

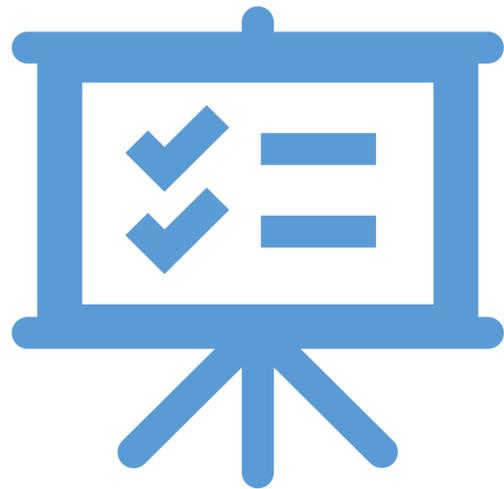
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Basic Business Concepts for the WOC Nurse



The Purpose

- 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



This presentation introduces a groundbreaking wound care practice that aims to transform the standards of care within the healthcare industry. Our innovative approach emphasizes the importance of fostering open conversations with patients, ensuring transparency and clarity regarding wound care procedures and various treatment options available.

We will explore the marketing and business strategies that underpin this practice, which may seem familiar yet are crucial in enhancing patient engagement and improving overall care outcomes. It is essential for healthcare facilities to adopt a multifaceted approach to their business practices, integrating clinical excellence with strategic operational management.

Throughout this presentation, we will delve into the specifics of our financial models, marketing strategies, and purchasing techniques that support the sustainability and growth of the wound care practice. By prioritizing patient-centered care and leveraging innovative marketing tactics, we aim to not only enhance patient satisfaction but also achieve long-term success within the competitive healthcare landscape.

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 expenditures (CapEx) are significant investments in a business's financial plan, representing large purchases expected to provide value over multiple years. These can include machinery, equipment, buildings, and technology, and infrastructure which are not tax deductible (Haralayya, 2021). Properly managing CapEx is crucial, as these investments often require substantial financial resources and careful planning to ensure they align with the organization's goals. The value of Capital expenses can essentially depreciate over time; thus, a strategic budget plan should be enforced.

On the other hand, standard operating expenses (OpEx) are the recurring costs necessary for a business's day-to-day functioning. These expenses include rent, utilities, salaries, supplies, and maintenance. Unlike capital expenses, operating expenses are typically deducted from revenue in the same fiscal year they are incurred. This distinction is essential for financial planning, impacting the business's cash flow, profitability, and tax liabilities. Understanding both types of expenses is critical for effective budgeting and financial health assessment.

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

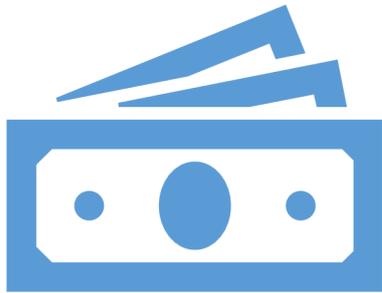
CAPEX vs OPEX



In this practice, operational expenses encompass a variety of essential elements, including office stationery, utilities, and wound care supplies. These components are crucial for maintaining the daily functions within the wound care facility, ensuring that each aspect of patient care is seamlessly delivered. It is vital to keep these expenses above the margin of deficit to safeguard the practice's profitability and ensure it does not operate at a loss. "OPEX can signify the overall health of a business when compared with revenue and other financial indicators, helping guide strategic decisions." (capchase,2025.) A comprehensive approach to budgeting includes daily, weekly, and monthly financial plans that offer both a broad overview and detailed strategies to achieve the practice's short-term objectives.

Conversely, capital expenses concentrate on the long-term sustainability and growth of the business. These investments are pivotal for ensuring that the practice can function effectively and thrive without falling short of its budgetary goals. This category includes significant purchases such as computers, advanced medical equipment, and other foundational assets that are indispensable for the infrastructure of the practice. By prioritizing these capital expenditures, the business underscores its commitment to quality patient care and operational efficiency.

WOC Nursing Operating Budget Considerations



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

Operating expenses encompass the essential costs required for the business's daily operations and overall functionality. This includes a variety of office supplies necessary for maintaining a professional work environment. For instance, cleaning products such as disinfectants and antibacterial wipes are critical for ensuring a hygienic workspace, while office stationery like pens, tape, and printer paper are used for daily communication and documentation needs. Additionally, we allocate funds for ink cartridges necessary for our printers and subscriptions for software programs like Microsoft Office and Excel, which support various office tasks and enhance productivity.

Moreover, wound and ostomy supplies are integral to our operations, as they directly impact the quality of care we provide to our clients. These supplies must be of the highest quality and consistently stocked to meet the needs of our patients effectively.

Furthermore, we recognize the importance of ongoing professional development for our nursing staff. As such, we prioritize a budget that allows our nurses to attend the WOCNext Conference. This event offers invaluable opportunities for education, networking, and exposure to the latest advancements in wound, ostomy, and continence care, which ultimately contributes to the success and expertise of our company in the healthcare sector. “it’s a vibrant gathering where attendees can explore the latest research, connect with peers, and gain practical experience with new tools and techniques. The event brings together a community of clinicians, educators, researchers, and industry experts who share a common goal: improve patient outcomes and elevate modern standards of care.” (WOCN.org, 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
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As a nurse of color, I am embarking on a journey along a less-traveled path, striving to fill a crucial void in the continuum of care by providing compassionate patient care and unwavering support. Inspired by the pioneering spirit of Norma Gill, the founder of Enterostomal Therapy (nursingcenter.com, 2020). I am committed to bringing a profound understanding to the field: patients require comprehensive education before and after creating a stoma. For many, these surgical interventions are not elective choices but rather life-altering events that can leave them feeling overwhelmed and uninformed. Thus, they must learn to navigate and adapt to new realities.

Drawing from the insight that overall health encompasses not only the physical aspects but also the intricacies of the mind and soul, I believe it is essential to weave a holistic approach into my practice that integrates mental health awareness and spiritual balance alongside contemporary medical care. As a nurse providing direct patient support, I encounter individuals facing diverse mental barriers. I recognize the importance of addressing these challenges with empathy and understanding to foster healing and resilience.

Marketing

- 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.”



This marketing strategy is essential to increase the public awareness to our new practice, build trust overtime by providing exemplary service and providing evidence based health information to guide care (Membrillo, 2023).

The Wound and Ostomy Care (WOC) practice will be uniquely positioned in the healthcare market by adopting a holistic approach that emphasizes treating patients from the outside. This comprehensive model focuses on providing high-quality ostomy care and an extensive range of necessary supplies, and integrates vital mental health services tailored for patients and their families. This dual approach is critical in the context of post-traumatic care, as it aims to support emotional well-being alongside physical health.

To create a memorable brand identity, the practice will utilize a vibrant multicolored palette complemented by bold red accents, symbolizing energy, compassion, and strength in overcoming challenges.

Our slogan, “Where wounds are complex, we simplify,” encapsulates our commitment to demystifying intricate medical conditions and providing clear, compassionate support throughout the healing journey. By prioritizing patient education and personalized care plans, we empower individuals and their families to navigate their recovery confidently and clearly.

Product Purchase Plan

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



The WOC Center is experiencing significant growth as a multifaceted entity dedicated to delivering comprehensive care to its diverse community. One of the most promising developments is the expansion of our education center, which has evolved into a vital hub for patients and their families. In this space, individuals can access a wealth of essential information and resources tailored to their unique health issues, empowering them to make informed decisions about their care and treatment plans.

To further enhance our education and training activities, the center urgently requires new equipment to facilitate more interactive and compelling learning experiences. This includes advanced simulation tools, updated audiovisual equipment, and educational materials that reflect the latest advancements in healthcare. A detailed purchase order outlining the necessary items has been submitted to the appropriate authorities for approval, and we are hopeful for a swift response. Acquiring this new equipment will support our educational mission and significantly improve the quality of services we offer to our community, ultimately leading to better health outcomes for our patients and their families.

Ultimate Guide to Creating A purchase Order. Retrieved from <https://www.procuredesk.com/purchase-order/>

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Purchase Plan for Ostomy Pouch Trainer

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



The WOC Center has recently experienced remarkable growth, prompting a critical need to acquire advanced equipment to elevate our patient education initiatives. We are dedicated to procuring a cutting-edge ostomy pouch training device in response to evolving needs. This innovative device will offer patients invaluable hands-on experience in stoma care, enabling them to practice applying and maintaining ostomy appliances within a secure, supportive environment that emphasizes clean technique.

Moreover, this training will be crucial in assisting patients with their psychological adjustment to living with an ostomy, fostering greater confidence and independence in managing their health. By implementing this state-of-the-art training device, we aspire to significantly enhance our patients' overall quality of life, empowering them with the essential skills and knowledge for effective self-management.

The comprehensive training kit will include a detailed simulated gastrointestinal anatomy, a versatile stoma belt that showcases various stoma sizes, and an ostomy belt equipped with injector syringes that mimic feces and urine. Additionally, this kit will feature specialized pouches designed to facilitate practical application techniques, ensuring that our patients feel well-prepared and competent in their ostomy care journey.

Basic Business Purchase Plan

- 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.



The requested item is an ostomy pouch trainer, essential for providing patients with hands-on training and education regarding their ostomy care. This device will facilitate better understanding and management of their condition, eventually improving their quality of life.

A detailed purchase order outlining the specific requirements for the ostomy pouch trainer has been submitted for approval to key stakeholders, including the Director of Clinical Services, the Finance Department, and the Purchasing Agent. The purchasing process includes the following steps:

1. **Presentation of the Item**: A comprehensive presentation of the ostomy pouch trainer, highlighting its features, benefits, and the critical role in patient education and care, has been prepared for review.
2. **Requisition Submission**: The requisition document detailing the need, specifications, and anticipated costs has been submitted for formal approval from the relevant parties.
3. **Identification of Key Individuals**: The primary individuals involved in the purchasing process have been identified as follows:
 - Clinical Director**: This person ensures that the equipment meets clinical needs and supports patient care.
 - Finance Manager**: Overseeing budgetary considerations and cost analyses to ensure the purchase aligns with financial protocols.
 - Purchasing Agent**: Tasked with the procurement process, negotiating with vendors, and ensuring compliance with purchasing standards.

4. **Approval Process**: Once all parties review and approve the requisition, the next step is to finalize and submit the purchase order to the selected vendor.

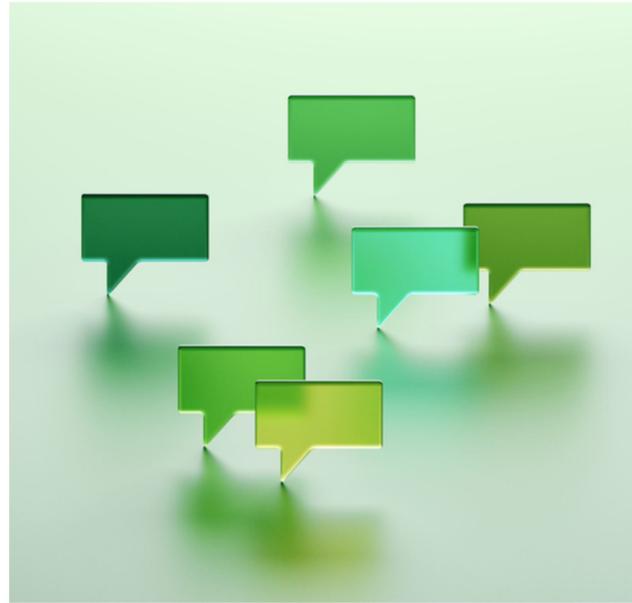
5. **Invoice Matching and Payment**: After receiving the ostomy pouch trainer, the invoice will be matched against the purchase order. Following confirmation of accuracy, payment will be processed, and the request order will be officially closed.

This clear and structured approach ensures that all necessary steps are taken to procure the ostomy pouch trainer effectively and efficiently, contributing to enhanced patient care.

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Summary

- 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.



The Wound, Ostomy, and Continence (WOC) practice is passionately committed to revolutionizing patient care by seamlessly integrating physical and mental health support. This comprehensive and holistic approach addresses a critical challenge that many healthcare facilities have struggled with historically: recognizing that healing goes beyond just treating wounds and medical conditions; it is equally essential to nurture the psychological well-being of patients. At the WOC center, we work to create a more compassionate environment for those in our care by acknowledging that emotional support is vital in the healing process.

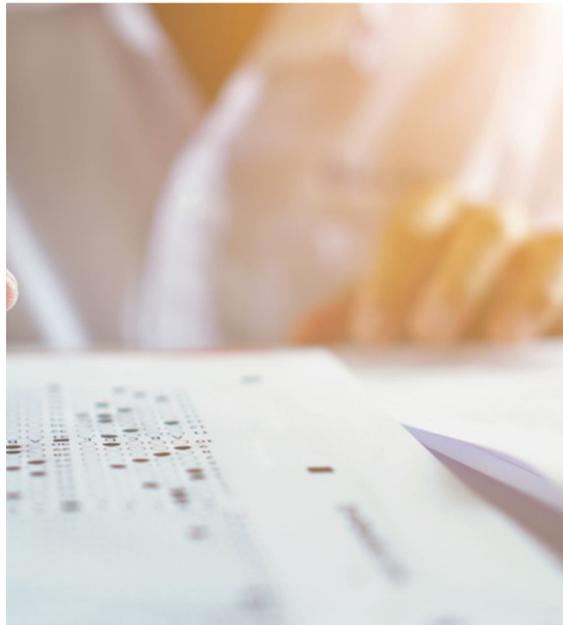
To ensure the delivery of well-rounded care, the structure of this innovative practice emphasizes intense, ongoing communication and collaboration among diverse departments, including nursing, wound care specialists, and mental health professionals. This united front will foster a culture of teamwork and shared purpose, ensuring that all staff members are aligned in their commitment to patient-centered care, prioritizing the holistic well-being of each patient.

From a marketing and business perspective, the WOC practice will resonate deeply with the facility's core values, focusing on delivering effective treatments while upholding transparency in every facet of care. This strategic approach will not only underscore our commitment to transparent, open communication regarding treatment options and anticipated outcomes. Still, it will also cultivate a sense of faith and confidence among patients and their families. By clarifying procedural details and realistically setting expectations, we aspire to create a welcoming atmosphere where patients are informed, empowered, and supported throughout their care journey.



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Refer to speaker notes



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