

American Academy of
Wound Management
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Message From The President

Heather Hettrick PhD, PT, CWS, MLT, FCCWS
President

As spring passes into summer and the American Academy of Wound Management enters its 11th year, I would like to take this opportunity to share with you some of the exciting new changes and growth that have occurred within the Academy.

The first change is the completion of our transition to a new management company, Navista. We are extremely pleased to have Chris Murphy as our Executive Director and John Margeson as our Director of Administration. Their attention to detail, timeliness, professionalism and experience has and will continue to promote the mission and vision of the Academy. A transition of such magnitude is not an easy task; however the Board of Directors and the Navista team worked tirelessly to make the transition as smooth as possible. Thank you to all of our CWSs and prospective CWSs during this time for your patience and understanding.

I am happy to announce that after our April 2006 examination, we now have 2,380 CWSs across the nation! Congratulations to our newest CWSs—233 people sat for the April examination and 161 successfully passed the examination. The Academy continues to grow as people recognize and understand the importance and value of certification. Wound management is a medical specialty requiring advanced skills and expertise across many disciplines. The purpose of the American Academy of Wound Management is to establish and administer a certification process to elevate the standard of care across the continuum of wound management. The Academy is dedicated to an interdisciplinary approach in promoting prevention, care and treatment of acute and chronic wounds. Thank you to all of our CWSs for the care and work you do for your patients and the greater wound community.

The AAWM would like to welcome its newest Board members, Teresa Conner-Kerr PhD, PT, CWS, CLT and Jane Fore MD, CWS, FAPWCA. Dr. Conner-Kerr is Professor and Chair of the Department of Physical Therapy Education at Winston-Salem University in North Carolina and Dr. Fore is Director of the Tri-

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Newly-Elected Board of Directors

Dr. Teresa Conner-Kerr

Dr. Conner-Kerr is a long-time educator and researcher in the field of wound care. She was elected to the Board of Directors on April 8, 2006 and brings a solid understanding of interdisciplinary education and clinical practice. She received a Ph.D. from the Brody School of Medicine in Anatomy and Cell Biology in 1992. Currently, Dr. Conner-Kerr is a professor and chair of the Department of Physical Therapy at Winston-Salem University in North Carolina where she specializes in integumentary assessment and lymphedema management. While serving on the Board of Directors she hopes to advocate for the continued growth of best practice standards through the CWS certification.



Dr. Jane Fore

Dr. Fore was elected to the AAWM Board of Directors on April 8, 2006. During her tenure as a director she will work to promote Wound Care as a subspecialty by educating insurers and consumers about the CWS certification. She received her MD from the University of Kansas School Of Medicine in Kansas City, KS. Throughout her career she developed a full grasp of the whole patient concept, having practiced as a full-spectrum internal medicine specialist for 24 years.

PRESIDENT'S MESSAGE, CONTINUED FROM PAGE 1

State Hospital Wound Care and Hyperbaric Center in Clarkston Washington. We welcome their expertise, enthusiasm, and ideas as the Academy moves into its second decade!

For those of you who would like to become more involved, please contact John Margeson to discuss various committees that need volunteers with fresh ideas. I encourage all of you to get more involved within the AAWM or through the College of Certified Wound Specialists.

Enjoy the approaching summer and I wish you all happy healing! ■

NEW DIRECTORS, CONTINUED FROM PAGE 1



Heather Hettrick

Heather Hettrick was elected President of the AAWM on September 9, 2005 and reinstated for an additional three-year term on April 8, 2006. She holds a Doctoral degree in Philosophy in Physical Therapy from Nova Southeastern University as well as a Master's degree in Physical Therapy from Chapman University. Dr. Hettrick is a Clinical Assistant Professor at New York University, where she is responsible for the development of the Inetgumenation Curriculum for the Physical Therapy program. She currently participates in the Examination, Recertification, Marketing and Exhibit Committees with the AAWM. ■

The Board Certification Process Will Change as of October 14, 2006



Cynthia A. Fleck, MBA, BSN, RN, APM/CNS, ET/WOCN, DNC, CWS, DAPWCA, FCCWS

Currently, any non-Bachelors Degreed Candidates with five years of documented clinical or research experience in the field of wound care are eligible to sit for the exam. As of January 1, 2007, a Bachelors Degree or higher will be necessary in order to qualify to sit for the National Board Certification Examination for all Wound Management Professionals.

The AAWM National Examination for Board Certification in Wound Management from the American Academy of Wound Management is held every April and October at selected testing centers nationwide. The next upcoming CWS exam will be administered on October 14, 2006. Materials Deadline: September 1, 2006. ■

VISIT OUR WEBSITE:

<http://www.aawm.org>

AAWM and Board Certification

Information and resources for wound care professionals

Change in Candidate Admission for CWS Exam



Joseph M. McCulloch, PhD, PT, CWS, FAPTA, FCCWS

Currently, any non-Bachelors Degreed Candidates with five years of documented clinical or research experience in the field of wound care are eligible to sit for the exam. As of January 1, 2007, a Bachelors Degree or higher will be necessary to qualify to sit for the National Board Certification Examination for all Wound Management Professionals.

Candidates wishing to sit for the exam under the current admission criteria must submit their exam materials by September 1, 2006 for the October 14, 2006 exam date.

The AAWM shall grant Diplomate status to those individuals who successfully pass the National Board Certification Examination for Wound Management Professionals. Such Diplomates shall be referred to as "Certified Wound Specialists® of the AAWM" and shall be entitled to use the title of Certified Wound Specialist and the designation CWS® after their name. There are currently 2,380 "Certified Wound Specialists® of the AAWM".

For more information please visit the AAWM website at www.aawm.org. ■

Look for the AAWM at these upcoming conferences:

21st Annual Clinical Symposium on Advances in Skin and Wound Care—Orlando ■ September 28–October 1, 2006

Disney's Coronado Springs Resort ■ Lake Buena Vista, FL

New Cardiovascular Horizons ■ November 2–4, 2006 ■ New Orleans, LA

Wound Care Congress ■ November 10–14, 2006 ■ The Broadmoor Hotel ■ Colorado Springs, CO

Members' Reports

Secretary/Treasurer



Cynthia A. Fleck,
MBA, BSN, RN, APM/CNS, ET/WOCN,
DNC, CWS, DAPWCA, FCCWS

It is with pleasure and honor that I carry out my second term as the Secretary/Treasurer of the American Academy of Wound Management (AAWM). During my tenure, we have seen some exciting changes and growth. I'm proud to report that the AAWM has implemented a new investment strategy to increase our rate of return on our assets. This was initiated in the first quarter of 2006 and done through the help of an outside consultant, a Certified Financial Planner with expertise in this arena. It is a huge departure from the past when our assets were not returning as much income as they could. An Investment Policy Statement was developed and is available for your review.

The reason for these changes concerns some of the following areas as they relate to our economy: the Federal Reserve raised short-term rates twice this year and the Federal Open Market Committee (FOMC) increased the rate to 4.5% in January and again in March to 4.75% since the new Fed Chairman started. This marks 15 consecutive increases since June 2004 and raises the rate to its highest level in five years. The Fed has indicated that it may take further hikes in 2006 to sustain economic growth while controlling inflation. The following are ancillary reasons as to why we made changes: to reduce inflation risk to due rising gasoline prices (up 30 cents in March 2006 alone); softening housing market; higher commodity prices; a falling dollar; and the aftermath of Hurricane Katrina. All these events affect interest rates in one form or another.

As a Board we have taken measures to immunize the AAWM's portfolio against these risks mentioned above, to ensure a good return, and above all, safety of principal. These factors are always uncertain as to their timing and extent as we do not make any promises of future performance. In addition, we are preparing to undergo an audit this spring and will enlist the

consultation of an outside Certified Public Accounting firm to engage in this activity.

My duties as the Secretary/Treasurer are additionally to carry out the Academy's bylaws in a prudent and ethical manner, keeping meeting minutes and generally performing as the custodian of the corporate records. Thank you for your continued support. The Board and I are here to represent you, the Diplomates. Feel free to e-mail me at cynthiafleck@sbcglobal.net if you have any questions or comments.

Examination Committee



Joseph M. McCulloch,
PhD, PT, CWS, FAPTA, FCCWS

Chair, Examination Committee

The American Academy of Wound Management takes great pride in the multidisciplinary credentialing process it has established. Since the organization's inception, the process has grown from one of certification by portfolio, through the development of a challenging and valid examination, and finally to a rigorous recertification self assessment tool. All of these efforts have been carried out under the supervision and direction of an Examination Committee consisting of members from a variety of professional backgrounds.

The Examination Committee has been chaired, for the past several years, by Joseph McCulloch, PhD, PT, CWS, FCCWS, FAPTA. Also serving on the committee are members of the Board of Directors and other Certified Wound Specialists® which include: Mona Baharestani, PhD, ANP, CWOCN, CWS, FCCWS; Kimberly Barcia, RN, BS, CWS; Charles Gokoo, MD, CWS, FCCWS; Todd Goodman, DPM, CWS; Heather Hettrick, PhD, PT, CWS, MLT, FCCWS; Donald Mrdjenovich, DPM, CWS, FCCWS and Wayne Stuart, MD, CWS, FCCWS. This core committee is supplemented by Certified Wound Specialists® from around the country that are called upon to assist with test item reviews. Such reviews take place twice a year.

This past year marked the 10th Anniversary of the American Academy of Wound Management, and with this milestone came the deadline for recertification of the first cohort of specialists certified in 1995. Recertification involves the completion of a case based home study self assessment with a mandatory passing score. Specialists are encouraged to use all resources available to them to complete the assessment which is designed to serve as a learning tool. The first two versions of the recertification exam were developed under the direction of the Recertification Subcommittee consisting of: Joseph McCulloch, PhD, PT, CWS, FCCWS, FAPTA; Mona Baharestani, PhD, ANP, CWOCN, CWS, FCCWS; Kimberly Barcia, RN, CWS; Tyrone Davis, DPM, CWS; Stan McCallon, MPT, CWS, FCCWS; Donald Mrdjenovich, DPM, CWS, FCCWS; Greg Robicheaux, MD, CWS, FCCWS and Richard Simman, MD, CWS, FCCWS.

Most recently, the AAWM approved a policy standardizing the requirements for credentialing as a Certified Wound Specialist®. Starting in 2007, individuals wishing to sit for the CWS® examination must possess the minimum of a bachelor's degree and the requisite clinical experience. In order to address the needs of those individuals involved in wound care who do not hold a Bachelor's degree, the AAWM has authorized the establishment of a new category termed Certified Wound Associate (WA-C)®. In order to qualify for credentialing in this category, individuals must have at least five years of documented experience in wound care and pass a certification examination. The WA-C® examination is currently under development. A subcommittee, chaired by Stan McCallon, MPT, CWS, FCCWS, has worked to develop a Task Analysis Survey that is currently being sent to all CWS's®. The results of this analysis will be used to develop the blueprint for the new examination. It is anticipated that the first examination will occur in the spring of 2007. Individuals with less than a Bachelor's degree, who currently hold the CWS® designation, will retain their certification as long as they meet recertification requirements. More information on this new credential will be forthcoming.

Marketing Committee



Donald E Mrdjenovich,
DPM, CWS, FCCWS



Robert Snyder, DPM, CWS, FCCWS
Co-Chairs, Marketing Committee

What's in a name? Marketing is more than trinkets and pens with fancy logos. The basic concept of marketing as a national credentialing body is to encourage wound professionals to sit for the CWS exam and provide good reason to undergo such a task of this magnitude. The momentum and the importance of the CWS credential is gaining rapidly in the wound community. An increased number of wound caregivers are realizing the significance of being part of the CWS network of wound care specialists. As a committee we are dedicated to focus

on the current diplomates and preserve their interests and support their goals. Secondly, we must continually strive to reach out to the specific disciplines, which are within the Academy, and increase our fold among those disciplines. This can only be accomplished by gaining more access and strength in numbers while keeping the current diplomates faithful to the mission and importance of the CWS.

The AAWM, being dedicated to our nearly 2600 DIPLOMATES MUST ride the wave of momentum that is being created professionally. We strive to capitalize on that fact. Our constant motivation is to find the most effective avenue(s) to become more influential in the wound community. We need to possess this spirit in order to survive the test of time for many years and beyond while carrying the same influence.

One project we are currently working on is to provide in office/clinic marketing material for the AAWM Diplomates. This

will provide a “grass roots” marketing approach for the CWS among their patients and colleagues.

So again the fundamental question is asked. What's in a name? The answer to this lies in our essential task as a marketing committee of the only national interdisciplinary credentialing body for wound care. As we accomplish these tasks our name recognition will increase.

These are the basic concepts and questions that we now face. As a committee we are at task “to do”—to take action—and not just talk it over. We are obliged to provide the one good reason why one should desire the CWS credential and back it up with the momentum of our actions leading to more action, therefore, doing right by the diplomates of the AAWM. ■

HELP WANTED

Call for committee participation.

The AAWM is pursuing many important initiatives within the wound care community. We welcome you to join our committee and help advance the cause of the AAWM and the CWS® certification. For more information about joining please send an e-mail to: jmargeson@aawm.org.

Recent Certified Wound Specialists

These individuals successfully passed the **National Board Certification Examination for Wound Management Professionals** on April 22, 2006, and may utilize the CWS® designation.

APRIL 22, 2006

- Kenneth G. Abbott, PT
 Adrienne R. Abner, MBA, MSN, RN, CNA
 Ronald Alm, DPM
 Greg J. Bailey, DPT
 Kristin R. Barlo, PA-C
 Christopher L. Barrett
 Janet L. Barry
 Jessica Bentson, DPM
 Cheryl M. Bongiovanni, PhD, RVT, FASA
 John P. Bowman
 Charlotte Green Boyce
 Bret Robert Boyle
 Diane Breiding
 Craig W Brown, MD
 Amy C. Bruggemann, MSN
 Donald V. Byars, M.D.
 Susan D. Callahan, RN
 Dorothy Elizabeth Callister
 Rene S. Canas
 Diane G. Carter, ADN
 LeMoynes Gay Christian, Associate Degree in Nursing
 Jana H. Christman, BSN
 Julie Coffman
 Peter Colaprete
 Rosemary M. Cox
 Mary E. Crane
 Marcia Cruz
 Genevieve Cua, PT
 Rebecca Lynn Cuppett
 Maeve M. Curran, BSPT
 Jonathan Michael Day, PT
 Patricia Delaney
 Stephanie DeLeone, RN
 Lorraine M. DeRosa, Associates
 Albert Andrew DiErrico, DPM, CPed
 Mary Ann DeVilla
 Sonya Dick, MSPT
 Karen Digby
 Charles S. Drummond, III, MD
 Ginger S Everhart, DPT
 Sharie D. Ferrell, MS, PT
 Sharon Louise Fleming
 Jennifer L. Flo, DPM
 Eloise Frey, MA, BSPT
- Nicole A Fueshko, LPN
 Carol E. Fukuchi
 Michael K. Garey, MD
 Edward L. Gates, DO, BS
 Daniel Gauntner, RN, MSN, CNS
 Gloria Gerstner
 John S. Gwilliam
 Bridget Harleman, LPN
 Martin C. Harris
 Mary M. Heckel, MAPT
 Bobbie A. Holmes
 Linda A. Houchens, BA
 Kathy J. Hyde, ADN, RN
 Betty L. Ihrig, RN
 Janet M Janecka, BS-PT
 David B. Jones, MPT
 Maureen J. Jones, BSN, MSM
 Claire Jordan, RN, BSN
 John D. Kampschmidt, RN
 Adrianna Karpatti
 Zelia A. Kifer, RN, BSN
 Barbara A. Kilkenny
 Alfred John Kirkwood, MPH, DO, BS
 Sarah Reif, BSN
 David M. Remedios, MD, BS
 Donna Lee Richmond, PT
 Leslie E. Rick, Physical Therapist
 Christy Robinson
 Jon Fredrick Robinson, MD
 James H. Rothstein
 Barbara Samson, BS
 Gowri D. Sathiraju, ABFP, FRACAP, MD
 Shannen Cathleen Scheafer
 Jeanne L.C. Scott
 Afaf Zahra Shah
 Kamran F. Sheikh, MD
 Kathie Shimoleons, BS
 Brian P. Spencer
 John S. Starinski, DPM, MS
 Meggen E. Strickland, MSN, PTA
 Lisa L. Swolensky
 Barbara Tabis
 Anne P. Thomas
 Melissa A Thompson, MS, PT
 James M Thomsen, RN
 Leticia Vallejo, MSN
 Suzanne M Vogelsmeier, APRN, MSN
- Timothy A. Vogler
 Claire Vukovich
 Brian K. Wagner, DPM
 Vincent P. Walsh, DPM
 Melissa D. Weber, Family Nurse Practitioner
 Terri K. Wetendorf
 Karla S. Whitaker
 Carolyn M. Williams, RN
 Lynn Williams, RN
 Joan Wirsing, RN
 Lynn Marie Wundrow, Associate-ADN
 Serena Zea
 Kristin J. Knipp, MS, PT
 Richard Kozeny
 Jeffrey Kring
 Abdus S. Lakhani, MD
 Holly B. Lanier
 Christopher M. LaRosa, DPM
 Janice Lynn Lattimer, BSN
 Kathleen P. Leahy
 Suzanne M. Lee-Allen
 Christine Lindsay, BS
 Lori Liston
 Susan M. Logan, RN
 Danette Lopez-Montney
 Daniel L. Luetkehans, DPM
 Tammy C. Luttrell, MSPT
 Venkat N. Mallepalli
 Mayo M. Manuel
 Phyllis Matthews, RN
 Robert P. Matusz, DPM, BA
 Christine A. McIntyre
 Carlyn McKinney
 Linda S. Merat, Associate of Science
 Leo C. Mercer, MD
 Monica S. Messer, SN, BSN, DIP, RN
 Freida L Michael, RN
 Erin M. Miller, RN
 Robert A. Miller, MD
 Katrin Hurley Moffett
 Mark Moore
 Debra Anne Moran
 John David Mullins
 Bonnie L Murdorf, LPN
 Elizabeth Ann Myers
 Deepak Nandy, PT, CWS
 Nazmi A. Elrabie
- Kimberly R. Neely, MSN
 Janice R. Neugebauer, PT
 Joseph G. Nevarez
 Todd C. Newsom
 Dawn Nixon
 Stephanie M. Odom-Darling
 Jackie Ogilvy
 Carmen C. Oguz
 Garth A. Olds
 Wanda L. Olson
 Sheree Otis-Sullivan
 Sylia Ozuna
 Jane S. Pattison
 Amy C. Pearson, M.A., PT
 Sherry Riley Penrod, BSN, ADN, LPN
 Heather T. Perrigo
 Phyllis Pinion, ASN
 Barbara Plansinis, CPSN
 Teresa M. Pocher, RN
 Frances H. Polaha, RN, BSN
 Mary C. Purvin
 Susan J. Pylilo, MS, PT
 Christina S. Thomas,

Exam Questions: Always Needed!

The American Academy of Wound Management is challenging all CWSs to write at least one question for the Exam Committee for potential submission to the Board Certification Examination for Wound Management Professionals.

Some guidelines for writing questions:

1. They must be multiple-choice format
2. They must have four possible answers (with the correct answer identified)
3. They must have a referenced source with each question
4. They should be designed for participants to recall, understand, apply or evaluate

AAWM is also looking to include case studies with photographs for future examinations. When submitting a photograph/digital image, the same question guidelines apply, as well as the following for photographs:

1. Photographs/digital images may be in either color or black/white (no Polaroids)
2. If using a digital camera, a high-resolution setting produces quality images
3. The area of interest should be clear and easily identifiable
4. Patient privacy must be respected; no names or identifying information may be visible

5. If possible, a ruler (in cm or mm for scale purposes) should be visible in the photograph

Please remember that all case studies and photographs/digital images become the property of the AAWM for use as determined by the AAWM.

If you have a question or case study you feel would make a good addition to the examination, you may submit those to Sallyann Henry, Professional Testing Corporation, at shenry@ptcny.com

You can also submit questions on line at our website: http://www.aawm.org/members_only.lasso. You'll need your CWS® ID number (printed on your CWS® ID card) for access. ■

The Board Certification Process Will Change as of October 14, 2006



Currently, any non-Bachelors Degreed Candidates with five years of documented clinical or research experience in the field of wound care are eligible to sit for the exam. As of October 14, 2006, a Bachelors Degree or higher will be necessary in order to qualify to sit for the National Board Certification Examination for all Wound Management Professionals.

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**Materials Deadline:
September 1, 2006.**

The graphic features the word 'EXAM DATES' in large, light-colored, serif font against a dark background. Below the word, the text 'Upcoming Exam Dates' is written in a smaller, white, serif font. Underneath, two dates are listed: 'October 14, 2006' and 'April 21, 2007'. Below each date, the materials due date is specified: 'Materials due: 9/1/06' and 'Materials due: 3/2/07'.

The American Academy of Wound Management Formation of The College of Certified Wound Specialist™

The College of Certified Wound Specialist™ (CCWS™) was developed to maintain the integrity of the American Academy of Wound Management (AAWM)/CWS® and was incorporated on January 26, 2005. The AAWM has grown to the point that a formation of a College for wound specialists was a natural progression in the development of its goal to promote advanced wound care and set the standard of care in wound management in the wound community. Are you interested in joining The College of Certified Wound Specialists™? Please contact The College for more information at 202 457-8409, email jmargeson@theccws.org or visit their website at www.theccws.org. ■

Differences Between AAWM & CCWS™

Like many certifying boards, an entity such as a college is developed to complement and carry out tasks that a credentialing body in itself is not capable of doing. One cannot become a Fellow of The College, FCCWS, without possessing a CWS®. It should be stated that these are two separate and distinct organizations, however, these two organizations coexist to complement each other. As an advocacy arm of the AAWM, The College will provide educational endorsements of exam preparatory courses, research grants, and provider and public relations, as well as political activism to promote the CWS® credential. The main differences follow:

	American Academy of Wound Management (AAWM)	The College of Certified Wound Specialists™ (CCWS™)
WHO WE ARE	A national interdisciplinary certifying board for health-care professionals involved in wound care.	A body of interdisciplinary Certified Wound Specialists®.
PURPOSE	To stimulate, support and promote education, research and knowledge in the interdisciplinary field of wound management and, thereby, elevate the standards of prevention, care, and treatment of acute and chronic wounds.	To stimulate and support patient care, education, research and knowledge in the interdisciplinary field of wound management; and more specifically to elevate the standards of prevention, care and treatment of acute and chronic wounds and, thereby, improve the public health.
DESIGNATION	Certified Wound Specialist® or CWS®; achieved through years of work experience and through preparation and passing of the CWS® Examination.	Fellow of the College of Certified Wound Specialists or FCCWS; achieved by membership to The College as a CWS® in good standing.
WHO IS ELIGIBLE	To take the CWS® Examination, any licensed health-care professional with a doctoral or masters degree must have two (2) or more years of wound care experience post-residency. Any licensed healthcare professional with a bachelors, associates, certificate, or diploma, must have five (5) or more years of wound care experience.	<p>A Fellow of The College shall be currently certified as a Certified Wound Specialist® (CWS®) by the American Academy of Wound Management (AAWM). The original Fellowship of The College, as determined by the Board of Directors, shall individually be known as Founding Fellows.</p> <p>A Corresponding Member of The College shall be an individual who possesses the same qualifications as a member of The College but whose permanent residence is outside of the United States and Canada.</p> <p>An Industry Sponsor of The College shall be a corporation or other business entity that has an interest in wound management and is represented in The College by an individual of senior status.</p>
EXAM PREPARATION	<p>The CWS® examination is a self-preparation exam. We offer an outline of the exam in our Candidate Handbook as well.</p> <p>As a certifying organization, The Academy cannot endorse wound care courses or textbooks related to the CWS exam.</p>	Beginning in year 2006, the Education Committee of The College will develop and provide continuing education short seminar/workshop type courses that address a variety of topics related to wound healing. The courses will be designed for CCWS™ members who wish to take refresher courses and for non-member health care practitioners who wish to prepare for taking the American Academy of Wound Management CWS® examination, and courses for those members who wish to advance their understanding of current wound management topics.

CONTINUED ON PAGE 8

**DIFFERENCES BETWEEN
AAWM & CCWS**

CONTINUED FROM PAGE 5

**ACTIVE
COMMITTEES**
**American Academy of Wound
Management (AAWM)**

Exam Committee Responsible for oversight of the examination process. Meets at least annually to approve examinations for the calendar year. Subgroups of this committee are also responsible for serving on Item Review sessions and with the Recertification Committee. However, no more than 50% of the members of the Exam Committee can serve on the Recertification Subcommittee.

Exhibit Committee Mission: to support, promote, and expand the recognition, membership, and validity of the AAWM and the CCWS™ via exhibition at professional conferences and symposia across the country.

AAWM exhibits at the following conferences:
Symposium for Advanced Wound Care; Clinical Symposium on Advances in Skin & Wound Care; Wound Care Congress; American Burn Association; Wound Ostomy Continence Nurses; American Burn Association; New Cardiovascular Horizons

Item Review Committee Ad hoc committee, formulated each year to assist with reviewing of new test items being added to our test item bank. Is representative of the major disciplines certified by the Academy and has limited participation from members of the Exam Committee. Membership on this committee is determined annually by the Exam Committee Chair.

Marketing Committee Mission: to attract new members to be board CWS® and to develop name recognition for the AAWM and the CWS® designation.

The Marketing Committee promotes their goals by:

- Advertising in industry publications (i.e. magazines, newsletters, journals, etc.) with informative articles, advertisements and editorials.
- Mail and e-mail press releases to healthcare industry publications.
- Position AAWM members to speak on wound management and the CWS® designation at the educational meetings of related organizations.
- Distribute National Registry of Board Certified Wound Specialists guide as part of a press kit to medical societies on the state and national level.
- Promote the importance of the CWS® designation to patients through literature.

Recertification Committee Responsible for oversight of the recertification process. Meets as necessary to approve new versions of the recertification examination. Membership on this committee is determined by the Exam Committee Chair and represents the major disciplines certified by the Academy. Anyone within two years of their recertification date is prohibited from serving on the committee. No more than 50% of the members of the Exam Committee can serve on the Recertification Committee.

**The College of Certified Wound
Specialists™ (CCWS™)**

Education Committee Mission: to provide continuing education wound seminar/workshop courses in preparation for the AAWM CWS® examination, and courses for those members who wish to advance their understanding of current wound management topics. Will be made up of individuals from several health care disciplines including but not limited to: nursing, medicine, physical therapy and podiatry.

Industry Committee At the present time The College is presenting opportunities for Industry Sponsors. These areas will comprise funding and unrestricted grants for: Receptions and Exhibits at National Conferences and Work Shop Sponsorships and Journal Sponsorship.

Research Committee To assist in evidence-based projects by providing funding for credible wound management projects. The Research committee is developing other areas of research at this time.

Political Action Committee Building on the first three objectives, The College intends to add substantial credibility to the CWS® by elevating the standards of wound management. One method to achieve this is to encourage all health professionals involved with wound management to become certified by an accredited organization (e.g. AAWM or WOCN). In addition, establishing alliances with other national and international wound organizations will help to foster ideas and goals to strengthen wound management worldwide.

Provider Relations Committee Mission: Raising the "awareness" of the presence of an advanced level of wound care practice with the opportunity to provide "Best Practice Care." The committee imparts information to focal awareness groups that the most excellent outcomes are provided by those most educated, trained and certified as Advanced Wound Care practitioners.

The Provider Relation's Committee will work to heighten awareness groups that include:

- Consumers and community
- Providers (hospitals, wound care clinics, etc.)
- Payers (CMS policy makers-reimbursement)
- The wound care product industry governmental and private payers (Medicare/Medicaid, insurance companies—i.e. HMOs/PPOs, etc.)

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**DIFFERENCES BETWEEN
AAWM & CCWS**

CONTINUED FROM PAGE 6

**WHY SHOULD I
APPLY?**

**American Academy of Wound
Management (AAWM)**

A CWS® can be any health care provider who meets the qualifications to take the board examination. Current CWS's include: MDs, PhDs, podiatrists, nurses, physical therapists or physician assistants. Not only do they possess knowledge in their respective fields, but they have each earned the title CWS® by demonstrating exceptional knowledge in wound care and management.

The benefits of being treated by a CWS® are numerous. For example:

Certified Wound Specialists® are required to attend yearly continuing education courses to enhance their knowledge regarding state of the art wound management and reimbursement issues. This translates into faster healing times and more efficient and cost-effective care.

Certified Wound Specialists® are also networked with each other through the AAWM so information and knowledge can be shared to improve the quality of care delivered to patients.

**The College of Certified Wound
Specialists™ (CCWS™)**

As a member, you can assist in making the committee missions become reality. You will have a voice in making a difference in wound care and management for today and the future.

Visit our website:

<http://www.aawm.org>

AAWM and Board Certification

Information | Resources

for wound care professionals