

American Academy of
Wound Management
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Message From The Past President

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

It has been an honor to serve as President of the AAWM this past year. The Academy celebrated its 10th anniversary bringing many new and exciting changes. Currently, we have approximately 2,500 CWSs nationally, with over 500 applicants sitting for the October 2006 examination. Our management company, Navista, has streamlined processes and made the Academy more user-friendly with an updated website and new and innovative ideas to help existing CWSs and those interested in becoming CWSs. The Academy has revamped its committees and we welcome all Diplomates interested in getting more involved to join a committee to promote the CWS to all stakeholders. In late 2007, the Academy will offer a new examination; the CWCA—Certified Wound Care Associate. This will allow health care professionals without a bachelor's degree to sit for professional certification in wound management. The two examinations offered by the Academy (CWS & CWCA) will appropriately test the knowledge base of health care professionals in wound management with various educational backgrounds and professional experience. The Academy is also pleased with the growth of the College of Certified Wound Specialists.

“Currently, we have approximately 2,500 CWSs nationally, with over 500 applicants sitting for the October 2006 examination.”

The Academy is strictly a certifying agency and must remain pure to its mission. The College was established to provide resources and services for CWSs in good standing. We encourage all CWSs to join the College of Certified Wound Specialists. Becoming a Fellow of the College will provide you with many new and emerging services such as an e-journal, opportunities for research and publication, educational seminars, networking and more! For more information about becoming a Fellow and to learn about the differences between the Academy and the College, please visit the website at aawm.org or theccws.org.

Thank you again for a great year and I look forward to a new and exciting future with both the Academy and College. ■



The Coveted Credential

Cynthia A. Fleck, MBA, BSN, RN, ET/WOCN, CWS, DNC, DAPWCA, FCCWS
President Elect

What's in a name? Our identity, heritage, and our profession, to name a few things. We call ourselves doctors, nurses, physical therapists, podiatrists, and researchers. It's who we are and what we do. But how many of us remember to add that we are also Certified Wound Care Specialists? The premiere, multidisciplinary board certification exam in wound management, the American Academy of Wound Management and its CWS credential is now a highly coveted mark of distinction. With over 500 candidates sitting for the last exam in October, the popularity has skyrocketed! Employers, third party insurers and the public are beginning to take note of this growing group of professionals and demanding CWSs.

When I introduce myself to a new friend or colleague, I always lead off with, "I'm a Certified Wound Specialist". It directs us to interesting conversation and questions about my chosen career and a chance to spread the word about the importance of advanced wound care, a topic that is significant to me as well as many others. Any chance I get to promote the credential, I take. Other healthcare professionals want to know to whom to refer difficult wounds, patients want to know who to make an appointment to see when their wounds don't heal and our employers and regulatory folks want to make sure that the people they hire to

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THE COVETED CREDENTIAL, CONTINUED FROM PAGE 1

take care of patients with wounds are well trained and properly credentialed.

I challenge every diplomate to speak out and announce to the world that you are a CWS! It is a credential that you certainly worked very hard to achieve. Now go spread the word. Imagine how any product, retail store or movie could be successful without advertisement. It couldn't since we all rely on the media to provide us with information on what's new. Your credential is no different. It should be displayed along with your degree and license and at every opportunity possible.

Here are a few ideas to get you started. Display your credential on your:

- lab coat
- business cards
- letterhead
- business signage
- prescription pads
- clinic directory
- presentations
- articles, publications, editorials, studies, press releases, etc.

You get the idea. Wherever your name appears, so should your CWS credential. It is critical because it raises awareness of

your specialized training, experience and the body of knowledge that you possess as well as the fact that you passed the board certification exam for wound management. As I peruse wound care journals and texts, I often see brilliant articles written by our diplomats with the author's name, but no CWS credential following and I ask myself, "why?". Embrace your name and don't forget to pay homage to your wound care roots by including CWS wherever it appears. You are a part of an elite group. The few, the proud, the Certified Wound Specialists. I am thrilled to be one and hold the credential, aren't you? ■

VISIT OUR WEBSITE:

<http://www.aawm.org>

AAWM and Board Certification

Information and resources for wound care professionals

Look for the AAWM at these upcoming conferences:

2007 Annual Symposium on Advanced Wound Care and Wound Healing Society Meeting

April 28-May 1, 2007 ■ Tampa Convention Center ■ Tampa, FL

American Podiatric Medical Association

August 16-18, 2007 ■ Pennsylvania Convention Center ■ Philadelphia, PA.

Committee Reports

Treasurer



Stan K. McCallon,
MPT, CWS, FCCWS
Treasurer

I am pleased to accept the position of Treasurer for the upcoming year. I have had the pleasure of serving on the AAWM Board of Directors for the past two years. My goal is to continue the excellent progress begun by my predecessors in the fiscal management of the organization's resources.

Of interest to all of the diplomates is the decision to diversify our investment strategy which began while Cynthia Fleck was Treasurer. Our plan includes frequent reassessment of our idle assets and reassignment of those assets as needed to more income producing investment vehicles. This strategy is tempered in terms of risk exposure and should perform well in a variety of economic conditions.

In our continuing effort to carry out our fiduciary duties and to proactively manage the assets of the Academy, we have retained the services of a CPA firm to conduct an audit of our accounting system for calendar year 2005. This will be performed in the near future.

At the Fall Board meeting, there was a collective decision to transition to an annual renewal fee collection system similar to other professional organizations. Currently, renewals are collected bi-annually which generates potential confusion from diplomates and additional management costs. Transition details will be forthcoming. Stay tuned. ■

Examination Committee



Joseph M. McCulloch,
PT, PhD, FAPTA, FCCWS
Chair, Examination Committee

One thing that has not been lacking in the Examination Committee area in the past several months is work. Diplomates have been hard at work on several initiatives including the editing and approval of test items for the exam data bank, finalizing the task analysis for the Certified Wound Care Associate (CWCA®) exam, and analyzing the results of the latest CWS® examination which was taken by a record 493 applicants. As has been the trend in the past, exam scores were highly correlated with level of education and years of experience in wound care which has further substantiated the action of the board to establish an examination targeted more to individuals with less than bachelor's level preparation.

An item writer workshop is being conducted in early December which will serve to develop a large number of test questions for the new CWCA® examination. As always, the Academy encourages questions to be submitted from all interested parties. No particular expertise is required since the items go through a complete scrubbing and rewrite before entering the approved item data bank. In early 2007, the CWCA® subcommittee will meet to begin the approval process with plans to have the first Associate examination ready by the summer.

In January of 2007, a subcommittee will convene at the Professional Testing Corporation headquarters in New York City to approve the next two versions of the CWS® examination that will be administered in 2007. This group, like all of our exam groups, is multidisciplinary and will involve a group of physicians, podiatrists, nurses, and physical therapists. ■

Marketing Committee



Donald E Mrdjenovich,
DPM, CWS, FCCWS
Co-Chair, Marketing Committee



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

Since our last newsletter there has been a renewed energy within the marketing committee for the AAWM. Presently, a great deal of time and energy is being spent to get the word out about the importance of utilizing a CWS for wound management both to the public and professional sectors. Strategies and plans are underway to make the public more aware of the advantage of having one's wounds treated by a Certified Wound Specialist. This concept will overflow to other non-CWS providers, as well as, employers. If the public demands a CWS for their wound care, one will see great benefit from this approach. This, however, can only happen through continued patient education.

Progress is underway, and very soon informational brochures will be available to all AAWM Diplomates. These informational brochures can be displayed in one's office or wound care clinic to be made available for patient use. A thorough explanation that a patient's provider is a Certified Wound Specialist by the AAWM and what the credential involves can also be shared with colleagues, hospital and extended care personal.

Expect information in your email soon, and be ready to order.

Finally we are always looking forward to hearing from our diplomates how the CWS credential has helped you personally and professionally. Publishing these scenarios would be an excellent addition to the newsletter. ■

Upcoming **EXAM DATES** April 21, 2007: Materials due 3/2/07
October 27, 2007: Materials due 9/7/07

Recent Certified Wound Specialists

These individuals successfully passed the **National Board Certification Examination for Wound Management Professionals** on October 14, 2006, and may utilize the CWS® designation.

OCTOBER 14, 2006

Becky C. Adams, BSN	Elaine Clark	Anne Louise Gallentine	Aida G. Johnson, RN
Salome Nikechi Agbim	Vicki A. Cleveland	Louis J. Geller, DPM	Sherman B. Johnson, MD
Karen K. Ahern, BS, PT	Daniel Cojanu, MD	Sarva P. Girdhar	Kimberly Marie Johnson
Kelley Aldridge	Therese Telisha Corker, PTA	Andrea Goldfarb, MD	Kimberly Lynn Jones, LPN
Elizabeth Alexander	Kathryn Lee Criswell	Ivette J. Gonzalez	Lori U. Jones
Teresa A. Anderson	Linda K. Crosby, LPN	Zorelisa Gonzalez	Sandra Jorgensen
Anna Marie Anna	Kristen L. Dalseg	Denise Goodwin	Carol Jo Kalina
Yvette Chantel Ardoin, RN	Barbara S. Dangerfield	Susan Rene Graham	Hassan Z. Kanaan, MD
Martha Arneson	Melody A. Dapkus	Laverne H. Graves, RN, CLNC	Suzanne M. Keifer
Gary James Baggett	Janet Harleta Davidson	Margaret Jean Green	Karen C. Keller
Lawrence Bamdas	Terry Kay Dennis, RN	Jennifer Lee Gregory	Colleen M. Kenney
John James E. Banogon, BSPT	Karen Dettner	Melissa A. Gretton, RN, BSN	Lisa D. Kent
Sheryl R. Bearden, Associates Degree	Susan G. Diffenderfer	Lorraine R. Grissom	Howard William Klickman
Byron Kevin Beaver	Kristen Mylly Ditzler	Maria T. Guidry	Leah Beth Knaggs, RN, BSN
Celinda E. Bell	Patti-Jo Dixon, AA	Annette M. Gwilliam	Rebecca Michigan Knipstein, ADN
DeAnna Bell	Brenda Dockery	Debra A. Hans, RN	Pamela Jo Koepping
Lisa N. Bell	Denise A. Driscoll-Ryan	Tammy Hardwick	Judith A. LaJoie
Mary Ann Bell	Patrick J. Dwyer	Denice Harvey, ADN	John W. Lamiot, D.P.M.
Catherine A. Benoit	Susan Easton	Patricia Sue Hashley	Carol A. Larrabee, RN, WCC
Mary Elizabeth Benson, RN	Marie E. Edney	Ellen T. Heiderich, RN	Keith Laskey, BSPT
Marilyn E. Bevins	Pamela M. Eger	Victoria L. Hensley, RN, BSN	Pamela K. Laudi
David P. Biesinger	Carolyn Espinoza	Lavon Kay Herrboldt	Rebecca Eileen Lee
Lora Blair	Scott M. Evenson	Mark G. Hirsch	George Y. Lee
Jeffrey S. Boberg, DPM	Linda M. Farmer, RN, BSN	Thomas L. Hoffman	Karen Ann Lerner, BSN
Donna M. Boccelli	April M. Fell, RN, BS	Claire P. Holleran	Lisa Key Lewis
Steven Glenn Bonnette	Monica Ferguson	Laura Ellen Holmes	Katherine D. Lindley, ADN
Cecelia M. Brannon, MPT	Marian B. Feste	Ellen Meeks Howell, RN, BSN	Pamela R. Littlefield
Richard Jay Brietstein, DPM, FACFAS, CWS	Dawn Finch	Enoch Teen Huang	Thomas Glen Littrell
Christopher K. Brooks, MD	Rosemary T. Finocchio, AAS	Justin Ray Hudson, DPM	Matthew Livingston
James J. Butler	Lillian I. Florez-Perez	Michael D. Hughes, ADN	Lowell S. Liwanag
William R. Butler	Holly M. Floyd	Gail J. Huss	Dixie Lynn Lombardo, RN- AD
Sherry L. Carrier	Valorie Susan Floyd, RN	Margaret B. Huys	April Long
Cecilia M. Cervantes, MD	Payton Y. Flynn, RN	Babak Imanoei	Lois Luce
Julie Chen, MD	Timothy Jude Foret	Patsie R. Jackson	Patricia A. Lucey
Jennifer Lee Cicone, MSPT	Karen J. Franklin	Tracy Jacobs	Sharon Lucich, PT
	Rodney T. Franklin	Gary Michael Jacobson, MD, MS, FACS	Donna M. Mahoney
	Tracy Lynn Freeman	Brad James	
	Jana J. Fristoe, Diploma	Amy Jelinek, DPM	
	Karen Renee Gallagher		

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Recent Certified Wound Specialists, continued

Margaret Maish, ADN, LPN	Angela M. Mott	Luis J. Sanchez-Robles,	Jerome W. Tuel, Jr., ASN,
Ronda Malmberg	Teresa G. Mullis, RN	M.D., D.P.M.	ASMLT
Tara Mangroo	Susan R. Newman	Mohammad Sarfraz	Marcy A. Turkos
Robert Craig Martin	Thomas Gerard Nichols	Barbara K. Schaefer	David G. Tvedt
Rosalinda Martinez	Dawn M. Nye	Karen S. Schutter	Gianfranco Valle, M.D.
Kimberli A. Martinez, LVN	Aluino L. Ochoa	Judy M. Scott	Arturo Velasquez
Christopher Martinez	Francisca I. Onuoha	Ann L. Serfass	Martin D. Vera, LVN
Marcello G. Martinez	Sharon (Shari) Michele	Lorah W. Shackelford	Kristine Ann Vitiello
Ruth Kathryn Martinez	Orpheus	Christine Shander, LPN, CF-O	Phyllis A. Waller
Andrew Marxen	Wendy Ford Osborne	Sherry Sherman	Brent W. Walters, DO
Theresa A. Mashburn, RN	John Pagnozzi	Carolyn Marie Shinn	Benjamin W. Weaver, DPM
Arti Balar Masturzo, MD	Kyle Robert Palmer	Laura M. Smith, RN	Donna Lou Willemsen
Denise Matthias	Judit K. Palotai, Associate	Angela D. Smith, DPM	Aaron L. Williams
Kimberly A. Mauck	degree	Scott T.M. Sondes, M.D.	Bonnie L. Williams
Kimberly Dawn McAndrews	Paras Parekh	Ashok Sonnad, MD	Tara Wilson, NP, MS
Arlene Ang McAree	Wanda E. Parish, ADN	Isidro B. Soriano, BA	Rebecca S. Wilson, LPN
Margaret McBride	Avan M. Patel	David Sovil	Adelene Brenda Wilson
Deborah K. McCauley, MS	Deborah A. Pawl	Marcus S. Speyrer, RN	Laura Ann Wisnieski-
Terry L. McCormick	Caryl A. Perdaems, BS	Lacosta Spore	Landon
Celeste McDonald	Susan Perez	Deborah M. Stalfort	Deborah P. Wojnarek, BSN
Mary L. McHale	Cynthia C. Pfleeger, RN-C	Cynthia M. Stinnett, PTA	Lisa Woolley
Diana L. McKeon, BS, PT	Dorinda J. Phillips	Marisha Irene Strawski	Neil Anthony Wreyford
Selina Renee McLeod	Charlotte Pope	Brenda K. Styer	Tanya Renee Wright
John T. McMahan	Melissa H. Porter	Kazuo Suzuki, DPM	ConnieK. Wyrostek, AS
Judith L. McWilliams, RN	Deborah Marie Postell, RN	Patricia Anne Swedlige	Kelliana Yates, ASN
Linda Meister	Muhammad K. Qadri	Jennifer L. Talbert	Deborah A. Yelton
Philip Eugene Meyers	Dawn L. Ray, RN	Moira Taylor, ADN	Crystal A. Yousey
Virginia A. Mezei, MSN, ANP- CS	Cheryl Readinger, AD	June L. Taylor, RN, LNC	Barbara A. Zomick
Carol A. Midiri	Matthew J. Regulski,	Sandra Jean Teitelbaum, PT	
Robert C. Mikolich	Doctorate	Helene Jennifer Tepper, DPT	
Krista D. Miller, RN	Dania P. Reichert	Eileen P. Thomas	
Elroy Joseph Miller	Kim Reis, RN, BSN	Sarah Louise Thomas	
Cecile Miller	Amy J. Rich	Julie Lynn Tinnin	
Mary J. Miller	Annette Taylor Richins	Kathy Tjamaloukas, DPM	
Brigitte Tate Mitchell, RN-C	Julie M. Roberts, RN	Melissa Kay Torchia	
Li-Yu Mitchell, MD	Diane Robinson	Heath J. Tortarella, MSPT	
Karen A. Mitchener	Rebecca J. Romanot	Mark E. Tramontozzi	
Adeana Crabtree Monroe,	Gary A. Rosenberg	Michael V. Tran, DPM	
RN, CHRN	Sandra Saint-Eloi	Susan Elaine Trumps, RN	
Steve M. Morrisey	Dolores Sanchez-Cazau	Irene S. Trzupsek	
		Peter C. Tsang, DPM	

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 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. ■

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.

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.

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**DIFFERENCES BETWEEN
AAWM & CCWS**

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**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 8

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

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

**WHY SHOULD I
APPLY?**

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.

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