

Gail Carter

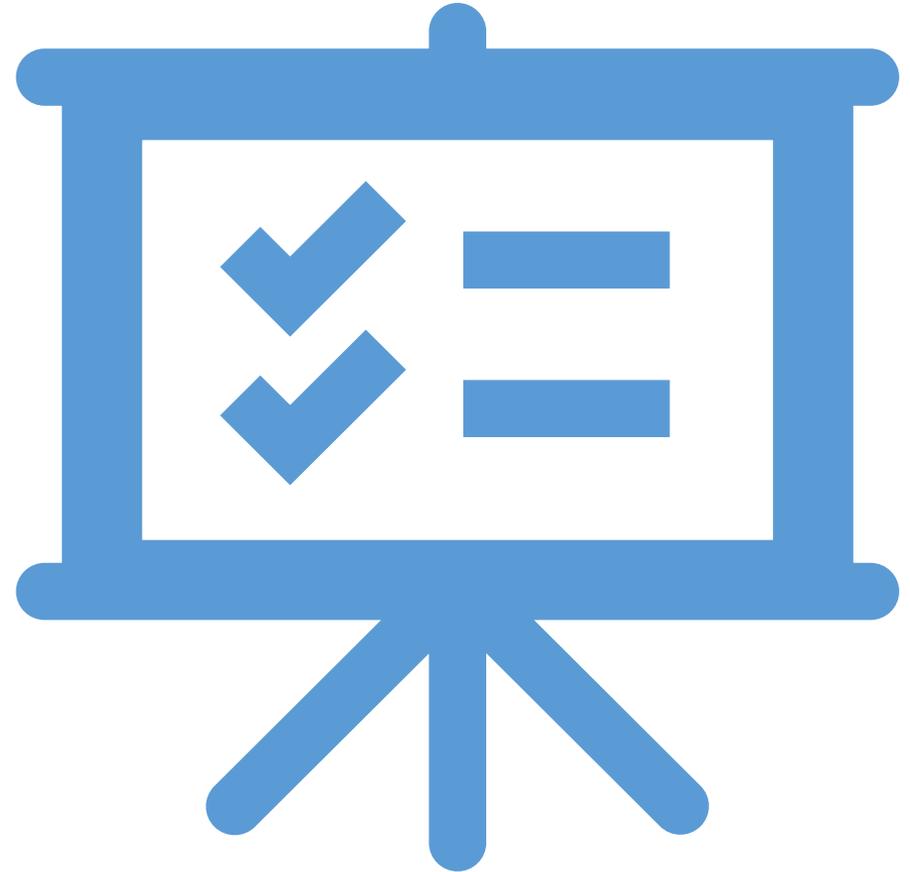
# Basic Business Concepts for the WOC Nurse



# The Purpose

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- To introduce a new ostomy pouching equipment to the WOC practice
- To introduce how the equipment facilitates education
- To educate about site complications; stoma and appliance care, and application technique



# Capital vs. Standard Operating Expenses

- Standard operating expenses= Recurring cost of daily operation
- Capital expense= Systematic financial plan outlining the comprehensive cost of an investment, product, or undertaking.
- Capital expenses: Multiple years
- Standard operating: Fiscal year



# Capital vs. Standard Operating Expenses

- Expenses need to be kept above margin of deficit
- Operational expense will propose the daily, weekly, monthly budget
- Capital expense will focus on the long term cash flow required for business sustenance

## CAPEX vs OPEX

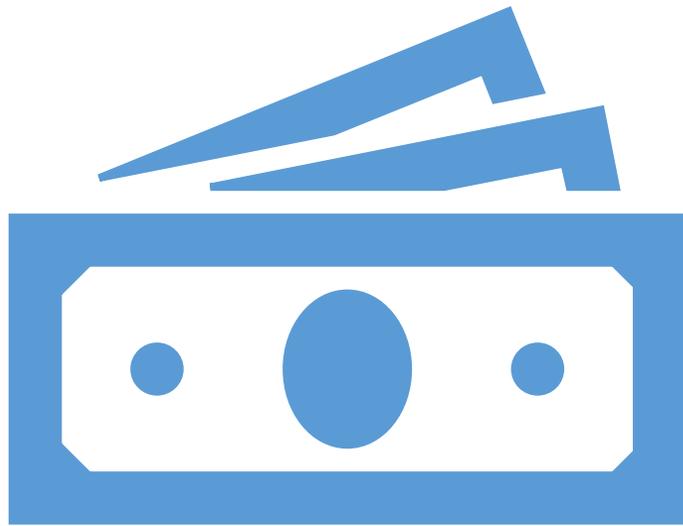


**CapEx**

**Periodic Expenditure**

Capital expenses include the purchase of fixed assets, such as new buildings or business equipment, upgrades to existing facilities, and the acquisition of intangible assets, such as patents.

WORKSLIDES 2



# WOC Nursing Operating Budget Considerations

- Office stationary and supplies
- Monthly ostomy and wound care supplies
- Shortlist budget to WOCNEXT 2025

# WOC Nurse Value

- Brings valuable knowledge and personal experience to improve the team, with 15 years of general nursing experience.
- Bridge the inequities within the healthcare industry and have direct conversations with patients to get first-hand feedback
- Patient and family centered, prioritizing their care and experiences

# Marketing

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- The WOC practice would be marketed as one that treats patients from outside to inside, offering mental health services for patients as part of post-trauma care.
- Branding color would include black, white and red
- Slogan: “Where wounds are complex, we simplify.”



# Product Purchase Plan

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- WOC Center equipment:  
Ostomy Pouch Trainer
- Purchase Order:
  - Order #
  - SKU
  - Date
  - Vendor
  - Shipping Address
  - Item description
  - Quantity
  - Total price
  - Terms and agreement



# Purchase Plan for Ostomy Pouch Trainer

- Facilitate hands on learning experience
- Require to facilitate education and training
- Facilitate mental adaption to body image



# Basic Business Purchase Plan

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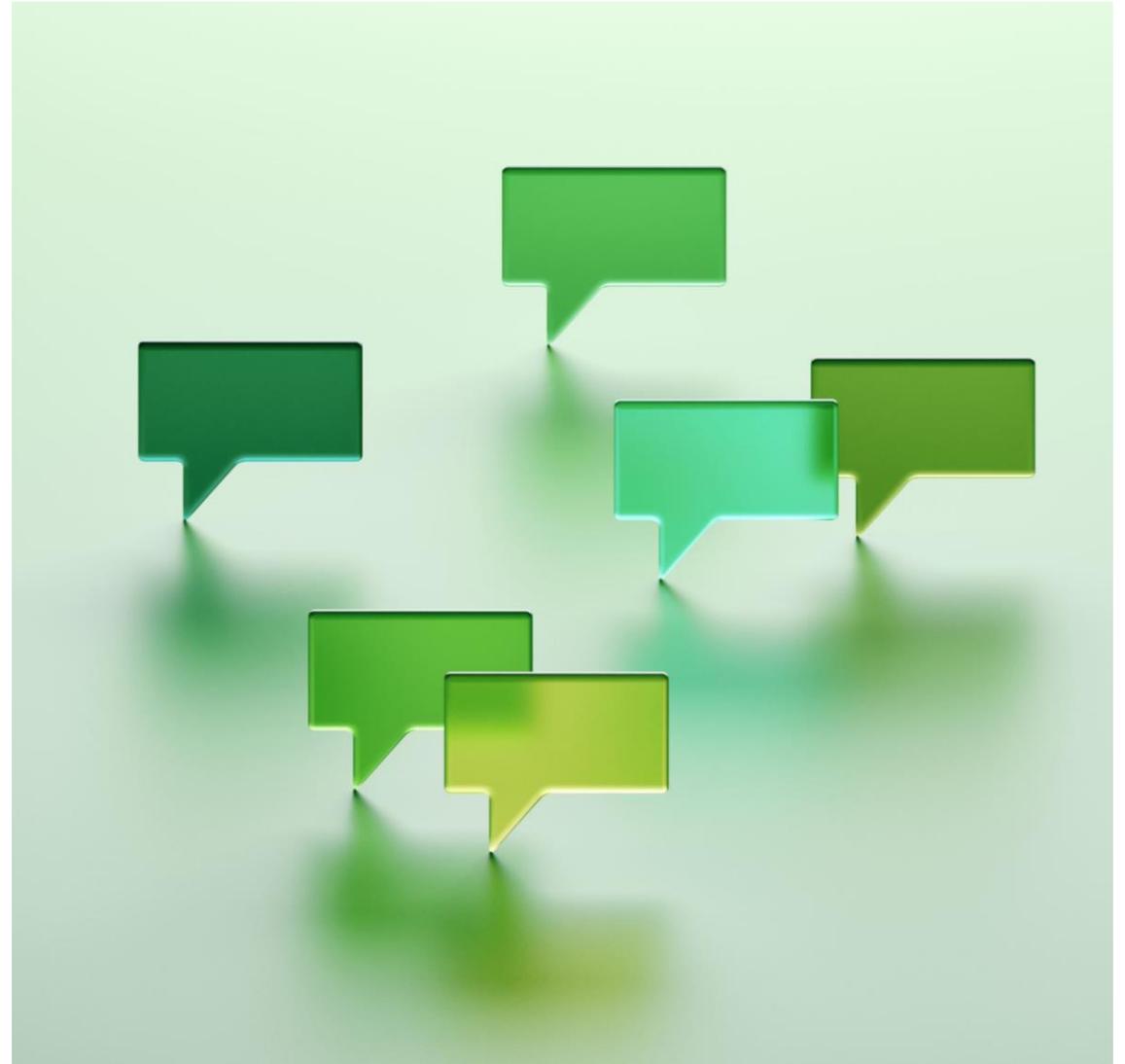
- Requisition process:
  - Present item/equipment for purchase
  - Submit requisition for approval
  - Key people involved in purchasing equipment: Clinical director, finance manager, purchasing agent
  - Submit approved purchase to vendor
  - Match invoice, submit payment, close request order.



# Summary

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- The WOC practice will address caring for patients in way that many healthcare facilities have struggled to previously- through physical and mental care.
- The structure will include intense communication between departments, ensuring the entire facility is on the same page about the main priority: patients.
- The marketing and business aspect will coincide with what the facility represents: treatments and transparency in the simplest ways.





## References

\*Refer to speaker notes\*

