

Wound Market Consulting

The International Wound Care Market Specialists

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TO SEE OUR PREVIOUS POST – AN UPDATE ON THE SKIN SUBSTITUE CATEGORY – Click [here](#).

What might 2023 mean for the Italian Wound Care Market.....

WMC associate Giuseppe Mancullo talks to Sauro Vecchi (Region Director Southern Europe, URGO Medical) and Piero Pellini and Cesare Palli (Endospin Italia) to discuss what the 2023 might mean for the Italian Wound Care Market.

When asked what the major trends in the Italian healthcare market, Sauro Vecchi responded that he believes that *'technology is increasingly relevant, creating new opportunities for all participants. Of course, innovation, leading to more predictive, preventive, personalized, and participatory medicine, also requires costly development and commercialization phases, and decision-makers must balance the benefits of innovation with controlling spending. The field is being flooded by proposals for innovative technologies:*

- *Artificial Intelligence (AI): a topic of great resonance with several application areas (new drug and DM development and improving diagnostic efficacy) with machine learning having a huge impact on healthcare.*
- *Big Data: data integration and predictive analytics help extract relevant information about patients' conditions.*
- *Telemedicine: remote monitoring, virtual care, location-based services, wearable sensors, 5G-enabled devices, etc. can bring primary care facilities and homes closer to hospital specialty centers that are also able to function as remote hospitals.*

The growth potential of the Italian market and of the innovators and investors of new technologies is seen as a sign of confidence in the market however other long-standing participants of the market are concerned. Vecchi points out that *"there is not much evolution in the dynamics of the Wound Care market; there price contraction, delays in the publication of new regional tenders and delays in the implementation of legally guaranteed levels of service (now finally resolved with the recent authorisation of reimbursement rates for the new wound care services included in the LEA law) and access to product in an attempt to generalise the market. Despite academic research there is a lack of clear epidemiological data or patient registries and a lack of a standardized care approach based on regional diagnostic therapeutic care pathways (PDTAs)."*



2023 has also seen an increasing involvement of patients who, through their associations (for example, SIMITU) are increasing their awareness as stakeholders in decision-making processes in line with what has recently been defined by the Ministry of Health.

At the moment an attempt is underway to enhance the value of HTA as a decision-support tool for access decisions of new technologies in some SSRs (who) (e.g., Tuscany), albeit with adaptations tending toward the minimal form (mini-HTA). However, there remains an overall uneven national picture where the HTA tool, either due to lack of vision or lack of funding, has not yet reached the level of authority at which it was intended to.

Vecchi adds that *'the introduction of the new European HTA Regulations (operational from 2025) will hopefully speed up patient access to innovative technologies through a centralized process, ensuring greater speed and homogeneity of assessments'*.

Piero Pellini and Cesare Palli have seen that *'some regions are using this tool to support decisions on access to new technologies in their healthcare systems. It is to be hoped that, to make this difficult task easier (think of how many innovations are constantly presented to clinicians), regional HTA bodies will allow the industry to collaborate by, for example, providing Value Dossiers of the technologies under evaluation that make the assessment easier and more complete'*.

Nursing Qualification Requirements (Germany)

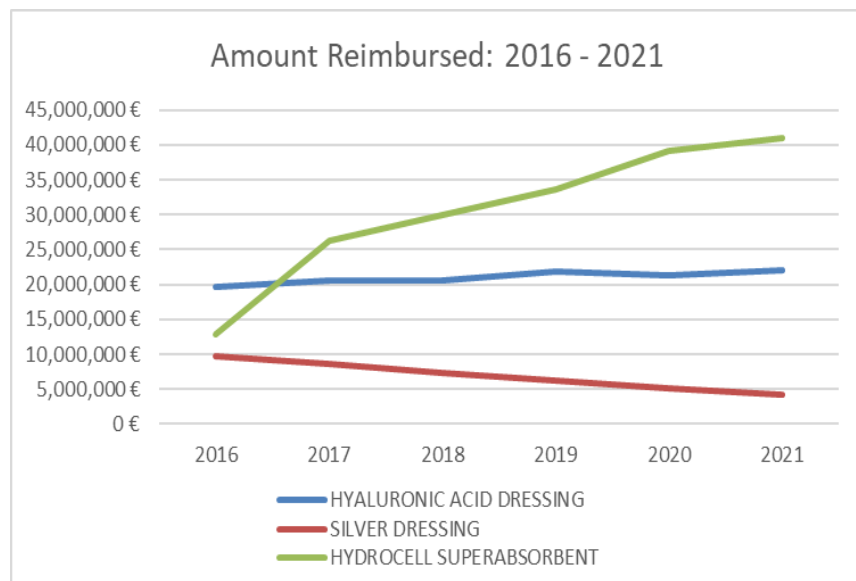
Germany now requires service providers who care for people with chronic and/or difficult-to-heal wounds to have specialist training. From October 2022, all nurses responsible for providing nursing care to insured persons with chronic refractory wounds must have additional qualifications in the care of chronic refractory wounds. The requirements state that:

- Nurses treating chronic and difficult hard to heal wounds should have a specific additional qualification comprised of 84 teaching units (UE) of 45 minutes each
- Senior nurses are also required to have a specific additional qualification as nurses but must also acquire an additional qualification of 84 teaching units (UE) of 45 minutes each, that is assessed by an exam. Senior nurses in wound centres and specialists' clinics will now have to complete a total of 168 teaching units.

<https://www.dgfw.de/aktuelles>

FRENCH WOUND CARE MARKET STATISTICS

The French Wound Care Market has always been interesting not only because of the hospital to home (HRH) patient pathway but because as in many European countries many wound care products are not reimbursed. A review of the French Health Insurance System's expenditure datasets showed a dramatic decline of silver wound dressings against Super Absorbents and HA dressings:



INTERESTING TECHNOLOGIES IN DEVELOPMENT:

Transient electronic bandage

Northwestern University (USA) researchers have developed a first-of-its-kind small, flexible, stretchable bandage that accelerates healing by delivering electrotherapy directly to the wound site. In an animal study, the new bandage healed diabetic ulcers 30% faster than in mice without the bandage.

The bandage also actively monitors the healing process and then harmlessly dissolves — electrodes and all into the body after it is no longer needed. The new device could provide a powerful tool for patients with diabetes. It marks the first bioresorbable bandage capable of delivering electrotherapy and the first example of a smart regenerative system.

Full details of the publication are available [here](#).

New class of polymer

A new class of polymer that promotes healing in hard-to-treat diabetic wounds has been discovered by researchers from the University of Nottingham (UK). 315 different polymer surfaces were examined until they identified a polymer type that actively stimulates fibroblasts and immune cells to promote wound healing. The School of Engineering has made small particles carrying with the polymer that are applied directly to the wound area. When delivered to a wound in an animal model, the new material produced three times more fibroblast activity in a period of over 96 hours and 80% wound closure.







Full details of the publication are available [here](#).

Fish Skin Grafts Versus Alternative Wound Dressings: A Systematic Review

A literature search of the National Library of Medicine with the search terms fish skin graft, xenograft, dehydrated human amnion/chorion, ulcer, burns, and wounds identified ten studies that investigated the effectiveness of fish skin grafts against different wound healing techniques. Fish skin grafts demonstrated quicker wound healing, fewer dressing changes, less pain and lower costs.

Full details of the publication are available [here](#).

National Wound Conferences and Seminars

	<p>Italy: Wound Care Today 3rd – 5th May 2023 Click here.</p>
	<p>Turkey: XIth National 1st International Colorectal Surgery Nursing Congress – YOIHD 16th – 20th May 2023 Click here.</p>
	<p>Austria: 24th EFORT Annual Congress 24th – 26th May 2023: Click here.</p>
	<p>Spain: XXXIV Congreso Nacional de la Asociación de Enfermería Vasculay Heridas 1st – 2nd June 2023: Click here.</p>
	<p>Belgium: ESNO Congress - "The Specialist Nurse in European Healthcare towards 2030" 8th – 9th June 2023: Click here.</p>
	<p>United Kingdom: 11th International Lymphoedema Framework Conference 13th – 15th June 2023 Click here.</p>