

Basic Business Concepts for the WOC Nurse

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Introduction



Capital vs Standard Operating Expenses



Involvement with the WOC nurse



Marketing Strategies



Business Planning

Implementation of the Wound Vac

In this presentation, I will be discussing the difference between capital and standard operating expenses and how this involves the WOC nurse. With being a WOC nurse means proficiency in understanding basic business concepts as well as marketing strategies that will be utilized to advance the efficacy of the WOC nurse's practice. With this, I will lay out a business plan, involving the addition of the wound vac to my healthcare facility.

Capital vs. Standard Operating Expenses

- **Capital Expense**
 - Major expenses involving large equipment
 - I.e.: Purchasing IV poles for a unit
- **Standard Operating Expense**
 - Expenses accumulated daily
 - I.e.: IV tubing, fluid bags



Capital expenses involve long lasting equipment and technology such as IV poles, IV channels, wound vac, bladder scanners, etc. These can be used more than once and are investments that generate income. They are a large and important part of a hospital's budget, and a thorough process must be used to obtain these expenses and this will be detailed in the upcoming slides.

Standard operating expenses include day-to-day cost such as staff salaries, medical supplies, advertising, billing, and coding services, just to name a few. WOC nurses have more control in regard to these expenses as these expenses are set up by the head of each individual department.

Capital vs. Standard Operating Expenses and the WOC nurse

- Capital
 - Utilizing long-term items
 - Justification & evidence-based results
- Standard Operating
 - Set up by individual department
 - Collaboration with units and team members



Although standard operating expenses give the WOC nurse more control, capital expenses must be utilized as well. Because capital expenses are long-term they are considered investments. When the WOC nurse needs to obtain a capital expense, initial evidence-based research must be done to determine justification of the product. Next, collaboration must be done with members of the healthcare team, often times known as the procurement team, which involves professionals in charge of purchasing goods and services for the hospital.

Standard operating expenses give the WOC nurse more control because it is set up within each department. However, for the WOC nurse this will still require collaboration with other department heads that consult the WOC nurse. For example, work may be done to determine each departments need for various daily use wound supplies such as creams, ointments, etc.

WOC Nursing Operating Budget Considerations

- Individual department need
- Revenue generation
- Communication & Collaboration



The WOC must consider the need of different supplies for various departments. They must examine trends in data to determine an increase or decrease in various supply and product need. In turn, this allows for revenue generation. If a surplus of unneeded supplies are ordered, this would result in lost money for the hospital. That is why data collection is so important, it allows for the justification of these supplies, products, etc. In order to obtain the best outcomes for the patient and the hospital, collaboration with all units and members of the hospital is important to get accurate data and ensures the proper amount of supplies and services are being ordered in a cost-effective and efficient way.

WOC Nurse Value

- Business planning and expertise
- Data Collection
- Implementation of quality improvement measures



WOC nurses take on a crucial job that isn't typically thought of when first thinking of a nurses' role. That is, WOC nurses must have an understanding of *business planning* in regard to their practice and this expertise will grow with time and experience. This business planning involves examining current annual statistics, benefits, description of services, the current market, and of course, financial implications. Data must be collected before the business plan is constructed and throughout. The WOC nurse uses recent, relevant data to support the determined budget. Data collection oftentimes involves keeping record of consults and services using a spreadsheet, chart, graph, etc. This allows all members of the team to have access to all the necessary information and details to in a complete, thorough, and timely manner. This extensive data collection and business planning allows quality improvement measures to be implemented based on all data and research conducted, which may allow for an increase in positive patient outcomes and a decrease in health disparities.

Marketing

- Brochures
- Rounding & participating in huddles with nursing staff
- Establishing meeting times



A simply and effective way to utilize marketing strategies as a WOC nurse is to create a brochure using pertinent and recent data that can educate all members of the healthcare team. The utilization of marketing within WOC nurses not only involves utilizing advertisement methods, but by simply making the WOC nurse present through all units in a hospital entity. This can start by communicating face to face to individual bedside nurses taking care of the patient you were consulted for. Participating in rounds also allows for knowledge to be shared to obtain the best possible outcomes from all aspects of the healthcare team. It can also be helpful for the WOC nurse to attend daily nursing huddles to share important practice updates and changes based on the most recent data and research. Another way could be to schedule meeting times with referral sources. This allows for a set time to be established and prevents wasted time and resources. It allows for research to be conducted prior to the meeting so all questions and topics can be addressed.

Business Plan

- Decision Making
 - WOC nurse, unit staff & management
- Billing Process
 - Referral companies & financial experts
- Documentation



Many aspects go into a business plan. Decision making in this process involve how the plan will be performed, what will be needed, and how to do so safely and effectively. As aforementioned, business planning involves collaboration and data collection. These decisions must be agreed upon by all team members, which further proves how crucial is it that all members of the team have access to all the necessary information and details of the plan. Once a plan is decided, the billing process and document will differ on a case to case basis. This includes the setting, regulatory concerns, and scopes of practice. Examining these issues is important when determining the overall budget of the business plan. Documentation is another crucial part of this process, involving staying up to date on regulatory changes, and using specific language to document accurately. Correct coding of the service must be done. Healthcare entities oftentimes have coding professionals and it is best practice that the WOC nurse collaborate with these professionals and ensure correct documentation. Documentation must support all codes that have been utilized.

Product Purchase Business Plan: the Wound Vac



Implementation of the Wound Vac to the healthcare system

Growing need in this patient population



Capital expense

Recent study confirming efficacy

In my healthcare organization, the need for wound vacs is growing. While working on the oncology unit many of these patients' experience delayed healing due to the nature and extent of their illness. The wound vac is a capital investment. To justify this expense, I refer to the study conducted in 2023 by Zaver and Kankanalu on Negative Pressure Wound Therapy. This study concludes that Negative pressure wound therapy is a high-yield, adjunctive therapy for managing complex wounds, resulting in improved wound healing and restoration of dermal integrity in affected patients. It is applied across various specialties, including vascular, orthopedic, and plastic surgery, dermatology, endocrinology, etc.

Product Purchase Business Plan

- Requisition process

- Research
- Collaboration
 - Procurement team, management, leadership
- Billing
- Documentation



In order to obtain the wound vac, the business plan first involves in initial research, based on data collection done in the facility there is growing prevalence of chronic wounds due to this oncology patients' chronic conditions and a delayed healing process. After collecting this data, collaborating with management and leadership is done and it is pertinent that I am sure all aspects of this data is understand and all questions are answered to give the team members a full picture. Once gaining approval, communication with the procurement team will be important. I will list the established budget, information about the wound vac, quantity, timeline, potential suppliers, and regulatory measures laid out by my healthcare entity. As aforementioned, I will also coordinate with the coding professionals of my healthcare organization to ensure proper documentation is done with the coding that was utilized.

Summary



Capital=Major expense



Standard Operating=day
to day expense



Utilizing thorough
research & collaboration



Importance of accurate
documentation

In summary, the WOC nurse must understand basic business concepts as it pertains to the WOC practice. This will include capital and standard operating expenses. Thorough research must be done and collaboration with all relevant team members will allow for the best outcomes. As always, thorough and accurate documentation is crucial to maintaining your own practice as well as continuing to develop data and implement quality improvement initiatives.

References

R. B. Turnbull, Jr. MD School of WOC Nursing Education. (2024). *Establishing Your WOC Nursing Practice*. [PowerPoint slides] <https://vimeo.com/1036522736/8ac8ca1abb>

Zaver, V. & Kankanalu, P. (2023, September 4). *Negative pressure wound therapy*. StatPearls [Internet]. <https://www.ncbi.nlm.nih.gov/books/NBK576388/>