



**WOUND  
HEALING &  
SKIN SERVICES**

# Cutting Edge Wound Care

**Volume V, Issue I**

**Summer 2011**

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**Northeast Surgical  
Wound Care, Inc.**

Administrative Office  
6100 Rockside Woods Blvd. • Suite 425  
Independence, Ohio 44131

**Letter from the Chief Operating Officer:**

The American Academy of Nurse Practitioners (AANP) recognizes a nurse practitioner in each state annually to receive their prestigious Award of Excellence. He or she must demonstrate excellence in practice, research, nurse practitioner education, or community affairs. Northeast Surgical Wound Care is proud to announce that our **Chief of Clinical Operations, Mary Jane Maloney, RN, MSN, CNP, CWS** has been chosen to receive the prestigious 2011 State Award for Nurse Practitioner Excellence for Ohio. She will be recognized at the Annual AANP conference in Las Vegas this month. Congratulations, Mary Jane!

Dr. Keith Warner's long historical commitment to patient service, safety and quality of care has successfully led Northeast Surgical Associates of Ohio since 1993. In, 1999, under his guidance, Northeast Surgical founded the wound care outreach program, now known as Northeast Surgical Wound Care (NESWC), which currently administers to almost 5000 patients with chronic wounds monthly. As our company continues to evolve, Dr. Keith Warner, majority owner, founder and Chief Executive Officer of NESWC will become the acting Chief Medical Officer, positioning the company for continued growth and success.

Since Dr. S. Kwon Lee's hiring in 1995 he has been a great promoter of Northeast Surgical Associates and NESWC. We wish him well as he leaves us to pursue other opportunities.

You can expect our current organization of collaborating physicians and 23 Advanced Practice Nurses across the state of Ohio to continue to deliver a state-of-the-art cost efficient, quality solution for your wound healing needs.

With Best Regards,

Dan Storer  
Chief Operating Officer



**“Excellence is  
in the details.  
Give attention to the  
details and excellence  
will come...”**

**Perry Paxton**

(216) 643-2780 • (866) WOUNDCR • Fax (216) 524-0111 • NESWC.COM

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## Frequently Asked Question:

### Do you see Hospice Patients?

**Yes, we do.** According to Medicare when Hospice coverage is elected, the beneficiary waives all rights to Medicare Part B payments for services that are related to the treatment and management of the terminal illness during any period the beneficiary's Hospice benefit election is in force. Wound care is not considered part of the terminal illness and does not come out of the Hospice benefit. NESWC is not a contracted service with hospice agencies so we are able to bill Medicare under Part B by using the modifier GV. Our goal for residents under Hospice care is to provide wound care that is palliative and diminishes the risk of infection while preserving the resident's dignity. Though healing may occur it is secondary to comfort and quality of life.



## New and Unique Documentation Services Now Available.

In late 2010 NESWC launched its provider level Electronic Health Record (EHR) to not only comply with federal and state guidelines but improve the documentation on the wound healing process. The EHR maintains the thirteen clinical characteristics of each wound in addition to specific treatments. It incorporates the barriers to healing and added documentation for areas which are at high risk for pressure damage: occiput, sacrum/coccyx, heels, hips and elbows. These data were deemed essential to track routine provider level assessment of the skin but to help support the facilities with potential litigation. Additionally, this documentation consistently records all current measures employed for prevention and treatment and, most importantly, is legible.

The new and unique functionality designed for long term care includes a Director of Nursing Report which the APN leaves at the facility. This report lists all residents seen by the APN on a specific date as well as wounds, measurements, location, etiology and status (new, improving, deteriorating or unchanged).

NESWC is also pleased to announce that it can now assist MDS coordinators with the accurate completion of MDS 3.0, Section M. The system captures all data required to complete Section M and recreates the Section M segment of MDS 3.0 with areas populated from the APN's visit notes.

Currently 70% of our APN staff is using the EHR with a 100% participation goal planned by October 1. Want to know more? Please contact MJ Maloney @ 216-643-2780 ext 130.

## The Unavoidable Issue Resurfaces

It has been over six years since CMS issued its revision on F314. Though many changes have been addressed there is one topic that confuses many facilities: avoidable versus unavoidable pressure ulcers.

CMS removed the old non-evidenced based risk assessment as criteria for unavoidability and simplified the process.

Unavoidable status refers to pressure wounds that occur within the facility even though appropriate measures were implemented to prevent the pressure ulcer.

### Four Essential Components

- Resident's clinical condition and pressure ulcer risk factors evaluated.
- Defined and implemented interventions that are consistent with resident's needs, goals, and recognized standards of practice.
- Monitored and evaluated impact of interventions.
- Revised the approaches as appropriate.

### Unavoidable does NOT mean:

- A resident who has high risk factors or an assessment for developing pressure ulcers.
- A resident who has co-morbidities that prevent a wound from healing, i.e., PVD, unintentional weight loss, diabetes, steroid therapy, etc.
- Patients admitted from the hospital or home with a wound.
- Unavoidability statements signed by a physician or another licensed provider are futile if they do not address the four components listed in F 314.

Though our presses have collected cobwebs our growth has not!!  
We continue to be the premier Wound Healing Service in Long Term care in Ohio.

**CEO and  
Chief Medical Officer**



Keith M. Warner

**Chief,  
Marketing Operations**



Kristi French

**Chief,  
Operations**



Dan Storer

**Chief,  
Clinical Operations**



Mary Jane Maloney CNP CWS

**Collaborating Physicians**



Habib Khoury  
Cleveland



Donato Borillo  
Northwest/Toledo  
Michigan



Richard Simman  
Southwest/Dayton



Arthi Masturzo  
Southwest/Cincinnati

**Region 1: Cleveland**



**Team Leader:**

Mary Elchlinger, CNP, CWS

**Team:**

Amy Green, CNP, CWS  
Bonnie Behm, CNP  
Laura Eiseman, CNP  
Tina McNall-Elam, CNP

**Region 3: Columbus**



**Team Leader:**

Michelle Giovannelli, CNP, CWS

**Team:**

Dixie Bowman, CNP  
Lilly McSweeney, CNP

**Region 5: Southeast**



**Team Leader:**

Corey Orzelak, CNP, CWOCN

**Team:**

Carolyn Hanlon, CNP  
Janet Cooper, CNP, CWOCN, CWS

**Region 2: Northeast**



**Team Leader:**

Laura Thurlow, CNP, CWS

**Team:**

Mary Jane Thompson, CNP, CWS  
Marcia Philpotts, CNS  
Jennifer Fontana, CNP

**Region 4: Northwest**



**Team Leader:**

Karen Bauer, CNP, CWS

**Team:**

Bridget Wicks, CNP  
Libby Sorosiak, CNP

**Region 6: Southwest**



**Team Leader:**

Karla Dey, CNS

**Team:**

Ann Schommer, CNP  
Jin Dong, CNP  
Janice Johnson, CNS

**NORTHEAST  
SURGICAL  
WOUND CARE**

**WOUND  
HEALING AND  
SKIN SERVICES**

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Editor-in-Chief:  
Mary Jane Maloney MSN CNP CWS

*By the way...we're on the  
web!...neswc.com*

**New NESWC Website with Free Continuing Education**

NESWC invites you to visit our new website: [neswc.com](http://neswc.com). This site describes our services as well as provides two free continuing education programs: "Read the Label" and "Wound Care Update". We hope you drop by soon!

**Want to know more about Northeast Surgical Wound Care? Please contact Kristi French, Chief, Marketing Operations, at [kfrench@nesao.com](mailto:kfrench@nesao.com) or 330-995-5341**



**We outgrew our home  
and needed to expand...**

**... Our new administrative address**

**6100 Rockside Woods  
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Independence, Ohio 44131**

*... Providing premium wound healing since 1998!*

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**Save the Date**

**October**  
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**Friday, October 28, 2011**

**Less Than Five Months  
to go Eighth Annual  
Cutting Edge Wound  
Symposium**

**National Speakers with  
Fantastic Topics:**

- Barbara Bates-Jensen on MDS 3.0
- Kathleen Kennedy-Evans on The Kennedy Terminal Ulcer
- Becky Dornier on the NPUP Nutritional Guidelines for Pressure Ulcers
- Pam Schremp on: "Making the Medical Record your Best Friend in Litigation"
- Breakout sessions on Wound Care Products, Compression, The Super treatment Nurse Revisited and more.