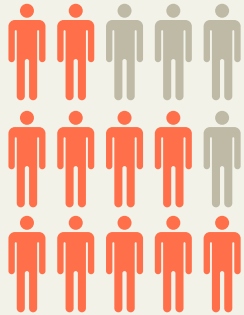


DID YOU KNOW... WOUND, OSTOMY AND CONTINENCE (WOC) NURSES IMPROVE PATIENT OUTCOMES RESULTING IN COST-EFFECTIVE HEALTH CARE



IN THE LARGEST STUDY TO DATE, WHICH COVERED **400,000 EPISODES OF CARE** IN 785 HOME HEALTH CARE (HHC) AGENCIES, RESULTS SHOWED HOME HEALTH CARE AGENCIES WITH A WOC NURSE **HAD SIGNIFICANTLY BETTER OUTCOMES** FOR BOTH IMPROVEMENT AND STABILIZATION OF WOUNDS, URINARY AND BOWEL INCONTINENCE, AND URINARY TRACT INFECTIONS WHEN COMPARED TO HHC AGENCIES WITHOUT A WOC NURSE.



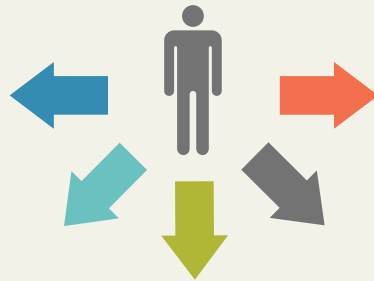
EMPLOYERS, PATIENTS, AND OTHER HEALTH CARE PROFESSIONALS CAN ALL **BENEFIT** FROM THE PRESENCE OF A WOC NURSE ON STAFF.

WOC NURSING PRINCIPLES AND CARE STRATEGIES ARE APPLIED TO **ALL CARE SETTINGS.**



WITH A WOC NURSE ON STAFF, PATIENTS IN HOME HEALTH CARE FACILITIES WERE:

- **NEARLY TWICE** AS LIKELY TO HAVE IMPROVEMENT IN PRESSURE ULCERS
- **20% MORE** LIKELY TO HAVE IMPROVEMENT IN LOWER EXTREMITY ULCERS
- **40% MORE** LIKELY TO HAVE IMPROVEMENT IN SURGICAL WOUNDS
- **40% MORE** LIKELY TO HAVE IMPROVEMENT IN URINARY INCONTINENCE
- **14% MORE** LIKELY TO HAVE IMPROVEMENT IN BOWEL INCONTINENCE



A WOC NURSE SERVES AS **CLINICAL EXPERT, EDUCATOR, CONSULTANT, RESEARCHER, AND ADMINISTRATOR**

EMPLOYERS BENEFIT FROM HAVING A CERTIFIED WOC NURSE ON STAFF



HELP TO SHORTEN LENGTHS OF STAY



PREVENT READMISSIONS IN HOSPITAL SETTINGS



ENSURE THAT HEALTH CARE INSTITUTIONS GET THE MAXIMUM PAYMENT FOR PATIENTS USING MEDICARE AND MEDICAID SERVICES



WOC NURSES ARE **SPECIALISTS** WHO PROVIDE **SUPERIOR** WOUND, OSTOMY AND CONTINENCE CARE.

WOC NURSES ARE **EXPERIENCED, BACCALAUREATE-PREPARED REGISTERED NURSES.**



THEY ATTEND **WOCN-ACCREDITED** WOUND, OSTOMY AND CONTINENCE NURSING EDUCATION PROGRAMS (WOCNEPs)



THEY ARE **BOARD CERTIFIED** FROM THE WOUND, OSTOMY AND CONTINENCE NURSING CERTIFICATION BOARD (**WOCNCB**).



THE DIFFERENCE IS IN THE **EVIDENCE.**
LEARN MORE ABOUT CERTIFIED WOUND, OSTOMY AND CONTINENCE NURSES AT wocn.org AND wocncb.org.