



Dear Employer:

The American Academy of Wound Management provides a certification process for your employees interested in achieving acknowledgement as a master clinician in wound management. Certification is a voluntary testing program used to assess qualified health care professionals' knowledge in wound management. The purpose of the AAWM certification program is to conduct certification activities in a manner that upholds standards for competent wound care.

As you consider the rationale for supporting your employees for Certified Wound Care Associate™ board certification it is important to understand that having clinicians with the CWCA® designation in your employ can provide the following:

- Improved quality of wound management for the individuals you serve
- Reduced costs of providing wound management in your facility/agency
- An on site resource to train all staff involved in wound management
- Improved patient satisfaction
- The ability to market wound management services as a niche product for your facility/agency
- Staff development and retention opportunities for your clinicians

In summary, we believe that the CWCA® credential demonstrates that the certified health professional possesses distinct and specialized knowledge thereby promoting quality of care for persons with wounds. This board certification will enhance your employees' professional standing by providing evidence of formal recognition of specialty practice and knowledge at a master level and will ultimately enhance the services you provide to your patients from both a quality and financial perspective.

We hope this letter provides you with an enhanced understanding of the importance of having employees with the CWCA® designation. We look forward to having your health professionals participate in the Certified Wound Care Associate™ process.

Cordially,

A handwritten signature in black ink, appearing to read "Chris M. Murphy".

Christopher M. Murphy  
Executive Director