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Yvonne comes from a nursing background that included geriatric and palliative care and spent over 14 years as a sales representative and sales manager, Sweden at Mölnycke. Yvonne is now the head of Neselius Wound Competence AB, a wound care training company for health care professionals.

Continuing the theme of the Wound Care Series Andrew Adams interviewed Yvonne Neselius for an insight into wound care in Sweden.

Q1. What do you consider will be the three biggest challenges in delivering effective wound care in 2021-22 (after the pandemic) ?

There is still a fundamental lack of knowledge surrounding wound healing and how different products work and I hear this echoed from many global key opinion leaders. First and foremost, we need to improve the basic standard of wound care knowledge and highlight the importance of continuity of a structural approach. Here in Sweden, the title and rank of “wound care specialist” is not recognised officially. This is in itself a problem.. Secondly, we need to ensure that patients, relatives, and their carers are educated and understand what they can do to support wound healing and prevent wounds. We need to find a productive and effective method of reaching out and supporting patients and healthcare professionals alike during the wound treatment process.

Q2. What changes do you foresee in the organisation of wound care in Sweden after the pandemic ?

Unfortunately, I am afraid some wound care clinics will have to close due to budget constraints. Wound care is not considered an essential healthcare provision and therefore is not a priority. Going forward, I would hope that patients would receive treatment from a nurse with at least some wound care knowledge be it in person or in the form of telemedicine. However, patients and their relatives may need to treat and care for their own wounds. To reduce costs further, there will be an increased focus on cheaper wound care products despite them not always being the most appropriate. I hope that procurement tenders include wound care products from companies that actively educate those with a lack of knowledge and understanding. An uneducated approach to wound care will impact the patient’s quality of life and result in an unnecessary use of the budget and resources of healthcare authorities.

Q3. How can the wound care industry help you meet these challenges and changes ?

Industry needs to provide healthcare professionals with free access to education and resources, be it webinars, short educational videos or live events. Their products need to include basic wound care training as part of the package. Although case studies can be very useful, basic wound care knowledge is what is paramount. Open and develop the communication channels by speaking more with Key Opinion Leaders and those nurses who are keen to expand their knowledge further.

Q4. How important will be access to innovative technologies in helping you meet these challenges ? Which types of technology will be most relevant ?

You simply cannot expect a nurse to understand advanced wound care technologies without the appropriate basic wound care training or experience. Both nurses and those responsible for the budgets (managers) need that basic understanding before adopting more advanced technologies. Only then can this knowledge be cascaded throughout the organisation. Unfortunately, technologies that can heal wounds quickly and more effectively are going to become more increasingly difficult to sell. What would be more productive would be if those devising new

Market Insights: Education on the fundamentals.. The under resourced aspect of wound healing.

technologies integrated support mechanisms into the whole product package. For example: smart apps, VR technologies, telemedicine, education sessions online, webinars and chat forums.

Q5. What can industry do to help to improve the adoption of effective technologies and products (apart from a low price !) ?

I think industry needs to ask the healthcare professionals treating wounds, what they need first, what are they unable to do when treating a wound, and then they should go into the lab and try to find solutions. For example, there is a need for a product that can tell you when a wound is infected and that an antimicrobial product is required. Or a product that can handle blood. Consider what the patient's biggest concerns might be; Pain, odour, risk of infection? All too often it is forgotten that it is the patient with a wound we are treating and the importance of a holistic view. We also need to work in multidisciplinary teams to achieve the best results.