

What are Pressure Ulcers costing **you**?



*pressure ulcer
awareness
and prevention*

Pain, suffering, time, money . . .

Research tells us that:

- 26% of patients in acute care, community-based care, and long-term care settings across Canada endure the pain and suffering associated with a pressure ulcer—negatively impacting their quality of life.
- Just one uncomplicated pressure ulcer can cost \$2400 to \$3200 per month. One complicated stage IV ulcer can cost up to \$12,000 per month! This includes treatment supplies and nursing time.

In September 2007, U.S. Medicare announced it will no longer reimburse the treatment of “conditions that could reasonably have been prevented,” such as hospital-acquired pressure ulcers, predicting savings of \$20 million a year!

Canadians too need to think about how we manage preventable conditions. We can no longer view pressure ulcers as a common and inevitable consequence of hospital or long-term care.

Pressure ulcers are no longer acceptable.



It doesn't have to be this way . . .

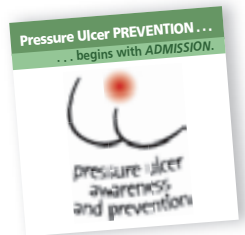
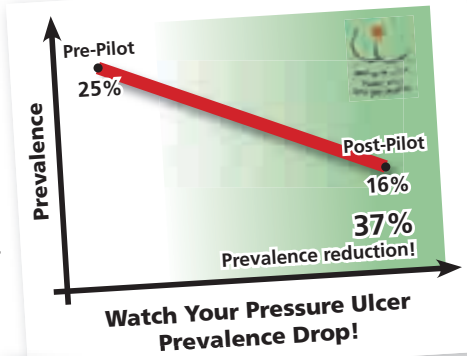
Up to 70% of all pressure ulcers can be prevented, and reducing the prevalence of pressure ulcers in your facility or organization can:

- Improve the overall quality of patient care and increase your facility's quality-of-care indicators and ratings
- Result in less nursing time spent on pressure ulcer treatment, allowing management to re-assign staff to work more efficiently and effectively
- Save you hundreds of thousands to millions of dollars each year by reducing your wound treatment costs. Preventing pressure ulcers can save you money that could be used to hire more staff or buy much-needed equipment
- And most importantly . . . reduce the unnecessary pain and suffering associated with pressure ulcers

We have a solution!

The CAWC Pressure Ulcer Awareness and Prevention Program is a proven method for pressure ulcer reduction and has been operating across Canada in multiple care settings for over two years.

- This program ensures best practices are carried out in your facility—optimizing quality of care.
- Once implemented, this program becomes part of a sustainable facility culture.
- A report from one facility indicated that they “used 50% less high-intensity needs wound-care products” after only six months of PUAP program implementation.
- Another report stated, “We were able to reduce the dressing costs from \$90,000 to \$55,000.”
- The most common feedback from Site Champions:
 - Increase in early recognition and reporting of reddened areas and Stage 1 pressure ulcers
 - Improvement in care planning and implementation based on risk factors
- Implementing the PUAP program in your facility is like putting Canada's top pressure ulcer prevention team on your staff for less than \$16 per day.



Time for Action . . .

The Canadian Association of Wound Care (CAWC) is here to help. We can partner with your organization to prevent pressure ulcers by offering a comprehensive program that can significantly reduce your pressure ulcer prevalence and incidence rates. If you would like to find out more about our **Pressure Ulcer Awareness and Prevention (PUAP)** program and its services, please fill in the tear-off card and mail it to us. We would be happy to discuss the program with you and answer your questions. You can also visit our Web site at **www.preventpressureulcers.ca** or visit www.cawc.net to discover more about the CAWC and the PUAP program.

The Canadian Association of Wound Care's Pressure Ulcer Awareness and Prevention program is your solution to the pressure ulcer problem.

Can you afford **not** to have it?

"I think this has been an exceptionally good program you've laid out. . . . Risk assessment is pretty widespread, but action related to that risk assessment is not. I want you to think about it this way: what if we did a mammogram and saw a tumour and nobody took it out? . . ."

"You really need a roadmap for success. Nobody needs to be reinventing all these educational materials on their own . . . It is important to have a network through the CAWC where you can stay up with improvement in the materials and they get shot out to those who are participating."

— *Barbara Braden, RN, PhD, SAAN, co-developer of the Braden Scale for Predicting Pressure Sore Risk*



"If the PUAP program were conducted in every facility in Canada and the same results as the pilot sites were obtained, potentially hundreds of millions of health-care dollars would be saved and patient pain and suffering would be greatly minimized."

— *M. Gail Woodbury, PhD, co-author of the definitive study on pressure ulcer prevalence in Canada*

Canadian Association
of Wound Care



Association canadienne
du soin des plaies

www.preventpressureulcers.ca



pressure ulcer
awareness
and prevention

Canadian Association of Wound Care
Pressure Ulcer Awareness and Prevention Program
2171 Avenue Road, Suite 102
Toronto, ON M5M 4B4