



## The DrySee logo consists of a blue square icon with rounded corners and a white border, containing a smaller blue square. To the right of the icon is the word "DrySee" in a blue, sans-serif font, with a registered trademark symbol (®) to its upper right. The background of the entire page is a photograph of a person's leg submerged in water, with a white medical dressing on the lower calf.

Clinical & Market Focus Group

Prepared by:

Nancy Morgan, RN, MBA, WOC, CWHS  
Academy of Prescribers in Wound Healing

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# DrySee® Hydro-Chromatic

## Focus Group Report

### Executive Summary

Seven experienced wound-care clinicians (1 RN, 3 DOs, 3 MDs) convened for a 60-minute live discussion to evaluate DrySee®'s Hydro-Chromatic Indicator dressings' clinical relevance and market need.

Clinicians unanimously confirmed DrySee®'s potential to reduce unnecessary dressing changes, improve patient confidence, and strengthen infection prevention. They viewed the visual moisture-indicator technology as a meaningful advancement in wound-care surveillance—helping clinicians act on objective data instead of guesswork.

#### Consensus:

The need for DrySee® indicator was recognized highlighting the consensus for need in Home Care and Long-Term Care. (To address staff turnover)

1. Concept value is validated by acceptance of proposed price premium.
2. Improvement of 1 in 100 patients would justify consideration of indicator.
3. Barriers to adoption would be the occurrence of false positives, or excessive clinician/patient training requirements.

#### Methodology

**Format:** 60-minute moderated discussion.

**Participants:** Seven wound-care professionals serving non-acute settings (long-term care, wound clinics, home health).

**Average Caseload:** 33 wounds weekly.

**Objective:** Evaluate the clinical utility, usability, and market need for DrySee® Hydro-Chromatic moisture-indicating type dressings.

## Key Findings

### 1. Clinical Utility

- 100% agreed that moisture balance strongly affects wound healing.
- The Hydro-Chromatic visual indicator (moisture color change) was recognized as a safety-focused innovation, offering objective feedback on wound moisture status—reducing guesswork.
- 4 of 6 preferred DrySee® indicator dressings over traditional dressings without the technology, citing greater clarity and precision.
- Several participants had experienced dressing failure associated with showering or bathing.
- There was negative impression on the peel and peak method of assessing saturation.

**Clinician Quote:** *“We need something that tells us when to act—not just when it’s soaked.”*

### 2. Ease of Use

- Visual clarity without the need for significant training is critical to success.
- Indicator products must have low occurrence of false positives.
- Potential effect on dressing adhesive performance was expressed and should be highlighted as absent.
- Printing instructions on packaging was suggested to support both clinicians and patients.

### 3. Workflow Integration

- Clinicians estimated 20–30% of dressing changes occur too early.
- DrySee® indicator technology could reduce unnecessary changes, saving supplies and clinician time.
- Clear visual feedback would support better documentation, compliance, and reimbursement.

**Clinician Quote:** *“If this helps me avoid just one extra dressing change per patient each week, it justifies the investment.”*

#### **4. Patient Safety & Outcomes**

- 85% said the indicator would benefit home-based patients and caregivers.
- Provides early warning of seal failure or pad saturation.
- The alert mechanism can help prevent infections and promote confidence among caregivers.

#### **5. Market Viability & Pricing**

- 6 of 7 participants would adopt DrySee® Indicator Dressings at a price point of \$7–\$10/unit.
- 85% are comfortable paying a \$1–\$2 premium for the safety advantage.
- The ability to prevent even one infection per 100 patients was viewed as a powerful value proposition.
- Timestamped images and visible documentation would support reimbursement confidence and demonstrate conformity with SOPs.

## Critical Insights & Recommendations

Criteria	Sentiment	Summary Insight
Need for Indicator Technology	Strong Positive	Willing to pay more. Multiple clinician examples.
Motivation for Use	Strong Positive	Adopt for 1 in 100 patients. Would pay premium.
Clinical Utility	Positive	Perceived as a clinically meaningful innovation
Ease of Use	Moderate Positive	Concern over staff interpretation and training needs.
Workflow Integration	Strong Positive	Reduces unnecessary dressing changes. Confirm dressing integrity.
Patient Safety	Strong Positive	Enhances infection prevention and confidence.

## **Summary**

Clinicians validated DrySee® Hydro-Chromatic technology as a credible advancement in wound dressing technology, filling a recognized need. There was general agreement that the visual indicator would provide actionable insight, preventing premature dressing changes, reducing waste, and supporting safer patient outcomes.

## **Administrator Perspective**

Integration of DrySee®'s Hydro-Chromatic technology represents a significant contribution to wound management. The ability to provide real-time, objective moisture monitoring may enhance clinical decision-making, improve outcomes, and support healthcare system efficiencies.