

Case Study

Transforming a Partnership

Driving 87% Increase in Contribution Margin in Wound Care Over Five Years



BACKGROUND:

In 2019, the long-standing partnership between Universal Health Services (UHS) and Healogics faced a transition, leading both organizations to re-evaluate how to best support their shared mission. Recognizing the significant long-term potential of the relationship, Healogics proactively initiated a comprehensive strategy to deepen alignment, rebuild trust, and reinvigorate the partnership.

Through coordinated efforts across Healogics, the partnership evolved into a collaborative, strategically aligned relationship built on clinical excellence, operational consistency, and sustainable growth. This shared commitment and trust drove an 87% increase in contribution margin over 5 years.

OBJECTIVES

- **Strengthen and stabilize** a national partnership through transparency, collaboration, and shared accountability.
- **Improve patient outcomes** through evidenced-based best practices and enhanced staff education.
- **Drive financial sustainability** through equitable contract structures and strengthened revenue performance.
- **Establish a five-year strategic roadmap** that supports long-term growth and portfolio expansion.

STRATEGIC APPROACH

The Healogics team executed a comprehensive, cross-functional strategy designed to improve both the operational and clinical dimensions of the partnership:

- **System Portfolio Management:** Realigned contract structures and service scope to support UHS' evolving enterprise needs.
- **Business Development & Operations:** Renegotiated agreements to ensure mutual equity and growth, strengthened regional engagement to execute the expansion road map, and streamlined workflows with standardized practices for consistency across facilities.
- **Financial & Revenue Cycle:** Increased financial transparency and supported sustainable revenue improvement.
- **Clinical & Medical Affairs:** Delivered clinical best practice and advanced education programs, and strengthened clinical oversight to elevate patient outcomes.

RESULTS

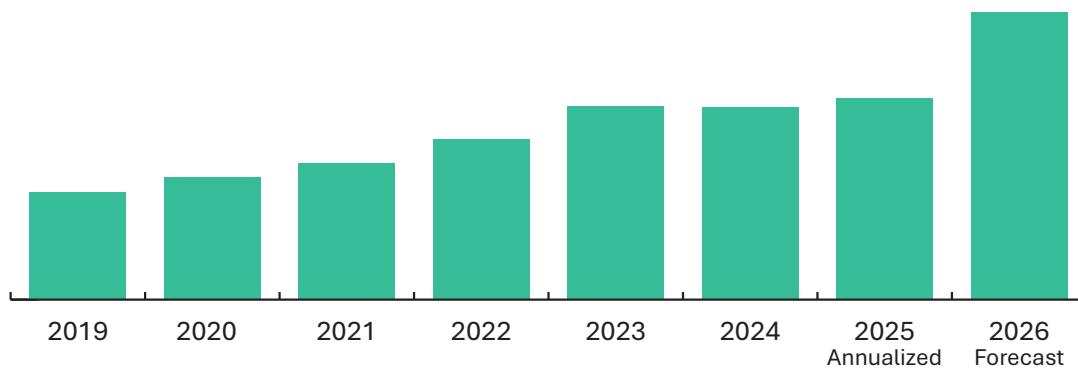
Clinical Outcomes (2019–2025)

Metric	2019	2025	Improvement
WMACHR	72.7%	83.33%	+10.63 pts
Days to Admit	6.7	2.7	-4.0 days
Cancellation Rate	11.0%	10.25%	↓6.82%
Patient Satisfaction	94.0%	94.22%	+22 pts

These metrics reflect substantial progress in patient access, efficiency, and satisfaction.

FINANCIAL IMPACT

An 87% increase in contribution margin in wound care over five years.



CUSTOMER TESTIMONIALS

“We appreciate the partnership and are impressed with the hands-on education provided to the clinical members of your team.”
— **David Rice, MD, MHL, Chief Medical Officer**

“Thank you, Business Development team. I am encouraged by the opportunities ahead.”
— **Marc Ehman, Corporate Director, Ambulatory Services**

CONCLUSION

Healogics and UHS forged a unified, high performing alliance, driving better outcomes, greater efficiency, and meaningful value for patients, providers, and the health system.

Over the five-year initiative, the partnership achieved:

- An 87% increase in contribution margin in wound care over five years.
- Significant improvements in clinical quality and operational performance.
- Greater financial transparency and long-term sustainability.
- Expansion of the UHS wound care portfolio to 21 centers, supported by five new contracts and continued system-level engagement.

Partner with us today to build a stronger, more aligned, and more successful future for your wound care program.

