



MEMO FROM DR. THOMAS SERENA, CEO & PRESIDENT

Leaders In Wound Healing 3rd Annual Conference | Post Conference Statement

If you are not a leader, you're a follower. The third annual Leaders in Wound Healing conference held in New Orleans last week showcased SerenaGroup's hegemony in the field of wound and hyperbaric medicine. The event started with a preconference to explore unification of the preeminent wound care societies in the United States. We strongly support a unified society that would have greater influence with CMS and private insurance payers.

The first day of the conference began with research on the patient perspective, new data on Cellular and Tissue based Products (CTP), and publishing in the Journal of Wound Care (JWC). The remainder of the conference featured industry presentations on the latest developments in wound healing. The interactive discussions with key opinion leaders included clinical effectiveness, reimbursement, and incorporation of new therapies into clinical practice. The attendees then retired to the Prohibition Room to enjoy the food and music of New Orleans.

The following morning Leaders introduced a novel model for interaction between industry and KOLs: one-on-one meetings. The meetings were scheduled through the vTail APP.

Leaders brought together the best in wound care. It generated new ideas, promoted collaboration, and sparked interest in novel clinical research.

SerenaGroup® will return to New Orleans in October for the Directors' Summit: An educational conference for our executives and program directors.

