

Embracing Wound Care in Your Podiatry Practice

By Regina Anderson

Wound healing for chronic ulcers is a complex and intricate process. Chronic skin ulcers caused by pressure, venous stasis, or diabetes mellitus has made cutaneous wound healing a topic of ongoing research and debate.

Approximately 6.5 million patients with chronic skin ulcers are treated annually in the United States, with this number expected to grow due to an aging patient population and continued increases in chronic disease such as obesity and diabetes (Sen, et. al., 2009). Treatment for chronic wounds accounts for an estimated \$28-\$31 billion annual-

For DPMs who do not wish to carry inventory on advanced wound care products, next-day direct-to-patient delivery can be provided with Turn-Key DME Patient Direct.



ly in health care costs (Nussbaum, et al., 2018), though exact costs are difficult to measure secondary to the variety of treatment settings and failure of patients to easily access the health care system for treatment (Nussbaum, et al., 2018).

Podiatrists have an opportunity and natural advantage in seeing patients with wound care needs and thus are in a prime position to provide treatment for ulcers and wounds at an earlier stage before they can progress to chronic stages. With prompt intervention, acute wounds have a better chance of healing; reducing pain, threat of infection, and impaired mobility for patients; and helping to lower overall health care costs.

In addition to providing a solution for the rising costs of health care, podiatrists who treat wounds in-office are in a unique position to provide greater value for patients. Respondents to *Podiatry Management's* 39th Annual Survey (February 2022) reported referring 63% of patients with wound care needs to centers/clinics; however, wounds treated in-office can help patients avoid the additional fees these facilities charge, over and above treatment costs. Patients appreciate both the successful healing outcomes and lower out-of-pocket costs provided by their physician, which drives patient satisfaction and referrals.

For nearly 30 years, AMERX Health Care has provided advanced wound treatment options for effectively treating wounds and ulcers in early, acute stages. Through AMERX's Turn-Key DME® Wound Care Program, podiatrists can personalize their dispensing program by pairing in-office dispensing and direct-to-patient delivery in the combination that best suits the practice needs.

Podiatrists are able to provide in-office dispensing for their most prescribed wound care dressings with Turn-Key DME Doctor Direct. Patients can leave the office with the prescribed products required for their follow-up care, which has shown to improve patient compliance by 60-70% while increasing patient satisfaction and boosting per-patient value.

For podiatrists who do not wish to carry inventory on advanced wound care products, next-day direct-to-patient delivery can be provided with Turn-Key DME Patient Direct.

Simply send your order to AMERX Health Care and the Patient Direct Team will process the order, verify insurance, and provide coding support to streamline your final billing process—all with no upfront costs or minimums.

Podiatrists who join the Turn-Key DME Wound Care program enjoy full access to dispense from AMERX Health Care's comprehensive line of Advanced Wound Care products for ulcer and wound management including AMERX® Wound Care Kits for 30-, 15-, and 5-day treatment lengths; HELIX® Bioactive Collagen; AMERX® Calcium Alginate, Foam, and Bordered Gauze Dressings; the EXTREMIT-EASE® Compression Garment; and AMERIGEL® Hydrogel Wound Dressing—Podiatrists' #1 rated wound/ulcer treatment since 2006. This flexibility to dispense from a full suite of advanced wound care products positions the podiatrist as the "first line of defense" against an acute wound developing into a chronic difficult-to-treat wound.

Choose to be a part of the solution for the 6+ million U.S. patients that annually develop painful chronic wounds by embracing wound care in your podiatry practice. *Call AMERX Health Care at 800-448-9599 or click here to ask how you can begin personalizing your Turn-Key DME Wound Care Program today.*

References

1. Nussbaum, S. R., Carter, M. J., Fife, C. E., DaVanzo, J., Haught, R., Nussgart, M., & Cartwright, D. (2018). An economic evaluation of the impact, cost, and Medicare policy implications of chronic nonhealing wounds. *Value in Health*, 21(1), 27-32. <https://doi.org/10.1016/j.jval.2017.07.007>
2. Sen, C. K., Gordillo, G. M., Roy, S., Kirsner, R., Lambert, L., Hunt, T. K., Gotttrup, F., Gurtner, G. C., & Longaker, M. T. (2009). Human skin wounds: A major and snowballing threat to public health and the economy. *Wound Repair and Regeneration*, 17(6), 763-771. <https://doi.org/10.1111/j.1524-475X.2009.00543.x>