

Fife, Guy & Hettrick Elected to Board of Directors

On October 16, AAWM announced the names of the three individuals elected to the Board of Directors with terms expiring October 2006. Those individuals included Caroline Fife MD, CWS, Jeffrey Guy MD, CWS, and Heather Hettrick PT, CWS.



Caroline E. Fife, MD, CWS is currently Director of the Memorial Hermann Center for Wound Healing and Lymphedema Management in Houston, TX; Associate Professor of the Department of Anesthesiology, University of Texas Health Science Center, Houston, TX; and Director of the Texas Wound and Lymphedema Centers, College Station, TX. Dr. Fife directs all medical activities of a university based wound center for the University of Texas Health Science Center, as well as a community based wound center in a smaller town. She teaches residents wound care physiology and treatment, trains Fellows who come for one to two year terms in wound care and hyperbaric medicine, and performs clinical, pharmaceutical, and basic science research. Dr. Fife received her BS from Texas A&M University, Medical Science, and her MD

from Texas A&M's University College of Medicine. She did her specialty in Family Medicine at UT Southwestern, Dallas and Fellowship in Hyperbaric Medicine at Duke University in North Carolina.



Jeffrey S. Guy, MD, MSc, CWS is Assistant Professor of Surgery for Vanderbilt University Medical Center; Director of the Vanderbilt Regional Burn Center; and Associate Director of the Surgical Critical Care. Dr. Guy is responsible for directing critical care surgical reconstruction, and acute and wound care burn service. He serves as the director of education for residents and students through their burn rotation and was chosen for and completed four fellowships; two were in relation to burn care and surgery. Dr. Guy received his BS from Kent State University, has an MS from the University of Akron, and earned his MD from Northeastern Ohio Universities College of Medicine. He did his Residency at Akron General Medical Center and has completed four Fellowships at Cleveland MetroHealth Medical Center, University of North Carolina at Chapel Hill, North

Carolina Jaycee Burn Center, and the American Burn Association's Charles Fox Traveling Burn Fellowship.



Heather Leigh Hettrick, PhD, PT, CWS, MLT is Clinical Assistant Professor at New York University Department of Physical Therapy; Master Clinician at Hospital for Joint Diseases Diabetic Foot and Ankle Center; and Burn Rehab Research Coordinator of the New York Presbyterian Hospital Weill Cornell Medical Center. Dr. Hettrick received her BS from the University of Puget Sound; her MPT from Chapman University, and her PhD from Nova Southeastern University. Dr. Hettrick has her PhD in physical therapy and is board certified as a Wound Specialist and Manual Lymph Therapist with expertise in burn, wound, and lymphedema management. She is currently Clinical Assistant Professor at NYU Department of Physical Therapy where she teaches the "Other" systems, physical agents, manual techniques, professional behavior, and electrotherapeutic modalities. Her position as Rehab Research Coordinator at New York Presbyterian Hospital has enabled her to present and publish research in burn rehab and lymphedema management. As Master Clinician at Hospital for Joint Diseases, Dr. Hettrick is able to bring clinical experience to her students while practicing state of the art diabetic foot management.

☆☆☆ Recertification begins in 2005 ☆☆☆

All Certified Wound Specialists are required to recertify every ten years. The first group of individuals up for recertification was certified in July 1995; and that certification expires in July 2005.

The recertification process applies to *all* CWSs. This includes both those individuals that were grandfathered using the portfolio method as well as those individuals who sat for the actual exam.

The Recertification Committee is currently developing the recertification assessment method and will have materials ready to be distributed to CWSs by July, 2004.

Board nominations for 2004 should be submitted to AAWM Headquarters by May 1, 2004.

Board Corner

The Importance of Certification

Donald Mrdjenovich, DPM, CWS, Vice President, AAWM

Certification in wound care? Why do we need it? This is a question I often hear from other colleagues. I have sometimes wondered myself of the importance of having a certification if one is very proficient and knowledgeable in the art/science of wound care for patients. This is precisely the reason that it is so important. Those that know their “stuff” should strengthen the credential by obtaining it.

I had the pleasure this summer of giving a men’s health workshop at a state convention for the deaf, it was interpreted by a “certified” interpreter. Three days later, I went on vacation and on our bus trip from the airport a “certified” tour guide greeted us. I even had a Mai Tai mixed by a “certified” mixologist. It struck me as peculiar—all these certified professionals that we deal with on a daily basis. Of course, it does give one a sense of security. For myself I knew that during

the workshop that my spoken word was being communicated effectively. While on vacation, I felt I was getting the true scoop and not the sales pitch, and of course, surely my drink was the REAL thing.

My point is that obtaining a CWS® from the AAWM can promote confidence in our patients, and among our colleagues. Granted, in many areas of the country the CWS® credential is not even well understood, however, that is where the current professionals with a CWS® must step up to the plate. Having the credential is more than having the right to wear a pin on one’s lapel. It enables one to have the authority to promote advanced wound care in facilities that to date don’t quite get it. It also enables one to promote himself or herself as a professional with an edge. Yes there are many professions that have different levels of skill. And sometimes

what one sees is not what one gets. However, having a CWS® from AAWM is not only a clear indicator to all that one has earned a credential that is received from an authentic board, but also that the professional possessing this credential has more to offer than three letters of the alphabet. I encourage all CWS® holders to



“...obtaining a CWS® from the AAWM can promote confidence in our patients, and among our colleagues.”

meet with one non-CWS® wound care specialist, facilities manager, and/or colleague and put to the challenge that the certification that you possess is authentic and worthy of reward. Be it respect, professional advancement, or strength in a legal case, a CWS® credential is worth it.

2003–2004 Board of Directors

Charles F. Gokoo, MD, CWS
President

Donald Mrdjenovich, DPM, CWS
Vice President

Anthony McNevin, CAE
Secretary-Treasurer/Public Member

Mona Baharestani, PhD, NP, CWOCN, CWS

David Eisenbud, MD, CWS

Chet Evans, MS, DPM, CWS
Founding Member

Caroline E. Fife, MD, CWS

Jeffrey S. Guy, MD, MSc, CWS

Heather Leigh Hettrick, PhD, PT, CWS, MLT

Diane Krasner, PhD, RN, CWOCN, CWS, FAAN

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

John P. Nelson, DPM, CWS
Founding Member

Certification Examination Update

AAWM’s Examination Committee is dedicated to maintaining the high standards of the Board Certification Examination for Wound Management Professionals. AAWM contracts with a professional testing administrator, Professional Testing Corporation, to facilitate most aspects of the exam process. PTC is responsible for storing the AAWM item bank (all of AAWM’s test questions), administering the CWS® exam, providing score summaries to candidates, and providing comprehensive psychometric reports to the examination committee about the exam, its questions and the population taking the exam.

The Examination Committee holds several meetings throughout the year. These include exam review meetings where committee members go through exams

question by question to determine if a question is still valid, challenges the examinee, and has the correct answer attached to it. At item review meetings, participants take questions written by CWSs and format them into an appropriate question format that makes participants recall, understand, apply, or evaluate.

Also each year the committee reviews the entire process and determines any changes that need to be made. Future goals for the committee include photographs on the exam and the viability of computer exams. Last year the committee elected to add more than 10 new test sites to the list of exam locations as it determined that more and more individuals were taking the exam each year.

2004 Exam Committee Dates

**January 16–17
Washington, DC
Exam Review**

**June 12–13
New York Area
Item Review**

**Call 202-521-0368
for more information.**

Officers Elected; Committee Chairs Appointed for '03-'04

Chuck Gokoo, MD, CWS was elected President by the Board at their October 18, 2003, Board Meeting. **Donald Mrdjenovich**, DPM, CWS was elected Vice President and Public Member **Tony McNevin**, CAE was elected Secretary-Treasurer. Committee Chairs for 2003–2004 will be:

Examination/Recertification: Joe McCulloch

Marketing: Dave Eisenbud

Nominations: Jack Nelson

Provider Relations: Robin Tellez

Regional Committee: Gayle Lindsey

AAWM Applies for NCCA Certification

In September, AAWM applied for Certification from the National Commission for Certifying Agencies. NCCA is the accreditation body of the National Organization for Competency Assurance (NOCA). Certification programs are accredited by the NCCA if they demonstrate compliance with each accreditation NCCA standard. NCCA's standards exceed the requirements set forth by the American Psychological Association and the U.S. Equal Employment Opportunity Commission. AAWM should hear the results of the application by December or January.

New Annual Re-registration Schedule to Begin in 2004

To streamline the annual re-registration process for all CWSs, AAWM will be sending renewals out twice a year in January and July each year. CWSs will still have three months to submit their re-registration (and six hours of CEUs) to AAWM Headquarters. All CWSs certified January through June will be sent renewals in January; those certified July through December will be sent renewals in July. This new system will require all CWSs to be re-registered and paid by the end of the each calendar year.

FAQ / Frequently Asked Questions

Q One of my wound care team members plans to take the certification examination in April, but our office is located 500 miles from the nearest testing site. Does he have to travel that far?

A Candidates wishing to take the CWS® examination that live more than 300 miles from an established testing center may submit a written letter of request and \$75 special testing center fee TEN weeks prior to the exam to have a special site set up.

Q I offer continuing education courses, can the AAWM endorse my course?

A AAWM makes it a policy not to recommend or endorse any wound care courses submitted in AAWM News (see right) and on the AAWM website. If you have a course you would like added to the list, please e-mail woundnet@aawm.org. The list is updated several times throughout the year.

Q Does AAWM accept credit card payment?

A AAWM has now begun to accepting credit cards for payments. Individuals may use Visa, MasterCard or American Express to pay for re-registration fees, exam fees, and to purchase AAWM logo items.



AAWM Exhibits at Regional and National Shows

AAWM has participated as an exhibitor at several meetings throughout the country over the last year. Recently, AAWM had booths at the Wound Care Congress Meeting in San Antonio, Texas October 3–5, 2003, and the Clinical Symposium on Advances in Skin and Wound Care in Chicago, Illinois October 16–19, 2003.

The Regional Committee is also looking for the dates and locations of any regional wound care seminars (i.e. state medical societies, regional meetings, etc.) to solicit to wound care professionals throughout the country. If you have any information on shows or are interested in participating on the committee, please contact AAWM at 202-521-0368 or woundnet@aawm.org. Volunteers receive a free exhibit hall pass and AAWM shirt.



Gayle Lindsey, PT, CWS, and Nikki Ralston, PT, CWS at CSASWC in Chicago, Illinois.

CWS® Mailing List for Sale

Please note that periodically the AAWM will sell its mailing list to outside parties. This list is given to the purchasing company in the form of labels for one time use only (no phone numbers are given). All materials sent to CWSs are first reviewed by AAWM Headquarters prior to the list being sold. This means that you can be confident that the promotional mailings you receive are products or services that the AAWM believes its Certified Wound Specialists might be interested in receiving.

CWSs may also purchase the mailing list for \$100 to promote their own wound care seminars, materials and products. CWSs are also subject to the same guidelines as other vendors regarding usage of the list and the submission of sample materials.

If you do not want to receive these special promotions and advertisements, please contact AAWM headquarters at 202-521-0368 or woundnet@aawm.org to have your name excluded from this list.

Meetings Calendar



Please remember that CWSs are required to complete six (6) hours of continuing education each year in wound care and document these Continuing Education Units (CEUs) along with their annual re-registration. Below is a list of upcoming courses.

Please note that AAWM does not produce any seminars or review courses. AAWM has not reviewed the information or materials provided by any of these meetings, seminars or courses, and does not specifically recommend or endorse any of them.

December 2003

DECEMBER 3, 2003

Advanced Burn Life Support

John Bishop, PA-C
Caribe Royale Resort
Orlando, FL
Phone: 706-339-3221
www.ameriburn.org/ABLS/ABLS.htm

DECEMBER 4-7, 2003

16th Annual Region IV Burn Conference

Southern Medical Association
Caribe Royale Resort
Orlando, FL
Phone: 800-423-4992 Ext. 177
Fax: 205-945-1548
vickib@sma.org
www.sma.org

DECEMBER 4, 2003

Advanced Burn Life Support

John Bishop, PA-C
Caribe Royale Resort
Orlando, FL
Phone: 706-339-3221
www.ameriburn.org/ABLS/ABLS.htm

DECEMBER 5, 2003

Advanced Burn Life Support

Annemarie O'Connor
University of Chicago
Chicago, IL
Phone: 773-702-6302
www.ameriburn.org/ABLS/ABLS.htm

DECEMBER 11-14, 2003

18th Annual Diabetic Foot Update 2003 Conference

University of Texas Health Science
Center at San Antonio
Marriott Rivercenter
San Antonio, TX
Phone: 337-280-4102
Fax: 281-596-4533
diabeticfoot@bellsouth.net
www.diabeticfoot.org

January 2004

JANUARY 14-17, 2004

34th Annual Meeting

American Association for Hand Surgery
Westin Mission Hills
Palm Springs, CA
Phone: 312-236-3307
www.handsurg.org

JANUARY 17-18, 2004

Chronic Wound Care Simplified

Nancy Schartz, PT, GCS, CWS
Orlando, FL
Phone: 866-329-0023
www.empowerteach.com

JANUARY 23-25, 2004

New Horizons in Cosmetic Surgery Symposium

American Society of Plastic Surgeons
Renaissance Esmeralda Resort
Indian Wells, CA
www.plasticsurgery.org/medical_professionals/meetings_and_education/New-Horizons.cfm

JANUARY 24-29, 2004

Annual Meeting

North American Burn Society
Plumpjack Squaw Valley Inn
Squaw Valley, CA
Phone: 706-855-0005
jgooding123@aol.com
www.plumpjack.com (Hotel Res. Only)

JANUARY 26-28, 2004

40th Annual Meeting & Exhibition

Society of Thoracic Surgeons
San Antonio, TX
Phone: 312-202-5800
Fax: 312-202-5801
www.sts.org

February 2004

FEBRUARY 4-8, 2004

Combined Sections Meeting 2004

American Physical Therapy Association
Opryland Hotel
Nashville, TN
Phone: 703-706-3223
www.apta.org

FEBRUARY 6-8, 2004

51st Annual Advanced Post-Graduate Course

American Diabetes Association
San Francisco Marriott
San Francisco, CA
Phone: 703-549-1500 x2453
meetings@diabetes.org
www.diabetes.org

FEBRUARY 6-11, 2004

Annual Meeting

American Academy of Dermatology
Washington Convention Center
Washington, DC
www.aad.org/Meetings/AM04_intro.html

FEBRUARY 11-15, 2004

62nd Annual Scientific Conference

American College of Foot and Ankle Surgeons
Manchester Grand Hyatt San Diego
San Diego, CA
Phone: 847-292-2237
www.acfas.org

FEBRUARY 23-27, 2004

21st Annual Burn and Wound Healing Symposium

John A. Boswick, MD
Maui Prince Hotel, Makena Resort
Maui, HI
Phone: 405-842-9732
holly51773@aol.com
www.jabmauisymposium.com

Home Study Wound Care Education

Medical Center for Continuing Education, Inc.
"Cost-Efficient Wound Management Strategies"
Home Study Modules
Contact Karen Kendall, PT, CWS:

MCCE
P.O. Box 63
Gulf Breeze, FL 32562
Phone/Fax: 850-934-8223
mccekk@bellsouth.net

Online Wound Care Education Programs

www.apta.org/ceu/
wound.ceu/wound-txt.htm
www.cmeonline.com
www.ceuonline.org

www.graphiced.com
www.illuminate.bigstep.com
www.ceuzone.com

www.NursingCenter.com
www.NursingCEU.com
www.diabetes.org

President's Message

Where We've Been—Where We're Going

Chuck Gokoo, MD, CWS, President, AAWM

Greetings to one and all. By the time you read this issue of the newsletter the holidays will be upon us. So let me be the first to wish everyone a happy and safe holiday season.

As the newly elected president, I wanted to take a minute and reflect on what we have accomplished and where we are headed as a certifying organization. This year saw over 400 candidates sit for the CWS® examination. Quite an accomplishment! This is a good indicator that wound care specialists throughout the country are recognizing the worth of having the CWS® credential.

The daily workings of the Academy have been streamlined by our management firm, Hauck & Associates (Washington, DC). Melissa Forburger, Lauren Mullen, and Chris Murphy are the key people who have taken on this responsibility. Their relationship and management "savvy" have overcome challenges as we have grown and helped to solidify the Academy as a credible institution.

Elections in October saw the passing of the torch with Robin Tellez, Robert Kirsner, and Liza Ovington ending their

terms as Board of Director members and Caroline Fife, Jeffrey Guy, and Heather Hettrick joining the board. I welcome the new Directors and look forward to adding their insight and energy to our esteemed group. The outgoing board members have been a source of wisdom, strength, and are friends to many in the organization. Each of these members have contributed in many ways and I hope that they will continue to actively participate in the workings of the American Academy of Wound Management.

The various committees have been busy with many projects and need your support. If you have been thinking about getting involved, now is the time to do so. The process is simple; just contact AAWM Headquarters (202-521-0368), myself (817-431-5390), or the Chairperson of the particular committee that you are interested in serving.

Where is the Academy headed? First and foremost we are striving to remain "the certifying institution" for wound care specialists. As many of you may have seen or heard, there are other groups now offering a certification in wound management.

These groups should not be confused with the AAWM or our CWS® trademark. To this end, the Provider Relations, Marketing, and Regional Committees are hard at work making sure that wound care providers are made aware of the CWS® certification and its value added potential.

Work has begun on the recertification of our members in order to maintain their Certified Wound Specialist® status. The Recertification Committee presented a preliminary action plan to the Board and this process will be finalized in the upcoming year.

Improvements in the examination process—from completing the application to sitting for the exam—are underway. Candidates are now able to pay by credit card, easing the burden of paying by check. The Examination Committee will be meeting in early January to begin reshaping the examination as it does each year.

There are many other items, but I promised to keep this short. I look forward to meeting with as many members as possible during the next 12 months.

Best regards to everyone!

CWS® Reception Held in Chicago; Awards Given

AAWM held its semi-annual reception in October in conjunction with the Clinical Symposium on Advances in Skin and Wound Care in Chicago, Illinois. At the reception, attendees interacted with members of the board and several door prizes were given away, including AAWM logo items and gift certificates. The organization honored outgoing President for 2002–2003 David Eisenbud, MD, CWS, long time board member Robin Tellez, MS/HAS, RN, CWS, and Founding Board Member Jack Nelson, DPM, CWS with special awards. John Prior, DPM, FACAOM, FAFAS, MS, CWS and Chet Evans, MS, DPM, CWS were also recognized as Founding Members, but were not in attendance at the meeting. Directors retiring off the board after six years were Robert S. Kirsner, MD, CWS, Liza Ovington, PhD, CWS, and Robin D. Tellez, MS/HSA, RN, CWS.



Outgoing President Dr. David Eisenbud presents the Founding Member award to Dr. Jack Nelson.



Robin Tellez, former President, is surprised to receive an award for her longtime service to AAWM.

SAVE THE DATE

The next

CWS® Reception

will be held during the Symposium on Advanced Wound Care, May 2–5, 2004, in Orlando, Florida.

An exact date and time will be announced in late winter.


American Academy of
Wound Management

CWSs in the News

Dr. Kathleen Reilly Fallon, CWS has created a compilation of CD lullabies called "Heavenly Lullabies" dedicated to the children born to victims of 9/11 and the nearly 1,000 children who lost a parent on that day. Fallon's inspiration came while she was volunteering near Ground Zero after the attacks.

Do you have news to share? Send it to mforburger@aawm.org or contact AAWM at 202-521-0368.



2004 Exam Dates

April 17, 2004

Materials Deadline: March 12

October 16, 2004

Materials Deadline: September 3

Annual Business Meeting Minutes

October 16, 2003 • Hyatt Regency Chicago; Chicago, Illinois

I. Call to Order

The meeting was called to order by President David Eisenbud at 4:15 PM.

II. Roll Call of Certified Wound Specialists

Roll was checked upon arrival and attendees were given the agenda at that time.

III. Annual Report of the President

Dr. David Eisenbud reported that it had been a good year with interest in the exam continuing to increase and over 1500 people requesting information on the exam in the last year.

He also reported that the Board of Directors was currently rewriting the bylaws to clean them up as well as to make some changes such as having one uniform designation for CWSs versus

the Diplomate, Fellow, Clinical Associate and Research Associate statuses.

IV. Annual Report of the Finance Committee

Eisenbud noted that the income for AAWM was good with additional individuals registered to take the exam versus what was budgeted. He also noted that it had been an expensive year with legal fees.

V. Annual Report of the Examination Committee

It was reported that over 400 individuals took the exam in 2003 with a pass rate of 60 percent.

VI. Annual Report of the Nominating Committee

Dr. Jack Nelson reported that three new directors had been elected to

the board: Dr. Caroline Fife, Dr. Jeffrey Guy, and Dr. Heather Hettrick. He also noted that three directors retired: Robin Tellez, Dr. Liza Ovington, and Dr. Robert Kirsner.

VII. Old or New Business

CWSs in attendance asked questions regarding AAWM's accreditation, exam structure, promotion of the CWS® designation, and exam course preparation.

VIII. Adjournment

The meeting was adjourned at 5:00 PM.

Respectfully Submitted,

Melissa T. Forburger,
Executive Director

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AAWMnews

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