

RestorixHealth Partnership Positions New Center for Growth

The Problem

An ARNP from an affiliate hospital provided outpatient wound care at a municipally owned Critical Access Hospital (CAH) once a week to meet the basic needs of the hospital. Without any promotion, the service saw a minimal number of patients and no growth. The care was limited to dressing changes and other maintenance-related care. From a financial perspective, the hospital billed for facility fees and products, and the ARNP billed for professional services. Patient leakage became an issue around the same time the ARNP was preparing to retire. The hospital asked their affiliate if they were going to fill the position, but there were no plans to address the opening.

The Solution

During that time, the Chief Financial Officer was interested in a wound center management service due to her prior experience with an outpatient wound center, and the Director of Nursing agreed that the clinical and operational oversight would benefit them. When consulting other hospitals in the area for recommendations, they learned about RestorixHealth from another local CAH. After choosing to partner with RestorixHealth, hospital leadership brought in the Director of Clinics and Clinic Coordinator to implement the services and act as the hospital liaisons.

A True Partnership

From the start, RestorixHealth offered personalized aid to meet the hospital's own unique needs and appeal to their own processes, proving a true partnership with the hospital. When a question arose about how charges were being dropped, RestorixHealth regional leadership met with the hospital team to correctly and promptly address it and provided the flexibility required to tailor the billing process to align with the hospital's current processes. When faced with a Medicare audit, the Regional Vice President offered hands-on support, ensuring all documentation was present and correct, which led to a "pass" status. RestorixHealth also advises the hospital through education, not only clinically but also financially. When new wound care products are brought to the hospital for review, the hospital liaisons trust the Regional Vice President to vet them in terms of billable services, overall return on investment and, most importantly, what is going to heal the patient the fastest.

"RestorixHealth helps the program be as financially successful as possible... [and does] a good job at consulting [us] to pick what [product] is best for the hospital and the patient."

— *Clinic Coordinator*

"The kind of practice you want is the one where the patient matters the most, but [as a hospital], we are also here to stay financially stable, and I feel RestorixHealth has helped us do that. This is a true partnership. What works for one partner isn't going to work for another, so it takes both parties to work together. Being open minded and truly vested like RestorixHealth has is most important."

— *Chief Executive Officer*

2024 CENTER OUTCOMES



92.2% HEALING
RATE

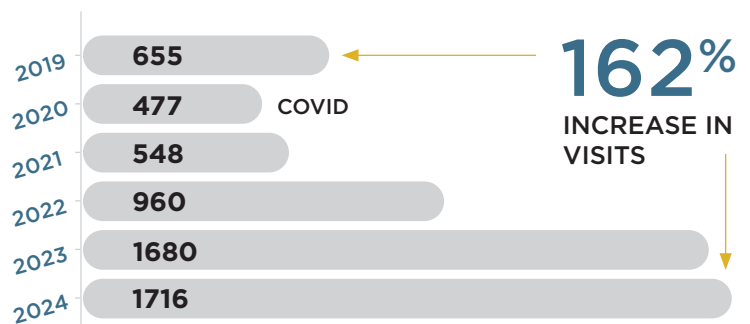


28 MEDIAN DAYS
TO HEAL

Consistent Growth

Over the past 7 years, the wound center has experienced exceptional growth and positive results. The center opened with one day of service yet now sees patients three days a week. In addition, the center staffs a Physician and Community Liaison (PCL) especially focused on bringing in patients and growing the center's referral base.

SUMMARY OF WOUND CARE VISITS



- TIMELINE**
- 2018** Kicked off partnership
 - 2020** Hired PCL dedicated to internal marketing and community education
 - 2022** Added second clinic day with additional nurse and provider
 - 2023** Added third clinic day
 - 2024** Moved to a new, larger space dedicated to wound care

Community Integration

RestorixHealth's services align with the hospital's critical access status because of the trust and customer loyalty created by the RestorixHealth team in the hospital's market from both a clinical and marketing perspective. The PCL immerses herself in the community at local events and in partnership with other hospital service lines, such as diabetes education and nutrition; the RestorixHealth regional leadership is regularly present onsite and offers real-time support; and the providers are passionate about wound care. For hospital leadership, the commitment to personalized patient care and high-quality services is why they continue to partner with RestorixHealth.

"The most important positive result I've seen is the overall focus on growing the program. Our center is financially viable and serves people well, which is a win-win for the hospital. Looking at our market, there's a lot of farmers and other blue-collar industries that need to be able to trust our providers and services. Our wound center providers are advocates for our patients. It's the people that deliver these services that make all the difference."

— Chief Executive Officer

About RestorixHealth

RestorixHealth is a leading developer and operator of wound centers and provider of wound healing direct-care services. Dedicated to healing wounds, saving limbs and optimizing patient outcomes, RestorixHealth provides our patients and partners with custom, advanced wound healing solutions that increase the access to care, lower direct care costs, reduce hospital admissions, improve outcomes and enhance patient satisfaction.



If you are interested in fully optimizing your outpatient wound center, RestorixHealth would be happy to provide a market analysis outlining the patient need in your primary and secondary service area, including assessing your center's market penetration and growth opportunities.

For more information or to request a market analysis, call or email:

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