



managing clinically  
and financially  
**Successful**  
wound departments for hospitals

  
*National Healing*®

National Healing establishes and manages clinically excellent wound healing departments for hospitals nationwide. We promise an expertly run department providing comprehensive leading-edge wound care profitably. Compliance, best practice medicine, and sound business management are the cornerstones of our partnership with each hospital.

Our approach is multi-disciplinary and far more comprehensive and successful than any single method. We use a variety of healing options with expertise in each. We assess, evaluate, and diagnose based on methods we've perfected and prove daily in centers throughout the nation.

*Treatment options include but are not limited to:*

- DEBRIDEMENT**
- LATEST DRESSINGS AND WRAPS**
- HYPERBARIC OXYGEN**
- BIO-ENGINEERED TISSUE SUBSTITUTES**
- NEGATIVE PRESSURE WOUND THERAPY**
- PLATELET TECHNOLOGIES**



# proven SUCCESS



**ETHICALLY SOUND  
CUSTOMER-FOCUSED  
QUALITY-DRIVEN**



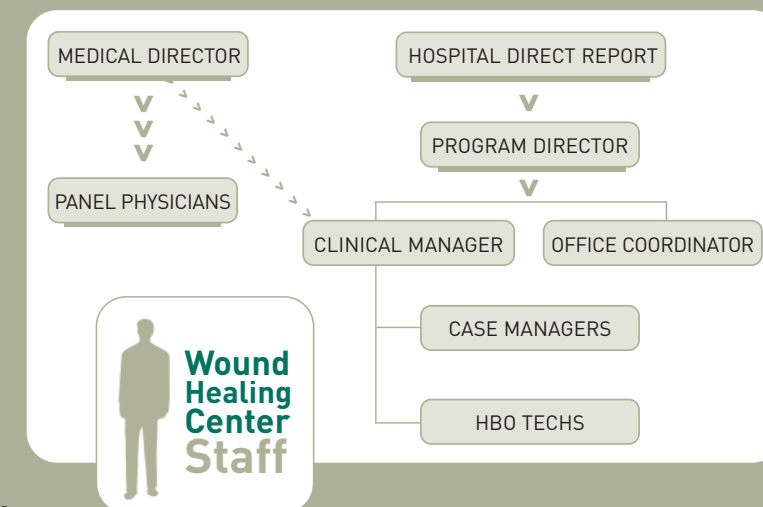
# seamless integration

We establish state-of-the-art outpatient wound care facilities that integrate seamlessly with existing operations. A dedicated implementation support team makes sure the groundwork is properly laid from space planning through staffing. We have successful relationships with hospitals throughout the United States. More than 90% reward us by renewing their agreements.

A program director, clinical manager, and office coordinator provide onsite management. Comprehensive ongoing training and clinical education are the hallmarks of our focus on excellence. The Center staff is regularly trained, evaluated, and monitored for competency and compliance.

In a fast-changing healthcare environment, assurance of regulatory and clinical compliance is an ongoing priority. Our RCM department and Compliance Committee stay abreast of federal, state, and regulatory requirements.

National Healing provides full spectrum, proven, leading edge wound care with premium patient service at a fraction of the time and cost it would take to do it yourself.



WE DELIVER SUPERIOR RETURNS FOR OUR HOSPITAL PARTNERS IN A COMPLIANT WAY.





# profitability from the start

As the average age of the U.S. population increases, the incidence of diabetes and other diseases that contribute to chronic wounds increase with it. Being able to effectively meet the needs of this market in a competitive way has obvious advantages, one of which is an impact on your bottom line. Annual contribution margins for a mature program can reach \$1,000,000 with a profit in the first year.

On average, a National Healing Wound Center has 3,000 to 4,000 patient visits yearly, many of them first-time admissions to our client hospitals. This exposure, combined with professionally produced marketing, public relations, and special events, promises results that can help increase hospitals' market share. Scalability driven by patient volume means growth is supported.

The advantages of our system don't end with clinical success. The business of healing must also incorporate careful tracking and record-keeping to achieve proper reimbursement. We work with fiscal intermediaries to make sure that documentation is in place and that payment is accurate and prompt. Low denial rates mean our hospital partners are reimbursed timely for their services.



THE MARKET FOR WOUND HEALING IS GROWING  
FASTER THAN EVER BEFORE.



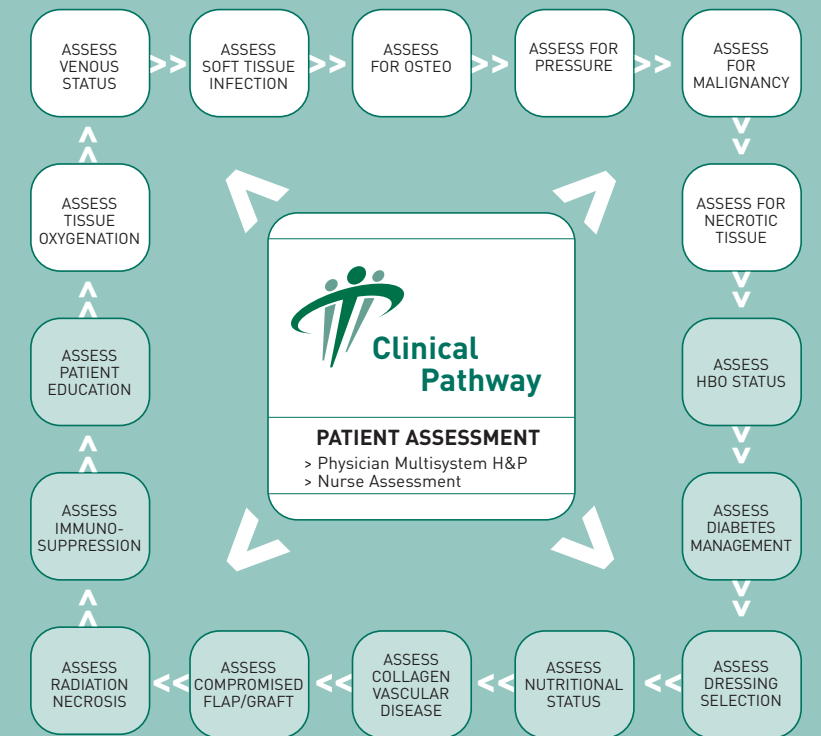
# clinical excellence built in

Chronic wound healing situations often include a variety of complications. They require equipment, expertise, and the infrastructure to track and document outcomes. A National Healing Wound Center makes sure that the resources and support necessary for clinical excellence are always in place. We extend a hospital's clinical expertise, with the latest in wound care treatment delivered in a reassuring, caring environment.

Our evidence-based Clinical Pathway is the roadmap for treatment. It is based on processes and procedures tested in dozens of centers across the country. Progress is continuously monitored and our proprietary database documents every action and outcome. Timely tracking and reporting including regular updates, often with photos, keeps referring physicians involved.

Part of a commitment to excellence is a commitment to patient satisfaction. We promote a patient-focused approach to make sure concerns were addressed and needs met.

National Healing has achieved Disease-Specific Care Certification from the Joint Commission on Accreditation of Healthcare Organizations.



CREATING CENTERS OF EXCELLENCE NATIONWIDE.



# a win/win situation

Our inclusive tested model incorporates experts and therapies to maximum advantage. That, together with a customer-service focus and dedication to working closely with physicians and staff, creates the ideal environment for success.

**For more information, call 888.332.0202**  
[www.nationalhealing.com](http://www.nationalhealing.com)

## Healing chronic wounds with hospitals nationwide for over ten years.

- > Working with hospitals large and small, rural and urban, for-profit and not-for-profit.
- > Responsible for over \$250 million in hospital gross charges annually.
- > New centers generally have more than 200 patient visits each month after they've been open for 6 months.

*Hospital first year contribution margin averages are \$279,162 or 19%.*

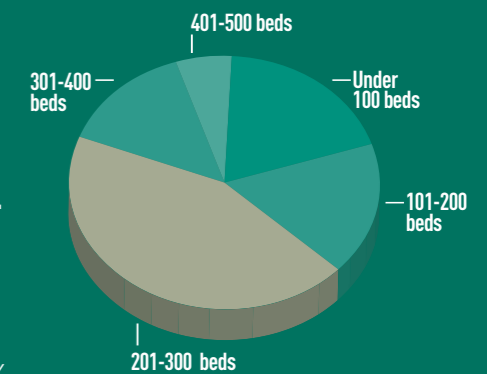
- > More than 90% of our hospitals renew their contracts with us.

*98% limb salvage.*

*84% heal rate, 93% of those in less than 16 weeks (average: 7 weeks).*

- > The need for chronic wound healing is growing steadily due to an aging population and diabetes.

*Wound care is a \$20 billion industry.*



Be the preeminent provider of wound care in your area with the help of National Healing.

*Statistics as of year end 2006*

4" POCKET



COMPREHENSIVE WOUND CARE  
MANAGEMENT SERVICES FOR HOSPITALS

**561.994.1174**

**888.332.0202**

**[www.nationalhealing.com](http://www.nationalhealing.com)**



*JCAHO accredited*