

Community Education

Healogics strong community education initiatives drive increased awareness developing solid physician relationships

Healogics structured methodology for wound care resulted in an excellent healing rate of 93¹ percent in 2016. This same programmatic approach extends to Healogics proven Community Education program which educates local physicians and patients about the benefits of advanced wound care for non-healing wounds.

Community Education is an important component of the value Healogics delivers to its hospital partners. The focus is on educating healthcare providers about why, when and how patients with non-healing wounds may benefit from the services offered in your Wound Care Center®.

By the numbers: Understanding the chronic wound market

Data analysis drives Healogics Community Education team to make decisions based off of actionable healthcare data to determine the right message for the right audience at the right time. Healogics draws upon 15+ years of data collected from a network of 700+ Centers to set goals and develop strategies and tactics that deliver success. This includes a comprehensive community education plan that includes demographics, market share calculations and quarterly tactics. By leveraging insights on both wound etiology and local providers, Healogics is able to meet and exceed expectations for new patient growth.

What we offer

Comprehensive physician and patient education materials, awareness campaigns and referral development all contribute to increased awareness – and patient volume. Healogics provides proven tools to engage and educate people on the benefits offered by the Wound Care Center®.

Referral development training

As part of Healogics turnkey solutions for community education and market development, the company conducts training for program directors and medical directors on how to approach and speak with physicians about their patients with wounds, methodologies and specific wound etiologies.



¹When recommended course of treatment completed.

Healogics®

i-heal Connect CRM

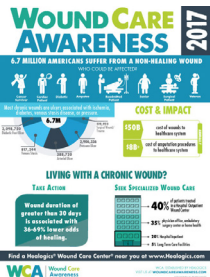
Healogics developed i-heal connect CRM to meet the specific needs of its Wound Care Centers®. The solution provides insights into referral patterns, physician loyalty and trends that shape Healogics physician outreach activities. i-heal connect CRM includes a list of physicians and proprietary physician lead scoring based upon Healogics deep experience. Data is fed into i-heal connect in real time from the integrated i-heal EMR, allowing immediate evaluation of the effectiveness of community education efforts.

Marketing library

A marketing library consisting of professionally designed materials is available from Healogics for use by hospital partners. This comprehensive resource is readily available to support social media, public relations, education and awareness campaigns, and internal and external communications.

Community Education Campaigns

Healogics regularly develops fresh content for use by the Center and hospital partner, including campaigns promoting advanced wound care. Campaigns developed include:



Wound Care Awareness

Healogics launched the first Wound Care Awareness Campaign in 2014 to create more awareness to the 6.7 million people living with a chronic wound. There was a 10 percent increase in patient volume at Centers. In 2015, the campaign expanded, sharing resources for anyone involved with wound care. Program Directors across the nation visited physician offices to educate staff on how to identify patients that would benefit from advanced wound care. Full campaigns assets were provided to hospitals, including a press release, social media posts, editorial content and print collateral.



Diabetes campaign

25 percent of the 30 million plus people with diabetes in the U.S. will eventually develop foot ulcers which comprise over 20 percent of wounds seen at Healogics Centers. The company initiated an awareness program to educate and prevent chronic diabetic wounds in conjunction with National Diabetes Month.