

BASIC BUSINESS CONCEPTS FOR THE WOC NURSE

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Total Wound Care of Oklahoma

Team Lead of Northern Oklahoma

Agenda

- ❖ Be able to explain difference between capital budget and standard operating expenses. Along with how they affect WOC practice/service.
- ❖ Explain the benefits of a WOC nurse to the organization.
- ❖ Show marketing ideas for WOC practice/service.
- ❖ Business plan for a hand-held Doppler



Operational versus Capital Expenditures

Operating Expenses

Day-to-Day Cost

Salaries

Rent

Utilities

Marketing

Supplies

Capital Expenses

Long-Term assets

Buildings

Vehicles

Heavy Machinery

Technology Systems (EHR)

VS

(Donnelly, 2025)

Board Certification/Exam

Good for 5 years

Cost less for multiple specialties

Continuing Education

UpToDate

Books

Subscriptions

Conferences

Travel/Hotel/Food Expenses



Memberships

WOCN

AAWC

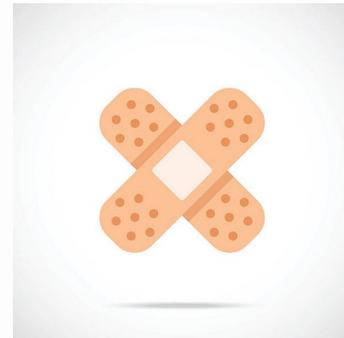
OWCNAHP

Operating Budget for WOC Nurses

(WOCNCB®, n.d; Uptodate, n.d.)

Why Do You Need A WOC Nurse?

- ❑ WOCNs – Access, treat, and help manage wounds
- ❑ Improve quality of life for patients
- ❑ Reduce recovery time
- ❑ Faster healing & quicker discharge times
- ❑ Supports cost savings
- ❑ Lower infection risk = Better safety outcomes
- ❑ Works as part of multidisciplinary team
- ❑ Assist in creating holistic care plans



Marketing a WOC Nurse

Clinical Expertise

Wound Assessment
Treatment Planning
Infection Control

Patient Education

Proper Dressing Changes
Hygiene
Prevention Strategies

Care Environments

Hospitals
Outpatient Clinics
Home Healthcare
LTC Facilities



Business Plan



Audible
Hand-Held
Doppler
(AHHD)

Business Plan

Clinical Value - Assessment Tool

Detects Pulses

Performs Bedside ABI Testing

Clinical Value - Decision Making

Safe use of therapeutic compression

Appropriateness of selective debridement

Referral to vascular specialists

(Woelfel et al., 2024)

Business Plan



Final tips & takeaways

- WOCNs - Access, treat, and help manage wounds
- Improves quality of life for patients
- Able to work in a variety of environments
- Extensive training and certification that must be renewed every 5 years
- Works best as part of multidisciplinary team
- AHHD are worth the money when it comes to assessment tools for decision making and improving outcomes

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