Link standardized care with improved outcomes and cost reduction

A Comprehensive Coloplast Partnership

OSTOMY CARE
WOUND CARE
SKIN CARE
Ostomy Care:
Improve quality of life with simplified, consistent and cost-effective care

Having an ostomy is a life-changing event for most patients – one that can be confusing and troubling at the same time. Coloplast Links helps restore patients’ peace of mind and quality of life by giving ostomy nurses the products, knowledge and tools they need to provide simpler, more consistent and cost-effective care.

Innovative products and programs to support the care continuum

Pre-Operative Care

Ostomy Pre-Operative Skills Kit

- Designed for pre-operative teaching, the Ostomy Skills Kit provides the knowledge, skills and confidence that patients need.

Clinical Tools and Education

Ostomy Skin Tool

- Used in – and validated by – the DialogueStudy, the Ostomy Skin Tool provides a consistent way for clinicians to assess the peristomal skin and choose proper treatment.

Online Product Tool

- This intuitive, interactive Online Tool simplifies product selection – enabling you to match SenSura® products and accessories to a variety of specific needs.

Clinical Education

- Ongoing clinical education supports WOC nurses and home health providers with the information and resources they need to provide superior care.

Home Care and Patient Support

Coloplast Care Program

- A multifaceted nurse-directed program supporting patients throughout the first year after ostomy surgery.

Patient Education

- Award-winning patient education covering various ostomy-related topics delivered to the patient’s home or email box.

SenSura® double-layer adhesive improves quality of life

- According to the DialogueStudy, the largest “real-life” global ostomy study ever conducted, evidence-based nursing combined with SenSura double-layer adhesive improves peristomal skin conditions and quality of life.

Simplified selection reduces costs

- The SenSura portfolio is designed to enable ostomy care nurses to provide clinically proven products with a simplified formulary.

- A simple selection of highly effective products reduces costs by making sure patients get the right product the first time – eliminating product waste and unnecessary visits to the ostomy nurse.
Complex care regimens and product formularies often result in inconsistent quality of care

Coloplast Links standardizes and simplifies care to improve outcomes and reduce costs

The Links program from Coloplast provides structured, standardized regimens for Ostomy Care, Wound Care and Skin Care designed to:

- Simplify care routines for nurses.
- Effectively contain costs.
- Improve outcomes across the care continuum.

Prevent hospital-acquired conditions

- Inconsistent care leads to increased risk of hospital-acquired conditions (HAC).
- The Links program is designed to help prevent the most common and costly moisture associated skin damage (MASD) conditions.

Improve patient satisfaction scores

- With CMS payment being linked to incentive-based metrics, improving patient satisfaction scores is more important than ever.
- Links has been created to help improve satisfaction scores by providing seamless, simplified care throughout your facility.

Optimize value-based purchasing

- Too many products to choose from with too few evidence-based care protocols leads to increased costs.
- Links helps reduce operational costs by providing simplified formularies and protocols clinically proven to improve outcomes.
Wound Care: Simplify the dressing selection process with a Structured Wound Care Regimen

Managing wounds can be a confusing process for the unit staff nurse, making it difficult to achieve consistent care across the system. Links features a Structured Wound Care Regimen that makes it easy to choose the right dressing based on wound depth and drainage. The goal is better outcomes and reduced costs.

Four-quadrant wound management helps ensure every wound gets the right dressing

Four quadrants of drainage and depth standardize the routine dressing decisions.

Biatain®: Superior absorption for faster healing across a broader range of wounds\(^2-9\)

- Exudate absorption is key to better healing.\(^1\) Biatain provides superior absorption — even under compression. Biatain is the simple choice for faster healing.\(^2-9\)
- Biatain Foam Dressing’s superior absorption enables its use across a wide range of wound depth and drainage.\(^8\) This helps simplify the nurse’s dressing selection.

Improve outcomes and lower costs

- Four-quadrant wound management improves outcomes by managing exudate, lowering the risk of maceration.
- Standardizing routine dressing decisions can lower costs by improving care, preventing complications and reducing dressing over-utilization.
Skin Care:
Promote consistent skin care and reduce costs with our 4-step quality initiative\textsuperscript{10-16}

The Links 4-step Quality Initiative promotes a structured skin care regimen, which helps prevent complications associated with inconsistent quality of care while reducing supply chain costs.\textsuperscript{10-16}

Step 1: Measure
The first step of the Links 4-step Quality Initiative is to identify actual clinical practice, products used and calculate cost-per-patient stay.

Step 2: Structured Skin Care Regimen

- **Comprehensive Skin Care Guidelines** – templates to help you refine your structured skin care regimen.
- **Simplified Product Formulary** – helps facilitate compliance with your skin care regimen.

Step 3: Implementation Tools
Coloplast will partner with you to provide customized implementation tools.

Step 4: Education and Maintenance
We will work with you to provide ongoing Pressure Ulcer Prevention education and will conduct practice/cost analyses to ensure the long-term success of your structured skin care regimen.

Reduce Pressure Ulcers up to 89%\textsuperscript{17}

- Implementing the Coloplast structured skin care regimen (Phase 1) and Braden Scale protocols (Phase 2) has been shown to reduce pressure ulcers by up to 89%.\textsuperscript{17}

\textbf{Phase 1 and Phase 2} interventions reduced the incidence of hospital-acquired pressure ulcers (71% and 89%, respectively), which can cost up to $50,000.\textsuperscript{17}

- **Phase 1**: Using the Coloplast simplified formulary, implementing protocols, product in-servicing and training.
- **Phase 2**: Implementing The Braden Scale and corresponding protocols, modifying assessment forms, adding low air mattresses and expanding on education and training.
Contact Coloplast today and let Links help you achieve complete care and more effective cost containment:

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Making life easier
Coloplast develops products and services that make life easier for people with very personal and private medical conditions. Our business includes ostomy care, urology and continence care, wound and skin care. We operate globally and employ more than 7,000 people. We achieve our goal of improving the lives of patients by working closely with our customers. We listen to better understand their needs, and respond by finding new ways to do things better.

The Coloplast Links Partnership is a perfect example of how working together can help make life easier for our customers and the patients they serve.

References:
8 Reitzel & Marburger. Foam dressings containing silver tested in-vitro for absorption capacity under pressure. poster, EWMA 2009.
14 The joint commission perspectives on patient safety. 2009;94(7).