



SerenaGroup® Year End Summary

The loose-jointed Roman god Janus famously looked forward and backward at the same time. In January, his eponymous month, we celebrate his spinal flexibility by looking back at the accomplishments of 2021 and forward to our new programs for 2022.

2021 witnessed the preeminence of SerenaGroup® in wound center management and clinical excellence. We celebrated achievements, received awards, and raised the standard for wound and hyperbaric centers across the globe. We measured what matters. A glance at our dashboard reveals the tireless efforts of our team in collecting and reporting reliable quality metrics. Our program directors aspired to turn their dashboards green indicating that their center realized the national benchmark for quality. Improved quality metrics translated into standardization of evidenced-based care in all SerenaGroup® centers.

We expanded our educational offerings under the guidance of our education committee including on-line instruction in hyperbaric safety, nursing competency, physician journal club, billing and reimbursement, and community outreach. Despite the pandemic we held six in-person 40-hr Introduction to Hyperbaric Medicine courses. Hyperbaric patient review, one of our most popular webinars of 2021, assisted clinicians in identifying candidates for hyperbaric oxygen therapy.

The SerenaGroup® Leadership conference in October in Clearwater Florida showcased the talent and creativity of our program managers. Connectivity, the meeting's theme, resonated throughout the two-day conference: SerenaGroup® culture enjoins supporting one another at all levels. In keeping with the theme, we introduced the program manager mentorship program designed to assist new program managers during their first year. The conference award ceremony featured the annual SerenaGroup® quality awards for centers that participated in our quality



program. I want to congratulate all the winners again and encourage them to display their awards with pride.

SerenaGroup® assisted with several audits this year. Centers using our templates and checklists sailed safely past Scylla and Charybdis unscathed. Many centers not under our management met with a less fortunate fate. Our success reinforced my frequently expressed belief that, “if you can pass a SerenaGroup® audit, you can pass any audit.”

Introduced in 2021, the SerenaGroup® Standards of Compliance + Accreditation Program assesses the quality and compliance of our wound and hyperbaric centers. In preparation for Joint Commission or DNV visits the compliance team does a comprehensive on-site survey. Centers that pass the rigorous evaluation receive the SerenaGroup® seal of compliance. For more information on the new program visit: <https://serenagroupinc.com/sg-standards-of-compliance-and-accreditation/>.



We continue to expand. In 2021 we welcomed several new centers in the US and worldwide. The professional group opened our first independent wound and hyperbaric centers. We added our first independent research centers co-located with the hospital's outpatient wound center. Our growth brings additional skills and a more diverse perspective.

The publication of more than 20 manuscripts in peer reviewed journals in 2021 confirmed our hegemony in clinical research. The research team introduced the wound centers to the novel MolecuLight device that improves clinical outcomes and generates revenue for the center. The Foundation continues to conduct more than a dozen clinical trials and quality initiatives annually.

At SerenaGroup® our singular focus is advancing the performance, quality, and science of wound care. We have several initiatives expanding or launching in 2022:

- **Productivity:** For years accurate and reproducible productivity measures for wound clinics have remained elusive. We have cracked the code. Our preliminary studies demonstrate that reliable wound clinic productivity is achievable. We will launch productivity measures in all SerenaGroup® centers this month.
- **Antimicrobial Stewardship Program (ASP):** Joint commission mandated an ASP in all hospital outpatient departments. The SerenaGroup® ASP program has passed its preliminary trials and will

launch in 2022. We anticipate decreased antibiotic and antimicrobial use and improved clinical outcomes.

- **WalkOn2:** The SerenaGroup® amputation prevention program, WalkOn2, is a turnkey program for establishing a comprehensive limb preservation program. The full program will be available In January 2022.
- **SerenaGroup® Formulary:** SerenaGroup® has leveraged its dominance in clinical trials to develop an in-depth formulary guide for wound centers and inpatient services.
- **Two Miracles:** During pregnancy a mother carries two miracles: a new life and a placenta. Our two miracles program orchestrates placental donation, processing of the tissue, and the production of placental grafts. These grafts are retuned to the wound clinic at a deeply discounted price including free tissue for disadvantaged patients.
- **A Foundation Research Clinic:** Following the success of our initial programs, the SerenaGroup® Foundation can establish a wound healing research clinic in association with the wound and hyperbaric center. The Foundation leases space adjacent to the center to conduct clinical trials. The independent program allows uninsured and other disadvantaged patients to receive advanced wound care at no cost.
- **Expanded On-line Education:** SerenaGroup® has partnered with WebCME to produce an online version of our 40-hr course. We will continue to hold on-site courses. The online version will allow more clinicians to take advantage of this educational opportunity.
- **Fellowship Program:** The SerenaGroup® Research Foundation is expanding its fellowship program. Established centers may host a clinical or research fellow for one year. The fellowship is supported by donations from hospital nonprofits, industry and government. The Foundation's current fellow housed at the wound center in Monroeville, PA published 6 manuscripts in 2021 and will be leaving for a surgical residency in June of 2022.
- **Sister Centers:** As SerenaGroup® expands into Armenia, the Balkans, the Middle East, and across the world, our US-based centers have the opportunity to partner with these centers to share clinical expertise and enjoy the culture diversity inherent in the program.