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# news

A QUARTERLY PUBLICATION of the AMERICAN ACADEMY of WOUND MANAGEMENT

## CWS® and Certified Wound Specialist® Registered as Trademarks

CWS® and Certified Wound Specialist®, the certification designations of wound care professionals nationally board certified in wound management, are now registered marks with the U.S. Patent and Trademark Office. The American Academy of Wound Management received the exciting news last fall from its trademark attorneys.

"The trademarks are the next step in promoting the CWS® designation and AAWM name," said Liza Ovington, Ph.D., CWS, President of AAWM, "as well as AAWM's ultimate goal to elevate the standard of wound care across the country."

As a Certified Wound Specialist® you are permitted to use the letters "CWS" after your name. When writing about the designation, please use the "®" registration mark after the credential, to denote that the CWS name and mark are registered with the U.S. Patent & Trademark Office. However, you do not use the "®" registration mark when listing "CWS" in your title.

## Research Associate Status Added to CWS® Exam

The American Academy of Wound Management has expanded its field of candidates eligible to sit for the Board Certification Examination for Wound Management Professionals by approving the new certification level of Research Associate. The current body of CWSs unanimously approved this new category in late September at the Annual Business Meeting.

Research Associate status may be granted to non-clinical individuals with a baccalaureate (or higher) degree. They must provide documentation that includes five years of research experience in wound care or wound related fields. The Research Associate category follows the previously established categories of Diplomate, Fellow, and Clinical Associate.

If you know a candidate who would fall under the Research Associate category, please call or have them call AAWM at (202) 521-0368, fax (202) 833-3636, visit [www.aawm.org](http://www.aawm.org) or e-mail [woundnet@aawm.org](mailto:woundnet@aawm.org).

Test dates for 2002 are April 20 and October 19 at over 20 testing centers nationwide.

## Proposed 2002 Bylaws Changes

Included with this newsletter is a bylaws ballot asking you to vote on two proposed bylaws changes for the AAWM.

### *Change Number One*

The Board of Directors voted recently to eliminate the "membership" category from AAWM. This category was originally developed during the portfolio process for those individuals who did not have enough professional experience to apply for certification. Now that the portfolio process has passed, the membership category has become obsolete.

Someone applying to be a "member" doesn't receive benefits like they do if they were to join a regular trade association. The feeling of the board is that AAWM is not a membership organization and was developed to be a certifying body focused on serving the needs of certified individuals. The attached vote includes removal of all wording in the Bylaws about "members," "membership" or the membership category.

### *Change Number Two*

Administrative change to include the ® symbol after "CWS" and "Certified Wound Specialist" as appropriate throughout the bylaws. This will incorporate the new trademark that was approved by the U.S. Patent & Trademark office in 2001.

Bylaws ballots are due to AAWM headquarters by March 15, 2001. In order for your vote to be counted, please mail or fax your ballot by the deadline.

## AAWM Mission

**AAWM is dedicated to the multidisciplinary team approach in promoting the science of prevention, care and treatment of acute and chronic wounds. The primary function is to establish and monitor a national certification process, recognize competency, promote education and research, and elevate the standard of care across the continuum of wound management.**

*AAWM News is published quarterly as a member service of the American Academy of Wound Management.*

## What's so cool about wound care?

by David Eisenbud, MD, CWS, Vice President AAWM

**D**riving home from the AAWM examination committee meeting a few weeks ago, I began to muse over what I enjoy so greatly about wound management.

■ Achieving wound healing is one of the most primal imperatives in medicine; a problem mankind has struggled with forever. Different from managing high-tech problems like immune suppression in a transplant patient or intimal hyperplasia after angioplasty, managing wounds is like participating in a great tradition thousands of years old.

■ Wounds are visible. You have the opportunity to view the physiology of healing week by week. The effects of changes in the care plan are evident, and the feedback is fairly immediate. Long term control of hypertension, better management of heart failure are worthy goals but do not give such rapid and obvious gratification!

■ To a great extent, the harder you try the better your patients heal. Meticulous attention to detail pays off! The heightened interest of physicians, nurses and therapists who participate in dedicated wound

programs may be more important in achieving superior results than the availability of specialized techniques.

■ At present wound management is a delicious mixture of science and art. There is still room for creativity, and experience counts for a lot.

■ The opportunities for clinical research are great. You don't need a Ph.D. in biochemistry and multimillion-dollar lab funding to make and publish important scientific observations.

■ There has been an explosion of knowledge about wound repair in the recent past; moreover, much of the basic research has been directly applicable to patient care. Clarifying the advantages of moist wound healing, understanding the precise cytotoxicity of certain topical agents and elucidating the pathophysiology of venous ulceration, for example, have each led to the development of specific wound care products and techniques.

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*“At present, wound management is a delicious mixture of science and art.”*

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■ We have an expanding variety of efficacious wound care techniques in our arsenal: hyperbaric oxygen, growth factors, vacuum-assisted closure, and bioengineered skin substitutes, to name a few.

■ Optimal wound care starts with a global view of the patient and his/her environment, as well as the wounded part. As such it is a multidisciplinary exercise. I enjoy the team approach to patient care and it's been fun learning more about the physical therapy, nursing and social work aspects that contribute to this holistic treatment.

■ As the economics of health care come under greater scrutiny, the importance of proper wound care is becoming more widely recognized.

■ People I meet at a cocktail party can appreciate what I do in a sentence! Everyone knows someone or has a friend of a friend with a chronic wound.

*I invite you to e-mail me with additions to this list [deisenbud@earthlink.net](mailto:deisenbud@earthlink.net)!*

## AAWM Exhibits Update

■ AAWM will be exhibiting again this year at the Symposium on Advanced Wound Care, April 27-30, 2002 in Baltimore, Maryland. Plan to visit the AAWM booth (522) and attend the AAWM CWS® Reception that will be held in conjunction with the meeting (date not available at press time).

■ Thanks to Regional Committee members **Rhonda Lollar**, RN, CWS and **Gregory K. Patterson**, MD, CWS who staffed the AAWM booth at the Springhouse Meeting last September in Orlando, Florida.

■ Thanks to **Karen T. Lavey**, RN, CWS and **Dorothy Longwill**, RN, CWS who staffed the AAWM booth at the 5th Annual Wound Care Congress sponsored by Wound Care International last October in Warwick, Rhode Island.

■ AAWM will be exhibiting at the Seventeenth Annual Clinical Symposium on Advances in Skin and Wound Care, September 21-24 in Dallas, Texas.

## CWS® Mailing List Procedure

**A**AWM currently sells the CWS® mailing list to companies looking to promote products, services or conferences to CWSs. The list is sold in the form of labels only; no phone numbers or e-mail addresses are ever given out. “Dummy” names are included in the list to prevent the list from being duplicated by the purchaser. The vendor must also provide a sample of the mailing to be approved by AAWM prior to receiving the labels.

CWSs also have the option of purchasing the list for a reduced rate of \$100. The list currently contains approximately 1,500 names and could be purchased to promote a publication, product or seminar you would like fellow CWSs to know about. Contact 202-521-0368 or [woundnet@aawm.org](mailto:woundnet@aawm.org) for more information.

If you would like your contact information in the AAWM Database to be changed from your work to your home address (or vice versa), please let AAWM know in writing.

# FAQ: Frequently Asked Questions

This section is devoted to your frequently asked questions. Submit questions to [woundnet@aawm.org](mailto:woundnet@aawm.org).

## ■ Does AAWM offer education courses that fulfill my CEU requirement?

AAWM does not offer any courses, however the six (6) hours of required CEUs can easily be met by attending any wound care course or seminar. On-line courses and mail correspondence courses given by an authorized CEU provider also count. For a list of current wound care seminars, see the list below or click the "Meetings and Seminars" button on the AAWM website at [www.aawm.org](http://www.aawm.org).

## ■ Recently I completed my Ph.D.; can I change my level of certification with AAWM?

CWSs who have completed a higher level of education than when they were first certified can change their certification level at any time. The CWS simply needs to provide AAWM Headquarters with an official transcript from your institution documenting your graduation and \$25 to cover the cost of printing a new CWS® certificate with the new certification level.

## ■ How can I promote the CWS® designation?

Word of mouth is one of the best resources for promoting AAWM and the CWS® designation. Be sure to include the initials "CWS" after your name and on all your correspondence, published materials, business cards, etc. On your resume or CV be sure to list yourself as a Certified Wound Specialist. Also, encourage your colleagues and friends to sit for the CWS® examination.

## Meetings Calendar

Send meeting updates to: [woundnet@aawm.org](mailto:woundnet@aawm.org).

### **FEBRUARY 26–MARCH 2, 2002** **The American College of Foot and Ankle Surgeons Annual Meeting and Scientific Seminar**

Century Plaza Hotel & Spa  
Beverly Hills, CA  
1-800-421-2237  
[mail@acfas.org](mailto:mail@acfas.org)  
[www.acfas.org/expo/index.html](http://www.acfas.org/expo/index.html)

### **MARCH 5–10, 2002** **American College of Osteopathic Family Physicians**

Buena Vista Palace  
Orlando, FL  
1-800-323-0794  
[meetinman@aol.com](mailto:meetinman@aol.com)  
[www.acofp.org](http://www.acofp.org)

### **MARCH 21–24, 2002** **American Medical Directors Association**

Marriott Hotel and Marina  
San Diego, CA  
410-740-9743  
[megambrey@amda.com](mailto:megambrey@amda.com)  
[www.amda.com](http://www.amda.com)

### **MARCH 25–APRIL 19, 2002** **WOC/ET Nursing Education Program**

Mechanicsburg, PA  
1-800-807-WICK (9425)  
[www.igateway.com/clients.weai](http://www.igateway.com/clients.weai)

### **APRIL 2–5, 2002** **Nursing 2002 Symposium, The Conference for Clinical Excellence**

Las Vegas Hilton  
Las Vegas, NV  
1-800-346-7844 Ext. 1272  
[www.springnet.com](http://www.springnet.com)

### **APRIL 3–5, 2002** **Assisted Living Federation of American**

Hynes Convention Center  
Boston, MA  
703-691-8100  
[www.alfa.org](http://www.alfa.org)

### **APRIL 13–17, 2002** **Society for Clinical Vascular Surgery**

Four Seasons  
Las Vegas, NV  
978-526-8330  
[scvs@prri.com](mailto:scvs@prri.com)  
[www.vasc Surg.org](http://www.vasc Surg.org)

### **APRIL 24–27, 2002** **American Burn Association**

Hyatt Regency Chicago  
Chicago, IL  
1-800-548-2876  
[info@ameriburn.org](mailto:info@ameriburn.org)  
[www.ameriburn.org](http://www.ameriburn.org)

### **APRIL 27–30, 2002** **Fifteenth Annual Symposium on Advanced Wound Care**

Baltimore Convention Center  
Baltimore, MD  
[www.woundcaresymposium.com](http://www.woundcaresymposium.com)

### **MAY 1–5, 2002** **American Occupational Therapy Association**

Miami Beach, FL  
301-652-6611  
[kathym@aota.org](mailto:kathym@aota.org)  
[www.aota.org](http://www.aota.org)

### **MAY 8–12, 2002** **American Geriatrics Society/American Federation for Aging Research**

Sheraton Hotel  
Washington, DC  
757-437-1942  
[exhmgr@aol.com](mailto:exhmgr@aol.com)

### **MAY 25–30, 2002** **American Academy of Physician Assistants**

Hynes Convention Center  
Boston, MA  
703-836-2272  
[aua@auanet.org](mailto:aua@auanet.org)  
[www.aunanet.org](http://www.aunanet.org)

### **JUNE 2–6, 2002** **Wound, Ostomy and Continence Conference**

Paris Las Vegas  
Las Vegas, NV  
1-800-826-0826  
[www.wocn.org](http://www.wocn.org)

### **JUNE 3–8, 2002** **American Society of Colon and Rectal Surgeons**

Sheraton Hotel & Towers  
Chicago, IL  
847-290-9184  
[diannekubis@acaai.org](mailto:diannekubis@acaai.org)  
[www.fascrs.org](http://www.fascrs.org)

### **JUNE 5–8, 2002** **Physical Therapy 2002: Annual Conference & Exposition of the American Physical Therapy Association**

Cincinnati Convention Center  
Cincinnati, OH  
703-706-3225  
[www.apta.org/meetings](http://www.apta.org/meetings)

### **JUNE 9–12, 2002** **Society for Vascular Surgeons**

Hynes Convention Center  
Boston, MA  
978-526-8330  
[svs@prri.com](mailto:svs@prri.com)  
[www.vasc Surg.org](http://www.vasc Surg.org)

### **JUNE 14–18, 2002** **American Diabetes Association**

Moscone Center  
San Francisco, CA  
703-299-2020  
[www.diabetes.org](http://www.diabetes.org)

### **SEPTEMBER 21–24, 2002** **Seventeenth Annual Clinical Symposium on Advances in Skin and Wound Care**

Hyatt Regency Dallas  
Dallas, TX  
1-800-346-7844 ext. 1272  
[kcouart@lww.com](mailto:kcouart@lww.com)

## CWS® News and Notes

*Send us your news updates!*

**Kathleen Reilly Fallon**, DPM, BS, CWS was featured recently on MSNBC, CNBC, NBC's "The Today Show" and CNN Worldwide for providing wound care at "Ground Zero" in New York City for two months following the September 11th terrorist attacks.

**Luther C. Kloth**, MS, PT, CWS, FAPTA and **Joseph M. McCulloch**, Ph.D., PT, CWS were contributors for the Third Edition of the book "Wound Healing Alternatives in Management," which was released in Fall 2001.

*Send us your news updates! Keep colleagues abreast of your activities and accomplishments (promotions, job changes, published works, etc). Submit information about accomplishments, achievements, networking, and general info to AAWM News. E-mail your news to [woundnet@aawm.org](mailto:woundnet@aawm.org)*

### 2002 Exam Dates

**April 20, 2002**  
(Materials due March 8th)

**October 19, 2002**  
(Materials due October 19th)

## AAWM Products for Sale

Contact 202-521-0368 for ordering information.



**AAWM Attaché Case** Perfect for taking to the office or hospital, the front buckling soft fabric case holds your files/papers and has compartments for your keys, pens and even your cell phone. The bag comes in black and has the AAWM color logo embroidered on the front flap; the cost is \$30.

**AAWM Polo Shirt** Wear your AAWM pride with this 100% cotton polo style golf shirt. The shirt is white with a red collar and has the AAWM color logo embroidered on the right side; the cost is \$30. Men's Sizes: S, M, L, XL, XXL.



**AAWM CWS® Pin** Order CWS® lapel pins for both your office and casual attire. The cost is \$20 per pin.

## Always Wanted: New Exam Questions

**The Academy is always searching for new exam questions to add to the testing pool. There is currently a special need for questions that cover the areas of Anatomy, Diagnosis, Psychosocial and Pathophysiology in wound care.**

*Guidelines for writing questions:*

- Multiple choice format
- Four possible answers (with the correct answer identified)
- List a reference source with each question
- Written to require more than just simple regurgitation of the facts
- Designed for participants to recall, understand, apply or evaluate

E-mail your test questions to [woundnet@aawm.org](mailto:woundnet@aawm.org) or fax to 202-833-3636.

Visit our website: <http://www.aawm.org> AAWM and Board Certification Information | Resources for wound care professionals



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