterprise products.

Advice for Clinicians: If you already have a modern EHR/EMR, consider leveraging that investment for your wound practice instead of over investing in redundant functionality and creating a new silo of clinical information in an expensive specialty module that may interface but not integrate with your current system.

WoundMatrix, Inc.

Website: www.woundmatrix.com
Contact: 866-494-2092
sales@woundrx.com
Location: Chadds Ford, PA
Founded: 2000

Product Lines: Wound Measurement & Documentation EMR and Mobile Wound Management Devices

EMR system or a software product? EMR System

Company description: WoundMatrix is a Windows based Internet EMR System that precisely measures, tracks, documents and reports wounds and wound care therapies. The product provides individual and aggregate patient outcome tracking. This high-tech solution is used and hosted by wound experts nationally at Johns Hopkins, Department of Defense, the Veterans Administration, Bayer Vitarion TeleHealth-Care (homecare), clinical research organizations and prestigious around care academic institutions such as The Ohio State and Tufts University.

Advice for Clinicians: WoundMatrix can operate independently or interface with major medical systems like Cerner and Meditech. Mobile Wound Management™ devices allow for seamless image management and wireless image upload directly to the application.

Customers can subscribe to a hosted version and immediately access the application via their Internet browser or can host the application internally. Benefits versus other wound care EMR systems include:

- Month to month plans available with no long-term contract commitments.
- All data remains the property of customer.
- No penalty imposed upon cancellation or for return of data.

30-DAY FREE TRIAL AVAILABLE Call 866-494-2092 or visit www.woundmatrix.com

Wound Care Strategies, Inc.

Website: www.woundcarestrategies.com
Contact: (717)541-1165
info@woundcarestrategies.com
Location: Harrisburg, PA
Founded: 1995

Product Lines: Only Wound Care Strategies® provides industry professionals with a one-stop solutions menu of every necessary component needed for successful outcomes including wound care department design, development, and implementation or re-engineering, training, education, compliance, mentoring, product branding strategies, product studies, publishing... no other single company can offer this full-scale, comprehensive approach.

EMR system or a software product? EMR

Company description: Since 1995, WCS continues to serve clients nationwide. From critical access hospitals to large metropolitan health systems, we have developed the ability to deliver the best from the software. WCS is proud to offer the

<http://www.todaywoundclinic.com/emr-systems>



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30-DAY FREE TRIAL AVAILABLE Call 866-494-2092 or visit www.woundmatrix.com

Wound Care Strategies, Inc.

Website: www.woundcarestrategies.com
 Contact: 717-641-1165
info@woundcarestrategies.com
 Location: Hamburg, PA
 Founded: 1995

Product Line: Only Wound Care Strategies® provides industry professionals with a one-stop solutions menu of every necessary component needed for successful outcomes including wound care department design, development, and implementation or re-engineering, training, education, compliance, mentoring, product branding strategies, product studies, publishing ... no other single company can offer this full-scale, comprehensive approach.

EMR system or a software product? EMR

Company description: Since 1995, WCS continues to serve clients nationwide. From critical access hospitals to large integrated health systems to manufacturers to DME's to homecare and long term care settings, WCS is sought after for pioneering advances in clinical tracking and generating superior clinical and operational practices overall. WCS assists clients who are starting a new department or reengineering an existing department, and bridge the documentation with Tri-assess® Premier Software ("TPS"). Originally TPS was a stand-alone site license hosted by the hospital. This past year, WCS transitioned to a SaaS service model with TPS release TPS 7.0. TPS 7.0 is the premier, integrated software delivery system, revenue cycle management, business process improvement solutions, and regulatory compliance resource tool.

Advice for Clinicians: Each client's organization and processes are unique and must be taken into consideration when installing their EMR and/or clinical, operational, or reimbursement process. TPS is built upon best clinical and business process practices including:

- Current and Meaningful Use and Accreditation standards for operational and technological efficiencies: up-to-the-minute for newly changed governmental regulations.
- Enhanced role-based navigation, security management, customizable required fields, audit and compliance tools and reports, a clinical management dashboard, and fully refined scheduling, to name a few.
- Superior interoperability through our HL7 interface engine which increases and improves staff's efficiency, leading to greater patient safety.

We take pride in the lives we touch through our clinical and technology work. WCS is committed to maintain our approach to assist clients' forward progress.

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You can help your patients by using WoundWizard to document, monitor, review and report wound treatments over time.

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Wound Care Nurses quickly assess the initial wound and help develop the course of treatment plan that will aid in wound healing.

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Wound Wizard has a large number of reporting capabilities revolving around its ability to capture information added into its software.

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Wound Wizard's unique specialty consulting solutions range from outcome reporting to wound care product evaluation.

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Our Specialty: Wound Care Software. If you are a facility or business managing wounds and looking for an EHR with great documentation outcome reporting and an easy to use interface, then WoundWizard is your total wound care solutions management program. Our Electronic Medical Record (EMR) software is ideal for Long Term Care Facilities, Hospitals, Wound Care Centers and healthcare facilities. WoundPad, the feature-rich WoundWizard software that we offer is ideal for use on tablet devices and smartphones.



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Developed and used by wound care and healthcare providers across the country since 2008, Wound Wizard is a secure web based application that uses a Software as a Service (SAAS) model, giving you greater flexibility in managing your patient documentation in real time.

The intelligent and intuitive interface is easy to use and allows your wound care team the ability to collaborate and provide excellent patient care, while documenting the progress of and managing wound outcomes. Customized and

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<p>PHYSICIAN MODULE</p> <p>You can help your patients by using WoundWizard to document, monitor, review and report wound treatments over time.</p> <p>More</p>	<p>NURSES MODULE</p> <p>Wound Care Nurses usually assess the initial wound and help develop the course of treatment plan that will aide in wound healing.</p> <p>More</p>	<p>OUTCOME REPORTING</p> <p>Wound Wizard has a large number of reporting capabilities revolving around its ability to capture information added into its software.</p> <p>More</p>	<p>WOUND CARE CONSULTING</p> <p>Wound Wizard's unique specialty consulting solutions range from outcome reporting to wound care product evaluation.</p> <p>More</p>
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WoundWizard

Our Specialty: Wound Care Software. If you are a facility or business managing wounds and looking for an EMR with great documentation, outcome reporting and an easy to use interface, then WoundWizard is your total wound care solutions management program. Our Electronic Medical Record (EMR) software is ideal for Long Term Care Facilities, Hospitals, Wound Care Centers and healthcare facilities. WoundPad, the feature-rich WoundWizard software that we offer is ideal for use on tablet devices and smartphones.



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The intelligent and intuitive interface is easy to use and allows your wound care team the ability to collaborate and provide excellent patient care, while documenting the progress of and managing wound outcomes. Customized and real time reports include everything from wound care management to client billing and demographics. The 3D wound models make it easy to create and view wound sites.

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New-age wound care solutions drive improved efficiency, outcomes, and patient satisfaction

High-tech documentation solutions not only free up clinicians to spend more time on patient care, but also assist them in tracking outcomes and targeting quality improvement initiatives. Such innovations take time to work their way into healthcare delivery—in part because they often require fundamental changes for practitioners. However, one area that is ripe for these types of solutions is wound care management, a field that requires mounds of documentation for both clinical and financial reasons. Further, some estimates suggest that wound care accounts for as much as 5% of U.S. healthcare costs.

A handful of innovators are, in fact, already leveraging the power of information technology to improve wound care delivery, and they are beginning to see results. Here, DMA profiles two innovative approaches—one that uses both telemedicine and sophisticated algorithms to deliver evidence-based care, and another that uses computers to streamline the complicated documentation required in wound care so practices can operate more quickly and efficiently. Both are taking advantage of new technologies to drive clinical and financial outcomes.

Caroline File, MD, established a wound center at Houston-based Memorial Hermann Medical Center in 1990, but it wasn't long before she became frustrated by the countless hours she spent on required paperwork that could have been better used for patient care. Just to keep up, File woke at 5 a.m. every morning to complete documentation from the day before.

"I would dictate histories and physicals on the hospital dictation system. Then I would dictate letters to the referring physicians, which contained much of the same information—a brief review of the history and treatment plan that I designed. Then I would have to fill out by hand a piece of paper that [an accrediting organization] required that included all of the patients' medical conditions, surgeries, and their medications," she explains. "So I would have just done the same thing, basically, three times."

The paperwork didn't end there. In order to be reimbursed for wound care services, physicians have a long, complicated list of items that they must document. And to help patients and families carry out her recommendations appropriately, File provides them with a written summary of what has taken place during their consultation and a clear outline of what they need to do to take care of their wounds at home.

It dawned on File that there must be a more efficient way to complete these overlapping tasks. "By and large, we only have five diagnoses that we treat, and we do the same kinds of things moment after moment, and the documentation is so repetitive that there was really no excuse for not developing some sort of framework for it," says File.

From paper documents to an EHR

This realization ultimately led in 1998 to the first version of File's clinical documentation system for wound care, an approach that streamlined all of the required pieces of documentation so the clinician did not have to keep entering the same information into different formats. "You could then just pull pieces like out and paste, only the computer was doing the cut and paste," says File. "I ate a letter to the referring physician and give the patient a copy as

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Although the early versions of File's software offered significant dividends in productivity and efficiency, she eventually decided to get away from paper documents. At this point, she partnered with **David Walker, CHIT**, to create the Intellicure Clinical Documentation Software program, an electronic medical record (EMR) designed specifically for wound care.

With the new system, documentation begins when the patient enters the clinic and registers at the front desk. Typically, the front-office staff will enter the patient's demographic and insurance information as well as contact information about the referring physician and any other providers involved with the patient's care.

The EMR is then further enhanced when the patient is taken to the exam room and seen by the nurse. In most wound centers, the nurse will record vital signs, go through what medicines the patient is taking, and perhaps review symptoms and medical history, documenting each item in the software system using a computer in the exam room.

The system will automatically populate appropriate data entry points based on information that the nurse has entered. For example, if the nurse enters a medication used to treat diabetes—a critical diagnosis in wound care—the software system will automatically document that the patient has diabetes and introduce a series of questions to guide the nurse toward accurate diagnoses and ICD-9 coding.

Likewise, the system will automatically select appropriate documentation, depending on what type of wound the clinician designates. For example, if the clinician indicates that the patient has a diabetic foot ulcer, the system will pull up the Wagner grading system—the most commonly used classification system for foot ulcers.

Alternatively, in the case of a pressure ulcer, the system will pull up the staging system recommended by the National Pressure Ulcer Advisory Panel.

In many clinics, the nurse will also measure and photograph the wound using a digital camera attached by cable to the computer. "The picture is archived in relation to the place where the nurse indicates the wound is, so if she said it was on the left lateral ankle, the picture will always relate to [that specific location], and whenever a clinician clicks on 'left lateral ankle' that picture will show up," says File.

This feature is critical because many clinics don't document their wound photographs until the end of the day or the next day, File says. "A lot of people end up with completely worthless photographs because they later can't identify either who the patient was or what part of the body it was taken on," she says. To further complicate matters, it is common for File to see patients presenting with as many as 10 wounds.

Prompts streamline patient evaluation

By the beginning of the physical exam, the patient's record is often already populated with all of the basic information, but the physician will continue to enhance or amend these findings as appropriate. Further, the system will provide additional prompts so the physician can quickly

- order additional tests or procedures
- denote reasons for ordered tests or procedures so they are appropriately coded
- create home nursing orders
- make referrals to other specialists
- write new prescriptions
- select patient education material

When the physician clicks the print button, the system automatically generates the patient's history and physical, referrals, orders, prescriptions, and any other materials that the physician has selected, thereby bypassing the need for additional paperwork.

Although improvements in efficiency have been easy to document with the Intellicure system, developers have not yet studied the approach's effect on wound healing rates. However, such

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Although improvements in efficiency have been easy to document with the Intellisure system, developers have not yet studied the approach's effect on wound healing rates. However, such evaluations are planned when the next iteration of the software is unveiled, as it will include an array of clinical suggestions for the provider based on nationally accepted clinical guidelines.

In addition to providing decision support functions, providers will be able to find the basis or research behind each clinical suggestion, Fife says. "The clinician will be able to go through the recommendations, click on the ones that are appropriate, and then they will populate the appropriate fields for orders, labs, and testing. Further, physicians will receive report cards indicating the frequency with which they have followed the clinical suggestions, she adds.

Another feature that will be added to the software alerts clinicians when wounds they are treating have not healed as quickly as they should. This feature is possible because of the wealth of data that Intellisure has collected thus far on wound healing trajectories. Fife believes that the warnings are important because they offer the clinician a timely reminder that he or she is not meeting the target, and that it may be time to try revascularization or another treatment modality.

It will not be easy to measure the precise clinical impact of the new decision support functions. However, they may well shorten healing times by decreasing time delays for critical tests and procedures, Fife says. "We would like to think that the clinical suggestions will front-load all of the important tests and then push people through to whatever their management plan should be at a quicker pace."

Consistency is a problem

Recognizing that elderly diabetic patients are particularly susceptible to wounds and related complications, Hollywood, FL-based Wound Technology Network (WTN) has devised a system that combines telemedicine support with in-person consultation for every patient encounter. This approach makes it easier to treat patients who have difficulty getting around, as well as those who reside in nursing homes or assisted living facilities. The company maintains that it has been able to drastically reduce patient care costs for the health plans with which it works.

WTN was established in 1999 by **Jeffrey Galtz, MD**, its current chief medical officer and CEO. At the time, Galtz had other business interests that included providing podiatric services to patients in nursing homes, and he was frustrated with the level of care that the clinicians were providing. "We were having issues concerning getting the doctors and the clinicians to do what was proper in a consistent manner," he says. "Even with sophisticated documentation systems, we still weren't achieving the levels of care that we wanted to."

Galtz concluded that a system that incorporated telemedicine, artificial intelligence, and in-person care would be able to deliver the kind of consistency he wanted to see. And he believes that is exactly what he achieved with WTN. "Now, we are able to ensure that wherever the patient is—in a nursing home, assisted living facility, home health, or in a clinic setting—he [or she] is provided the same level care [as every other patient], based on evidence-based guidelines," he says, noting that the system is equipped with triple redundancy. "Every single visit is a consultation involving two people and a computer system figuring out the best way to treat this person."

Computer-based algorithms guide care

When a patient is referred to WTN for care, a patient care coordinator immediately begins gathering data and making arrangements for the first patient visit, which can take place in a clinic setting or in the patient's residence. WTN's field clinicians are typically nurse practitioners, physicians, or physician assistants who have been certified in wound care.

When the field clinician arrives for the patient encounter, he or she uses a portable computer to set up a live encounter with another specialist at WTN's call center. At this point, the call center specialist will go through the long series of questions required in wound care, entering the answers into a sophisticated computer database. Additionally, the in-person clinician will photograph the wound using a camera that is attached to the computer. "The computer system will instantly generate a report with charts, graphs, and an individual photograph that is instantly faxed to the PCP's office," says Galtz. "If the PCP has any questions, he [or she] can contact the clinician while still at the patient's bedside."

The plan of care—as stipulated in the computer-generated report—can then be carried out through subsequent encounters and in consultation with the PCP. Galtz emphasizes that WTN clinicians will continue treating the patient until the wound heals. "On a weekly basis, we are recording 250,000 points of wound care data," he says. "On average we lower costs by 80%, and we reduce hospitalizations by 95%."

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As with Intelliscure's system, WTN's computerized data collection process facilitates the tracking of utilization and costs. Consequently, WTN can provide its health plan customers with quarterly reports outlining its performance on a range of clinical and financial measures. "We sit on the world's largest wound care database right now, and are able to get a lot more data than we ever thought we would," says Galtz. "It gives us the ability to analyze why people are healing and why they are not healing. It gives us, really, total control."

In fact, Galtz believes his "triple redundancy" approach has the potential to also improve care consistency, and adherence to evidence-based care for other chronic diseases as well. Consequently, the company is in the process of rolling out new programs focused on hypertension, diabetes, and CHF, and there may be additional programs to follow. "We are saving money, we have improved outcomes, and our patients are happier," says Galtz.

Editor's note: For more information on Intelliscure, visit the organization's Web site at www.intelliscure.com. Information on Wound Technology Network can be accessed at www.woundtech.net.

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