

Managing a large Wound-Care Medical Group – A view from a Healthcare executive



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Biography

Zweli completed his BA from the University of Pennsylvania, USA in Communication and Marketing. He has been a Healthcare Executive since 2004, across Neurosurgery, Orthopedics, Neurology, Pain Medicine, Pharmacy, Physical Medicine and Rehabilitation, and Wound-Care since 2011. Presently, he is an Executive Director at Wound Healing Solutions, a wound-care management group which services six states in the Northeast USA. The group consists of almost 100 wound-care certified Nurse Practitioners. The practice treats more than forty-thousand patients annually, primarily in the nursing home setting.



Abstract

The management of a large wound-care medical group of almost 100 wound-care certified providers, with a service area of 395,000 square kilometers (152,000 square miles) across 6 states in the Northeast USA is a challenging endeavor. Keeping the patient first, whilst managing the medical, regulatory, medico-legal, and reimbursement risk requires a clear understanding of wound-care in particular and the surrounding national and state healthcare systems in general. He will give an overview of wound-care in the US, key lessons from growing and managing a large wound-care medical group.

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