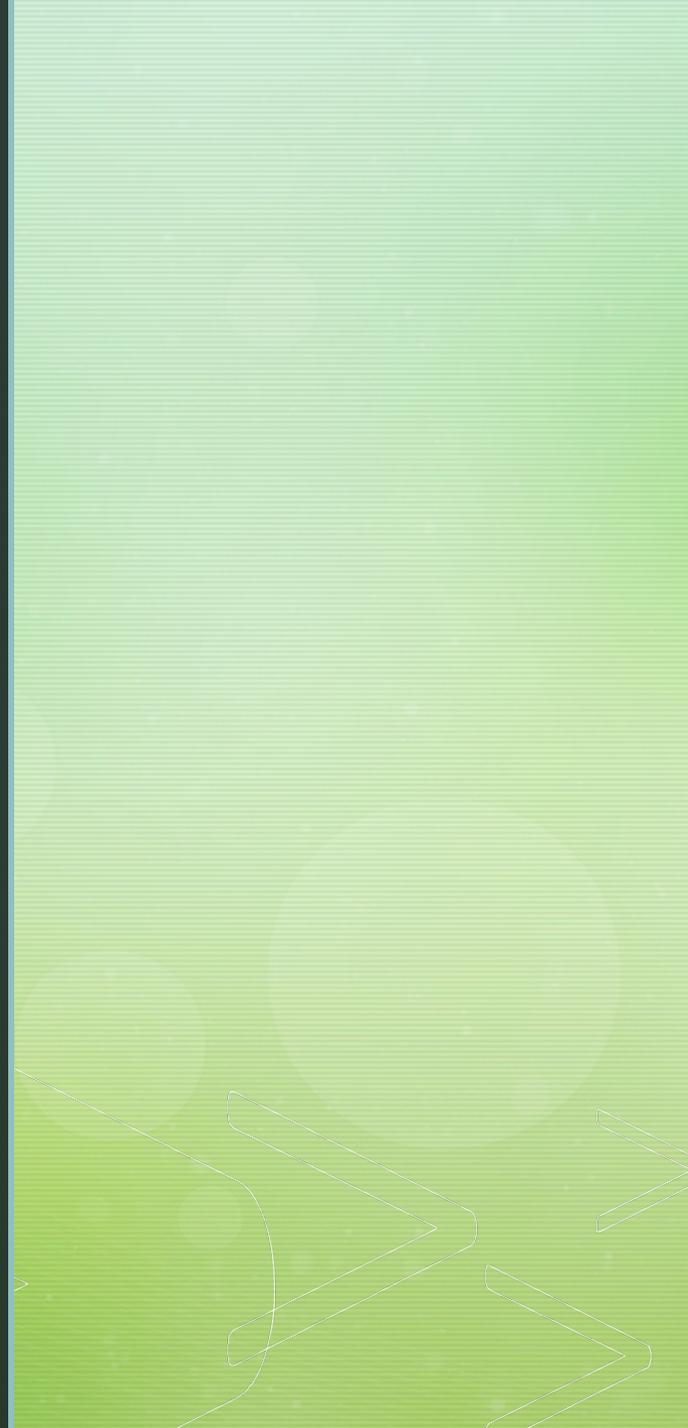


# Basic Business Concepts for the WOC Nurse



Eric Anangfac



# Introduction

- Objectives

- Develop a Wound, Ostomy & Continence (WOC) nursing business plan caring for patients with pressure ulcers.
- Identify marketing strategies suitable for a Wound, Ostomy & Continence nursing practice.
- Analyze the effect of Capital & Standard operating expenses on a Wound, Ostomy & Continence nursing practice.
- Outline the advantages of employing a Wound, Ostomy & Continence Nurse.

# Capital vs. Standard Operating Expenses

	Capital Budget Expense	Standard Operating Expense
Definition	A list illustrating the finances allocated for long-term investment.	A record depicting the finances geared towards departmental expenses.
Examples	Building, Equipment.	Supplies, Salary.
Use Period	Long-term use.	Daily use.

Chandawarkar, R., Nadkarni, P., Barmash, E., Krasniak, P., Capek, A., & Casey, K. (2024). Budgets: How they are planned, prepared, and managed. *Plastic and Reconstructive Surgery. Global Open*, 12(7), e5755–e5755. <https://pmc.ncbi.nlm.nih.gov/articles/PMC11219134/>

# Capital vs. Standard Operating Expenses Effect

Capital Budget Expense Effect on WOC Nursing Practice	Standard Operating Expense Effect on WOC Nursing Practice
Positively or negatively have a direct impact on:	Positively or negatively have a direct effect on:
✓ Building cost (lease, rent).	✓ Supplies needed for day-to-day operation.
✓ Equipment needed for operations.	✓ Salary to retain staff.
✓ Profit margins.	✓ Revenue needed for growth.

Chandawarkar, R., Nadkarni, P., Barmash, E., Krasniak, P., Capek, A., & Casey, K. (2024). Budgets: How they are planned, prepared, and managed. *Plastic and Reconstructive Surgery. Global Open*, 12(7), e5755–e5755. <https://pmc.ncbi.nlm.nih.gov/articles/PMC11219134/>

# WOC Nursing Operating Budget Considerations

- As stated in Zaidi's 2023 study and McAuliffe et al., 2023, (as cited in Li et al., 2024);
  - Pressure ulcers which are skin alteration around bony structures due to abrasion, are not only a major concern but has also given rise to serious complication as a patient ages.
- Therefore, a major consideration for an operating budget for this business type as noted by Carmichael et al. (2021) for wound management should be geared towards;
  - Gelling Fiber Dressing.
  - Wound Contact Layer.
  - Foam Dressings.

Carmichael, K., Hughes, J., & Styche, T. (2021). Impact of a wound management system on budget optimisation, formulary compliance and variations in care. *British Journal of Community Nursing*, 26(5), 246–250.  
<https://doi.org/10.12968/bjcn.2021.26.5.246>

Li, G., Chen, H., Yang, J., Peng, M., Cheng, P., Cai, Y., & Hu, Q. (2024). Advances and trends in pressure ulcer care research over the last 20 years: A bibliometric and visual analysis. *Heliyon*, 10(19), e38529.  
<https://doi.org/10.1016/j.heliyon.2024.e38529>

# WOC Nurse Value

- According to Jankowski's 2010 study (as cited in Medley, 2014) healthcare facilities without a WOC Nurse Practitioner reported:
  - An increased in the cost of care for patients with pressure ulcers.
  - Extended length of hospital stay; three times compared to patients without pressure ulcers.
  - Complications associated with pressure ulcers such as incontinence associated dermatitis.
- The above study not only amplifies the benefits but also recommend the employment of a certified WOC Nurse Practitioner by healthcare facilities in managing & reducing the above outcomes.

Medley, J. A. (2014). Cost-effectiveness of a WOC Advanced Practice Nurse in the Acute Care and Outpatient Setting. *Journal of Wound, Ostomy and Continence Nursing*, 41(4), 307–310.  
<https://doi.org/10.1097/won.0000000000000039>

# Marketing Strategies

- As warned in Alzoubi's 2022 study (as cited in Nair et al., 2025) neglecting the use of online marketing in this digital age can be devastating for a small business owner leading to;
  - Loss of income &
  - Inadequate target reach.
- Therefore, I will employ but not limited to the following three marketing ideas as noted in Jain's 2014 study (as cited in Nair et al., 2025).
  - Create a Website .
  - Employ Search Engine Optimization.
  - Influencer Promotion.

Nair, N., Chaudhry, M., Allappanavar, R., & Jaulkar, A. (2025). Digital Marketing Strategies For Small Businesses- An Empirical Study. *Journal of Informatics Education and Research*, 5(2).  
<https://doi.org/10.52783/jier.v5i2.2893>

# Business Plan (Requisition Process)

- Since requisition backlogs have a negative consequence not only on customer service but also on the business reputation (Salcedo, 2016), a systematic approach such as a procurement process is required to prevent such repercussion according to Salcedo (2016).
- Below is a basic modified requisition plan adopted from Salcedo (2016) I will implement when purchasing an equipment for my WOC nursing practice.



Salcedo, M. (2016). Methodology for Fast Processing of Purchase Requisitions, Elimination of Backlog and Improvement of Customer Service in Procurement Organizations. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2918601>

# Business Plan (Product Purchase)

- According to the study by Zubair et al. (2019), an Ankle Brachial Index;
  - Is a vital technique for evaluating Peripheral Artery Disease.
  - Evaluates blood circulation to the lower extremities.
  - Assess risk for developing pressure ulcers.
- Therefore, to assess a patient's risk for developing pressure ulcers in my WOC business practice, I plan to purchase;
  - A Hand-Held Doppler to assess Ankle Brachial Index.

Zubair, M., Al Amri, M., & Ahmad, J. (2019). A retrospective study of ABI and TBI during the healing of ulcer among diabetic patients. *Diabetes & Metabolic Syndrome: Clinical Research & Reviews*, 13(1), 78–83.  
<https://doi.org/10.1016/j.dsx.2018.08.018>

# Business Plan (Product Purchase)

- The requisition process used in this plan is modified and adopted from Salcedo (2016) Procurement Process.

WOC Nursing Practice Team Member	Role in Purchasing Hand-Held Doppler
WOC Nurse	<ul style="list-style-type: none"> <li>✓ Assess need for Hand-Held Doppler.</li> <li>✓ Completes a Supply Requisition Form.</li> </ul>
Director of Nursing	<ul style="list-style-type: none"> <li>✓ Approves Supply Requisition Request.</li> <li>✓ Sends Purchase Request to Supply Team.</li> </ul>
Supply Team Member	<ul style="list-style-type: none"> <li>✓ Receives Purchase Request from Director of nursing.</li> <li>✓ Completes Purchase Order &amp; send to Wholesaler.</li> </ul>
Wholesaler	<ul style="list-style-type: none"> <li>✓ Process Purchase Order.</li> <li>✓ Send product (Hand-Held Doppler) to WOC Nurse.</li> </ul>

Salcedo, M. (2016). Methodology for Fast Processing of Purchase Requisitions, Elimination of Backlog and Improvement of Customer Service in Procurement Organizations. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2918601>



# Summary

- Capital and Standard operating expenses can directly impact a WOC nursing practice either negatively or positively.
  - Having a clear and concise purchase requisition plan can greatly improve client experience in a WOC nursing practice.
  - The skills of a trained and certified WOC nurse can improve quality of care among patients with pressure ulcers.
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