LETTER FROM THE PRESIDENT

To our valued members,

As another year draws to a close, we once again find ourselves planning for the future while also looking back to acknowledge the accomplishments we’ve achieved together over the last twelve months. An organization is only as strong as its people, and in 2019, the WOCN® Society continued to enhance and create opportunities that promoted our greatest asset, our members.

The ability to provide leadership, education and advocacy is key to being a certified wound, ostomy and continence (WOC) specialty nurse. Over the last year, the Society made a concerted effort to create as many new opportunities to promote these qualities while also developing diverse educational opportunities, driving policy and encouraging and elevating research that actively supports our evidence-based practice. On behalf of the WOCN Society Board of Directors, I am delighted to share a collection of select highlights and accomplishments in this 2019 Year in Review. Each of these initiatives would not have been possible without the efforts put forth by you, our outstanding members, who continue to lend your time, expertise and voice to advocate on behalf of individuals with wound, ostomy and continence care needs.

In this season of giving, I extend my heartfelt thanks to each and every one of you for the care and support you give to your patients, colleagues and the WOC nursing specialty each day, year after year.

While we prepare to move into the new decade ahead of us, the Society is looking forward to embarking on a new journey to increase awareness of the WOC specialty practice by promoting and communicating our value as certified WOC specialty practice nurses. I am very much looking forward to increasing our efforts to support one another and the patients and families that we serve, celebrating each of our successes along the way together as a community. We have some big plans for 2020 that we can’t wait to reveal to you! Watch for them very soon! Happy Holidays to you and your loved ones and best wishes for the year ahead.

Sincerely,
Stephanie Yates, MSN, RN, ANP-BC, CWOCN
WOCN Society President
WOCNext 2019

This year the Society was pleased to introduce a new name, look and feel to the annual conference, now known as WOCNext. From interactive sessions and varied educational formats to increased product knowledge and enriched networking opportunities, WOCNext provided attendees with an enhanced experience that was designed to advance the practice and delivery of expert healthcare to individuals with wound, ostomy, and continence care needs. Thank you to all those that attended and exhibited at the inaugural WOCNext event in Nashville! We hope you enjoyed everything WOCNext 2019 had to offer.

Make WOCNext YOUR destination!
Join us for WOCNext 2020 in the birthplace of WOC nursing, Cleveland, Ohio, June 7-10, 2020

Learn more at wocnext.org

WOC Nurse Week 2019

Not all superheroes wear capes! WOC Nurse Week 2019 celebrated and empowered WOC nurses to discover the superhero that lives within them. This year’s theme urged each of our members to reflect and celebrate their unique skills that enable them to impact outcomes and improve patient care each and every day.

2019 WINNER!

165 pictures were submitted for the social media photo contest.
Reached 163,869 individuals across all social media channels.
The WOC Nurse Week webpage was accessed 2,632 times from 48 countries.

Smith+Nephew WOC Nurse Week 2019 was commercially supported by a restricted educational grant from Smith+Nephew.
Publications

Knowledge is power and the Society takes pride in knowing our members have access to the best educational resources in the field. The Society continued to support the WOC practice, our members and the community at large in 2019 with the release of updates to clinical and educational documents and resources. Here are a few of the updated publications from 2019 and where you can find them:

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<td>Document Library</td>
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<td>Guideline for Management of Wounds in Patients with Lower-Extremity Venous Disease</td>
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Did you know?

The Society’s Document Library contains over **70 documents** that have been researched and developed by leaders in the field of WOC nursing. Members can access and download each of these digital resources for free—make sure you are logged into the WOCN Member Center for additional publications that are exclusively for members. The Document Library is located under the Publications tab on wocn.org.

Journal of Wound, Ostomy and Continence Nursing (JWOCN)

2019 was a year of new opportunities and growth for the Journal of Wound, Ostomy, and Continence Nursing (JWOCN). With the addition of a new Foot & Nail section, JWOCN has become a valued resource for informative, practical and relevant articles to the field of foot and nail care. Additionally a “Getting Ready for Foot Care Certification” collection was added to jwocnonline.com. This new collection contains evidence-based research articles aimed to help readers get ready to sit for the foot care certification exam.
WOCTalk

In 2019, the Society's podcast channel, WOCTalk, celebrated its 1st birthday! WOCTalk is your opportunity to learn more about advocacy, education, and research that support the practice and delivery of expert healthcare to individuals with wound, ostomy, and continence care needs. Take a look back at everything we’ve accomplished in our inaugural year of podcasting:

Listen at wocn.org/podcast and everywhere you can stream podcasts.

Continuing Education Center (CEC)

The CEC is the place for the latest online WOC nursing educational courses. WOCN members have free access to education courses in the CEC. Learn and earn at wocn.org/cec.

The most viewed courses:

1. Calciphylaxis
2. Enhancing the Skin Barrier of the Perineal Skin
3. Surgical Management of the Patient with Ulcerative Colitis
4. Managing MASD (IAD & ITD): The Rainforest Phenomenon
5. Management of the Patient with a High Output Fecal Diversion

The most highly attended webinar of 2019:
“Progressive Mobility and Pressure Injury: What’s The Link?”
Public Policy and Advocacy

Healthcare is a highly regulated industry at both the professional and payer levels. The Society is committed to advancing legislative and policy activity that promotes the benefits of wound, ostomy and continence nurse involvement related to pressure injuries, acute and chronic wounds and ostomy and continence care. The Society is actively engaged in state and federal public policy and advocacy efforts to help healthcare become economically viable and to promote the value of WOC nurses across all healthcare settings. Here are some of the 2019 advocacy efforts we proudly participated in:

WOCN Society Updates Reimbursement Opportunities for WOC Nursing Services Fact Sheet: Medicare Part B “Incident To” Services and Medicare Payment for Advanced Practice Nurses

The Society’s Public Policy and Advocacy team worked together to update the Reimbursement Opportunities for WOC Nursing Services: Medicare Part B “Incident To” Services Policy: A Fact Sheet. Information in the fact sheet focuses on the understanding of the Medicare Part B “incident to” billing as it applies to Wound, Ostomy Continence Advance Practice Nurses and other WOC nurses providing care in various clinical settings.

WOCN Society Collaborates With Other Nursing Organizations on Joint Initiatives

The Society continued to collaborate with other nursing organizations on joint initiatives that support our patients and the WOC practice, including: the Alliance of Wound Care Stakeholders (The Alliance), the Access and Care Coalition, the National Pressure Injury Advisory Panel (NPIAP), the United Ostomy Association of America (UOAA) and the Wound, Ostomy and Continence Nursing Certification Board (WOCNCB®).

WOCN Society Collaborates With Other Nursing and Patient Centered Organizations on Joint Initiatives

The Home Health Care Planning Improvement Act of 2019, was introduced by Senators Susan Collins and Ben Cardin in the Senate. The House companion bill was introduced by Reps. Jan Schakowsky, Buddy Carter, Ron Kind, and Mike Kelly. There are currently 33 co-sponsors in the Senate and 107 co-sponsors in the House of Representatives. This legislation would authorize nurse practitioners, clinical nurse specialists, certified nurse-midwives, and physician assistants to certify home health care services for their Medicare patients. The Society is a strong supporter of this legislation and continues to push for its passage.

WOCN Society Supports the Title VIII Nursing Workforce Reauthorization Act of 2019

In 2019, the US House of Representatives passed the Title VIII Nursing Workforce Reauthorization Act. The Society supports and actively advocated for this legislation. The act is currently being brought before the Senate. If passed, the act would amend title VIII of the Public Health Service Act to extend advanced education nursing grants to support clinical nurse specialist programs, and for other purposes. The Society will continue to advocate for this legislation in 2020.

WOCN Society Continues to Advocate for the Lymphedema Treatment Act

Society members continued support for the Lymphedema Treatment Act paid off this past year. The Lymphedema Treatment Act currently has 69 cosponsors and the House bill has 359 cosponsors. This is a tremendous amount of support and a strong indication that this important legislation can pass Congress. Thank you to all the Society members who sent letters to Congress asking for support, your advocacy is paying off.

Visit wocn.org/publicpolicy for more information and to take action on important advocacy efforts.
**New in 2019**

**Body Worn Absorbent Product Guide**
Despite recent advances in multiple areas of continence management including pharmacotherapy, surgery, physiotherapy, and neuromodulation, evidence suggests that the use of incontinence products remains the most prevalent strategy among adults with urinary or fecal incontinence. To address this gap, the Society developed an evidence- and consensus-based algorithm — The Body Worn Absorbent Product Guide. This new clinical tool guides the selection, use, and evaluation of body worn absorbent products for the management of individuals with urinary and/or fecal incontinence. To use the guide, visit: bwap.wocn.org

**Peristomal Skin Assessment Guide for Consumers - Now Available In Spanish**
The Peristomal Skin Assessment Guide was designed to assist health care professionals who are not trained as specialists in ostomy care to assess and determine a plan of care for peristomal complications experienced by the ostomy patient. This program will explain the steps for using the guide in order to determine the cause or contributing factors to the most common peristomal complications. It also suggests recommendations for preliminary interventions.

This interactive course is offered via the HealthStream platform, free of charge to all learners, and will award 1.0 Contact Hours upon successful completion. To use the guide, visit: psag.wocn.org

**Enhancements to the Wound Treatment Associate (WTA) Program**
As the premier program offering basic wound care education, the Society strives to ensure that the WTA Program remains accurate, relevant, and current. Periodic reviews of the content are conducted to ensure this, and the most recent review of content led the Society to implement some exciting new enhancements!

The following changes were made to the WTA Program:

- Course Coordinators now offered a suite of six clinical skill competencies to choose from and tailor based on their students' specific practice settings
- Increased ANCC-accredited contact hours from 24 to 32.25
- Updated terminology added to applicable program modules

Visit wocn.org/wtaprogram to learn more.

**In It For You Digital Magazine**
We know how much our members loved In It For You, the official magazine of the Society. To satisfy our members and to reduce paper, we went green by bringing back the In It For You magazine in a new, completely digital format. In It For You is published 4 times a year. To view all issues, including digital versions of previously printed issues, visit issuu.com/wocnsociety.
Fund the Future

Educational training and clinical practice are essential to the challenging, multi-faceted role of a WOC nurse and, as the demand for WOC nurses increases, it is vital that we equip the profession to respond to and meet any and all future challenges. Due to the ever-growing need for WOC nurses, the Society launched a capital campaign, “Fund the Future”. This campaign aims to raise funds to provide financial support to nurture future WOC nurses as they seek additional education to grow their knowledge and advance their careers. Learn more or donate today by visiting foundation.wocn.org.

Thank you to the following individuals who contributed to our Fund the Future campaign in 2019*:

Jacqueline Bangert
Melanie Conley
Paul Doyle
Suzanne Fox
Mary Green
Christa Heinsler
Joe Kraft
Brenda Leake
Rose Murphree
Marie Newman
Jeanne Nusbaum
Judith Panico
Alina Poenaru
Elizabeth Porter
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South Central Region
Washington DC Affiliate

Thank you to Coloplast for helping to “Fund the Future” by supporting the preparation of future WOC nurses through an unrestricted educational grant.

*Please note: This list of donors is not all encompassing and only includes individuals who chose to be acknowledged and made contributions before November 26, 2019. Additional donors who contributed after this date will be included in the Society’s Year in Review 2020.
Coming in 2020

Interventions Post Indwelling Catheter Removal
In November, the Society hosted a consensus conference to determine findings for patient care and facilitate bedside provider decision making for bladder management following removal of an indwelling urinary catheter in the acute care setting. The purpose of the consensus conference was to aid in the development of a decision-making algorithm to assist clinicians with the timely removal of indwelling urinary catheters, and optimal bladder management using external collection devices, intermittent catheterization along with absorbent product options. Findings will be published in JWOCN in the Spring of 2020 and presented at WOCNext 2020.

Three New Certification Review Courses
The Society is excited to introduce three new Certification Review Courses coming in early 2020. Whether this is your first WOC certification exam or you are recertifying, these resources will help you prepare for the exam. In addition to providing a basic content overview, the courses include test-taking strategies, practice questions, and test scenarios to review key content areas. Each of these materials were designed to provide real-world applications of the content to help with your comprehension.

The courses are formatted to follow the WOCNCB’s exam content outlines, to ensure that the relevant topics from the certification exam will be addressed. The video recordings of the courses will also be accompanied with additional downloadable resources, including practice questions, an audio file of the recording, and WOCNCB resources.

These courses are presented by faculty who are leaders and educators in the WOC nursing field. Additionally, upon completion of the program, viewers can earn Contact Hours for their participation.

*Please note: The Society does not guarantee that any candidate taking the certification review courses will pass the exam. The successful completion of certification and recertification exams depends upon the amount of practice, knowledge, and skills of the individual candidate.*
Thank You To Our 2019 Corporate Members!

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Happy Holidays

from the

WOCN Society!