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# woundnet

A QUARTERLY PUBLICATION of the AMERICAN ACADEMY of WOUND MANAGEMENT

## AAWM Goes to Washington

As many of you are aware, the American Academy of Wound Management closed its Florida doors in December and moved to Washington, DC effective January 1, 2001.

After a comprehensive review of management requirements and growing needs for the American Academy of Wound Management, Hauck & Associates, Inc. was retained by the Board of Directors to manage the affairs of the AAWM. (Hauck & Associates is a professional association management firm that will celebrate its 27th anniversary this year.)

All of the AAWM management functions will be handled by Hauck & Associates in the name of AAWM. This includes renewals, certification, marketing, newsletters, etc. Essentially, other than a new address, AAWM will function exactly the same (but better)!



Melissa Forburger (l) is the new AAWM Executive Director. Emily Gegg (r) is the new AAWM Executive Assistant.

The board feels that this transition will do much for the continued vitality and effectiveness of our Association in the new century, and will continue to make certification a wise investment for all of our Certified Wound Specialists.

If you haven't already, please note the Academy's new address and numbers:

### American Academy of Wound Management

1255 Twenty-Third Street, NW, Suite 200  
Washington, DC 20037-1174  
Phone: 202/521-0368  
Fax: 202/833-3636  
web address: [www.aawm.org](http://www.aawm.org)  
e-mail: [woundnet@aawm.org](mailto:woundnet@aawm.org)

Melissa T. Forburger, *Executive Director*:  
[mforburger@aawm.org](mailto:mforburger@aawm.org)

Emily Gegg, *Executive Assistant*:  
[egegg@aawm.org](mailto:egegg@aawm.org)



## AAWM Mission

AAWM is dedicated to the multidisciplinary team approach in promoting the science of prevention, care and treatment of acute and chronic wounds. The primary function is to establish and monitor a national certification process, recognize competency, promote education and research, and elevate the standard of care across the continuum of wound management.

## WANTED! Your Exam Questions!

We are requesting your input to submit questions for possible inclusion on the National Board Certification Examination for Wound Care Professionals.

There are some basic guidelines for constructing questions for a high stakes examination such as the CWS examination. A "blueprint" has been developed in terms of content and types of questions to avoid having too many similar items.

Seven general topic areas comprise different portions of the questions:

- General Knowledge (15%),
- Anatomy (13%),
- Physiology (13%),
- Pathophysiology (15%),
- Diagnosis (15%),
- Therapeutics (24%), and
- Psychosocial (5%).

Questions must:

- Be multiple choice format;
- Have four possible answers (with the correct answer identified);
- Have a reference source with each question;
- Be developed so that they require more than just a simple regurgitation of the facts;
- Be designed so that participants are required to Recall, Understand, Apply or Evaluate.

Questions should be submitted to AAWM headquarters by **May 25**.

FYI: A more detailed explanation of the Exam Blueprint can be provided by e-mailing headquarters at [woundnet@aawm.org](mailto:woundnet@aawm.org)

## Director's Corner

### A New Beginning

by Chet Evans,  
MS, DPM, CWS

The American Academy of Wound Management was founded in July 1995 with ten individuals designated as Certified Wound Specialists. Our number of CWSs has increased almost 150 times that original number since 1995. Currently we have 109 individuals signed up to take the exam later this month at testing centers nationwide, and expect to have at least that many take the exam in October. As you can see we continue to certify new specialists rapidly.

As one of the founding individuals of the Academy, I've been able to watch this organization grow and flourish. This growth was the reason we needed to move from our Florida office to Washington, DC, to a management firm that is able to accommodate our growing organization and take us to a new level.

This change is not just directed at recruiting new individuals to take the examination, but to developing an industry awareness of the CWS designation. In the near future hospitals and wound care clinics will require that the health care professionals they hire be certified wound specialists. In fact some facilities are already beginning to require this.

We'll accomplish this awareness through a marketing plan that is being developed by your AAWM elected leaders and management team. We've developed a new regional committee that will focus on promoting AAWM and the CWS designation on the regional level and start building awareness from the ground up. CWSs throughout the country will be able to exhibit at local conferences encouraging their colleagues to certify as wound care specialists.

After six years this organization has made great strides, but there is still a great deal that needs to be accomplished. I encourage each of you to help by recruiting colleagues to take the CWS exam or by participating on the regional committee. We have no where to go but up from here!

*AAWM News is published quarterly as a member service of the American Academy of Wound Management.*

## Frequently Asked Questions

This section is devoted to your frequently asked questions. Submit questions to [woundnet@aawm.org](mailto:woundnet@aawm.org).

### ■ How long will my CWS certification be valid?

Certification as a CWS is valid for ten years. Each year you must renew your certification for \$150 and document six hours of continuing education in wound care. At the end of ten years, you will be required to recertify. CWSs who do not renew or recertify will have their certification revoked.

### ■ Now that I am a CWS, what does this designation mean for me?

The CWS is an earned designation and should be viewed as a great professional accomplishment. Often it can mean a promotion or even a pay raise from your organization. The designation, however, is

not a license to practice wound care. Even though you have passed the exam, this does not make you eligible to perform certain wound care procedures.

### ■ How do I list my six hours of continuing education?

When completing your renewal form each year, you must verify the dates, location and number of continuing education hours earned at a wound care seminar. These courses may be taken live or via the Internet. No supporting material needs to be submitted with your renewal. Annually, the Academy will randomly audit 10% of its CWSs to verify continuing education reported is accurate, so keep those certificates of attendance filed in your personal records in the event you are audited. CWSs who do not pass the audit will have their certification revoked.

## AAWM Exhibits

■ AAWM co-sponsored a booth at the Florida Association of ET Nurses, March 10, 2001, Miami, Florida. AAWM President, Robin D. Tellez MS/HSA, RN, CWS worked in the booth with Dot Weir, President of AAWC.

■ Look for AAWM in Booth # 803 at the Symposium on Advanced Wound Care, April 30 to May 2 at Caesar's Palace in Las Vegas, Nevada.



Liza G. Ovington Ph.D., CWS (l); Melissa T. Forburger (c); and Dr. Diane Krasner Ph.D., RN, CWOCN, CWS, FAAN (r) represented AAWM at the National Pressure Ulcer Advisory Panel meeting, February 23-24, in Washington, DC.

### ATTENTION CWS PROFESSIONALS ATTENDING SAWC 4/30-5/2 IN VEGAS:

Plan on attending the  
**AAWM Reception Wednesday, May 2, 6-7:30pm.**  
Stop by the AAWM booth (#803) for an invitation!

## How to use the CWS Designation

The CWS credential earned through the AAWM is a professional designation like MD, RN, PT, MBA, and CPA. The AAWM credential represents a level of professional competency and achievement for the wound care professional. The CWS credential should be used in all professional context at the end of your accreditations. For example:

John Doe, PT, CWS  
Maryland Health Center

Suzy Doe, MD, CWS  
Caring Institute

## ■ News and Notes

■ AAWM President Robin Tellez, MS/HSA, RN, CWS, was recently hired as Director of the Wound Healing Center of Aventura Hospital & Medical Center in Aventura, Florida.

■ The third edition of "Chronic Wound Care: A Clinical Source Book for Healthcare Professionals" will be published in late April. Diane Krasner Ph.D., RN, CWOCN, CWS, FAAN is one of the authors.

*Keep colleagues abreast of your activities and accomplishments (promotions, job changes, published works, etc). Submit information about accomplishments, achievements, networking, and general info to AAWM News. E-mail your news to [woundnet@aawm.org](mailto:woundnet@aawm.org)*

## Meetings Calendar

### APRIL 30–MAY 3, 2001

#### **14th Annual Symposium on Advanced Wound Care and Medical Research Forum on Wound Repair**

Caesars Palace Hotel  
Las Vegas, Nevada  
(800) 237-7285 HMP Communications  
[www.woundcaresymposium.com](http://www.woundcaresymposium.com)

### MAY 6, 2001

#### **Pedorthic Footwear Association Pedorthics and Biomechanics: Concepts for Practical Patient Management**

Ramada Inn Airport Indianapolis  
Indianapolis, IN  
(800) 673-8447  
[info@pedorthics.org](mailto:info@pedorthics.org)  
[www.pedorthics.org](http://www.pedorthics.org)

### MAY 6–12, 2001

#### **Hyperbaric Medicine Team Training 2001 Hosted by International ATMO, Inc.**

Nix Medical Center  
San Antonio, TX  
Contact Suzanne Pack at  
International ATMO  
(210) 614-3688  
(210) 223-4864 - Fax  
[Education@hyperbaricmedicine.com](mailto:Education@hyperbaricmedicine.com)  
[www.hyperbaricmedicine.com](http://www.hyperbaricmedicine.com)

### JUNE 2–6, 2001

#### **33rd Annual Conference of the Wound, Ostomy and Continence Nurses Society (WOCN)**

Portland, OR  
(888) 224-WOCN  
[meetings@wocn.org](mailto:meetings@wocn.org)

### JUNE 3, 2001

#### **Pedorthic Footwear Association Pedorthics and Biomechanics:**

Concepts for Practical Patient Management  
Sheraton Baltimore North  
Towson, MD  
(800) 673-8447  
[info@pedorthics.org](mailto:info@pedorthics.org)  
[www.pedorthics.org](http://www.pedorthics.org)

### JUNE 3–9, 2001

#### **Hyperbaric Medicine Team Training 2001 Hosted by International ATMO, Inc.**

Nix Medical Center  
San Antonio, TX  
Contact Suzanne Pack at  
International ATMO  
(210) 614-3688  
(210) 223-4864 - Fax  
[Education@hyperbaricmedicine.com](mailto:Education@hyperbaricmedicine.com)  
[www.hyperbaricmedicine.com](http://www.hyperbaricmedicine.com)

### JUNE 8–10, 2001

#### **Pedorthic Footwear Association Athletic Shoe Modifications National Pedorthic Services, Inc.**

Milwaukee, WI  
(800) 673-8447  
[info@pedorthics.org](mailto:info@pedorthics.org)  
[www.pedorthics.org](http://www.pedorthics.org)

### JUNE 17–21, 2001

#### **American Medical Association Annual Meeting**

Chicago, IL  
[www.ama-assn.org](http://www.ama-assn.org)

### JUNE 20–23, 2001

#### **American Physical Therapy Association (APTA) Annual Conference and Exhibition**

Anaheim, CA  
(703) 684-APTA  
[www.apta.org](http://www.apta.org)

### JULY 22, 2001

#### **Pedorthic Footwear Association Pedorthics and Biomechanics: Concepts for Practical Patient Management**

California College of Podiatric Medicine  
San Francisco, CA  
(800) 673-8447  
[info@pedorthics.org](mailto:info@pedorthics.org)  
[www.pedorthics.org](http://www.pedorthics.org)

### AUGUST 17–19, 2001

#### **Pedorthic Footwear Association Anatomy, Pathomechanics and Evaluation**

University of Pittsburgh  
Pittsburgh, PA  
(800) 673-8447  
[info@pedorthics.org](mailto:info@pedorthics.org)  
[www.pedorthics.org](http://www.pedorthics.org)

### SEPTEMBER 7–9, 2001

#### **Pedorthic Footwear Association Athletic Shoe Modifications**

National Pedorthic Services, Inc.  
Milwaukee, WI  
(800) 673-8447  
[info@pedorthics.org](mailto:info@pedorthics.org)  
[www.pedorthics.org](http://www.pedorthics.org)

### SEPTEMBER 20–23, 2001

#### **16th Annual Clinical Symposium on Advances in Skin and Wound Care**

Disney Coronado Springs Resort Hotel  
Lake Buena Vista, FL  
Contact Karyn Cousart  
(800) 346-7844 x1272  
[kcousart@lww.com](mailto:kcousart@lww.com)

## *Regional Chapter Participants Wanted*

AAWM has developed a new committee for regional chapters. Karen Zulkowski, DNS, RN, CWS has volunteered to chair the committee that will concentrate on promoting AAWM and the CWS at regional meetings.

Karen is looking for volunteers to join her committee. If you are interested in joining, please call AAWM Headquarters 202-521-0368 or e-mail [woundnet@aawm.org](mailto:woundnet@aawm.org). You can also e-mail Karen at [karenz@montana.edu](mailto:karenz@montana.edu).

## AAWM Business Corner: E-mail Etiquette

As e-mail is quickly becoming a very important way to correspond in the business world, one should remember the following guidelines when sending e-mails in professional settings:

**Remember to spell check.** Although, e-mail is a quick and easy way to communicate, correct spelling should not be overlooked. Most e-mail programs have a spelling feature included that is quick and efficient.

**Re-read your message.** Before sending a message, be sure to re-read what you wrote to make sure you used the correct grammar/punctuation, included all the facts, or provided enough detail.

**Include the original e-mail.** When replying or forwarding e-mail, be sure to include the sender's original message. Often a reply message may be read days later than the original was sent. Including the original message is a courtesy to remind the reader what you are responding to.

**Include a subject.** Always include a subject on the subject (or RE:) line of the

message. Subjects help the reader organize their inboxes and quickly scan their messages.

**DO NOT TYPE IN ALL CAPS.** In the language of e-mail, all caps is translated as yelling, so don't use caps unless you intend to YELL.

**Don't send what you don't want forwarded.** Remember that e-mail can be forwarded to anyone with the touch of a button. Which means a message you intended to be private can be forwarded to anyone.

**Misinterpretation.** As informal as e-mail can be it can also be very easily misinterpreted. A reader may find a message to be mean spirited, when the sender only meant to send the facts. Remember that some items are better left to the spoken word.

**Use it!** If you have e-mail, utilize it! It may not be your favorite way of communication, but in certain circumstances it can save a great deal of time.

Finally, in many circumstances and due to liability, it is often not a good idea to use e-mail to correspond with patients

about their care. If you do use e-mail for this purpose, you should check with your hospital/clinic's risk management department about the legalities.

For articles on e-mail on the Internet about e-mail etiquette:

[www.larrysworld.com/articles/emailete.html](http://www.larrysworld.com/articles/emailete.html)

[www.writerswrite.com/journal/dec99/pirillo1.htm](http://www.writerswrite.com/journal/dec99/pirillo1.htm)

[www.learnthenet.com/english/html/65mailet.htm](http://www.learnthenet.com/english/html/65mailet.htm)

### Important Renewal Information

To streamline the renewal process at headquarters, AAWM has adopted a new policy that has all individuals who were certified between January and June renew each April and those certified between July and December renew each October.

A CWS will now receive a letter with a membership card after they renew each year that will note the date the renewal expires. *These cards will begin going out for the 2001 year in May.*

*Use the wound care forum to post your wound care queries to your colleagues? Visit [www.delphi.com/wounds/start](http://www.delphi.com/wounds/start)*

Visit our website: <http://www.aawm.org> AAWM and Board Certification Information | Resources for wound care professionals



AAWMnews

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Washington, DC 20037-1174