



**WOCN**<sup>®</sup>

Wound, Ostomy, and  
Continence Nurses Society<sup>®</sup>

# WOCTalk LIVE! A Quarterly Membership Discussion

February 17, 2021



# 2020 ACCOMPLISHMENTS

# WOCTalk Podcast

TAKE A LOOK AT SOME OF OUR PODCAST CHANNEL ACCOMPLISHMENTS:



2  
hosts

OVER 70

Published  
Episodes  
(NEW EPISODES  
PUBLISHED EVERY  
2 WEEKS + BONUS  
INDUSTRY SUPPORTED  
EPISODES!)

MORE THAN 100,000

downloads in 69 Different Countries

TOP 10

AREAS FOR DOWNLOADS:

United States, Canada, Australia, Singapore,  
United Kingdom, Korea, Japan, South Africa,  
India, Brazil

1 BIG  
AWARD



- Certain episodes will award Contact Hours!
  - Episodes are identified with a (\*) next to the title

Listen at [wocn.org/podcast](http://wocn.org/podcast)

# WOCNext<sup>®</sup>

2020 | REIMAGINED

- WOCNext 2020 *Reimagined* was our first-ever, online-only annual event

3,600+

Attendees

100

ePosters

70

Exhibitors

50+

Speakers

40+

Sessions

2 1/2 Days

Of education

2 Weeks

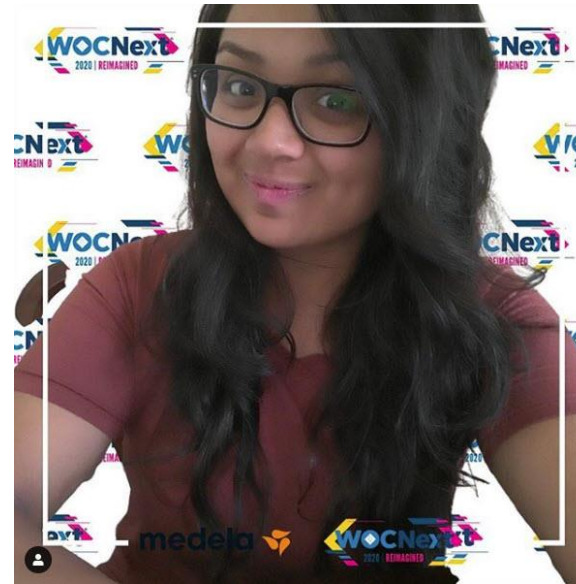
Of on-demand content



medela 



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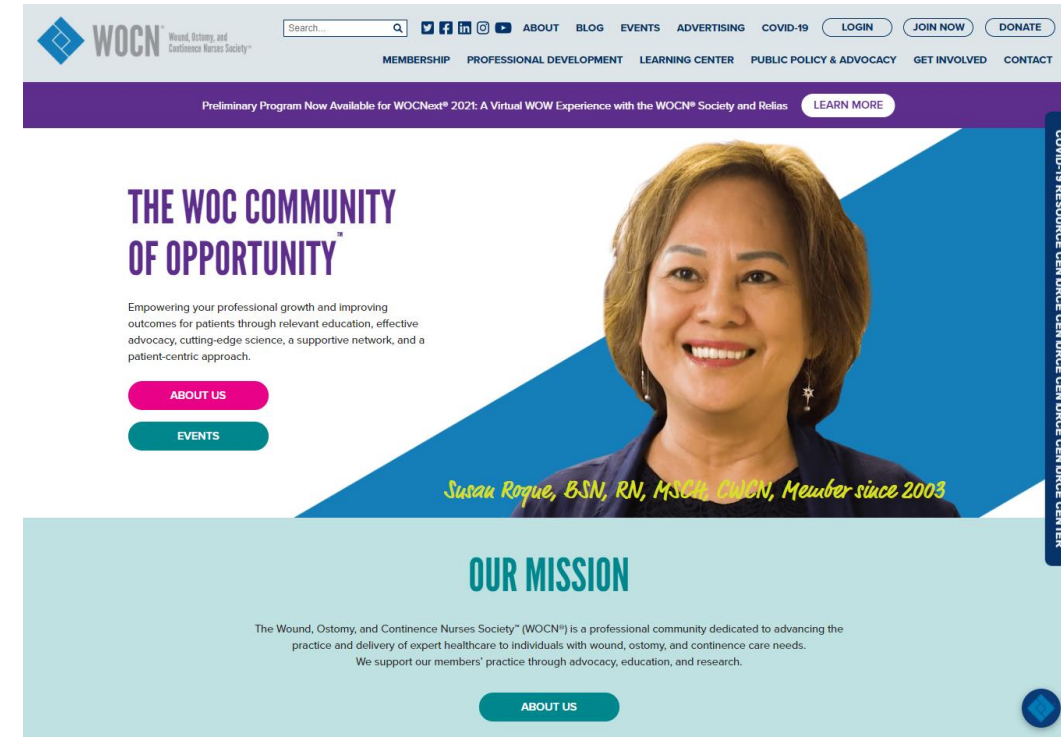
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medela 

# The WOC Community of Opportunity™

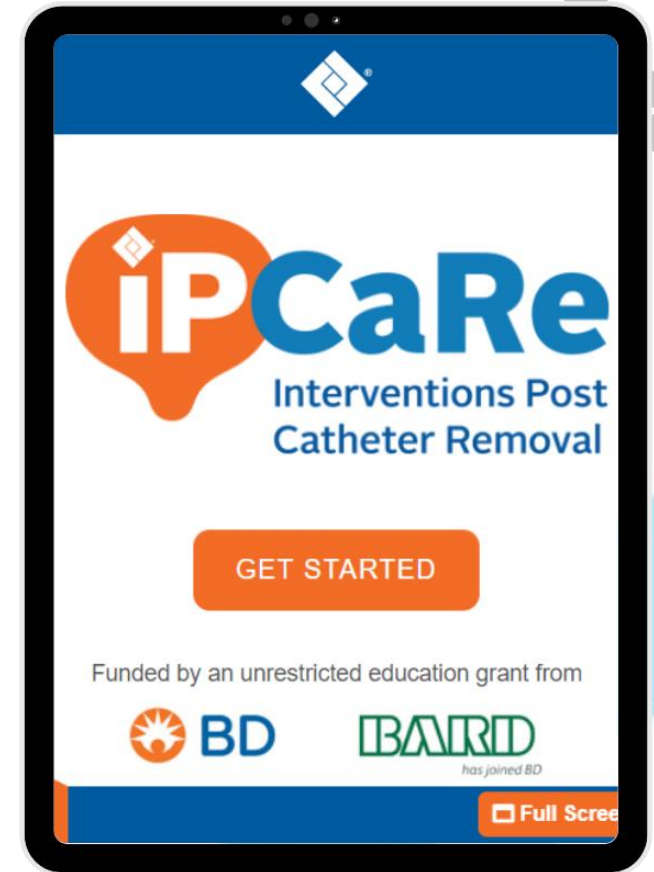
- Modernized WOCN brand and new website!
  - Refreshed logo, color palette, visual identity, and messaging
  - Separate Member Portal
- Our new promise: The WOC Community of Opportunity™
  - Showcases learning, collaboration, and friendship that members experience



# Interventions Post Catheter Removal Clinical Tool (iPCaRe)

- Consensus-based algorithm for acute care settings following discontinuation of indwelling urinary catheter
- Helps fill the gap in evidence available for first line and WOC specialty nurses

Visit [ipcare.wocn.org](http://ipcare.wocn.org)





# COVID-19 Resource Center

- Members-Only Forum
- Image Library/Photo submission
- Guidance for Maintaining Skin Health When Utilizing Protective Masks for Prolonged Time Intervals
- Recommendations for Wound Assessment & Photo Documentation in Isolation document
- *JWOCN* Resources
- Legislative and Administrative Actions
- ANA COVID-19 Resource Center and Webinars
- Self-Recovery Package for Nurses – Free for ANA members

# Certification Review Courses

- Rolled out 3 new certification review courses that award Contact Hours and Pharmacology Credits
  - Wound care
  - Ostomy care
  - Continence care
- Courses led by WOC nurse leaders and educators
- WOCN members receive a discount





# Journal of Wound, Ostomy, and Continence Nursing (JWOCN)

- JWOCN was ranked in the **Top 20** of overall nursing journals
- New additions to the journal
  - Value of WOC Nurse Collection
  - COVID-19 Section



# Ostomy Education Day

- Celebrated Ostomy Awareness Day with free online education and a virtual photo booth
- Offered 4.75 Contact Hours
- Did you miss this live event?
  - Sessions and Contact Hours are available On-Demand in the CEC's Conference Library



# Public Policy and Advocacy Highlights

- Advocated for Home Health Care Planning Improvement Act of 2019
- Supported passage of Lymphedema Treatment Act
- Advocated for change in Medicare Fistula Coverage Gap
- Collaborated with organizations on joint initiatives
  - Alliance of Wound Care Stakeholders, NPIAP, UOAA, and WOCNCB



WOCN® SOCIETY  
**PUBLIC POLICY**  
& ADVOCACY



**UPCOMING IN 2021**

# Core Curriculum Books, 2<sup>nd</sup> Edition

- The 2<sup>nd</sup> edition of the WOC Core Curriculum Books is scheduled to be released in April 2021

## Wound

Laurie McNichol  
Catherine Ratliff  
Stephanie Yates

## Ostomy

Janice Colwell  
Jane Carmel  
Margaret Goldberg

## Continence

Sandra Engberg  
JoAnn Ermer-  
Seltun



# 2021 WOCNext<sup>®</sup>

A Virtual *WOW* Experience with the WOCN<sup>®</sup> Society and Relias June 24-26, 2021

- WOCNext 2021 will serve as an education event for both WOCN and Relias and will join WOCNext and Wild on Wounds (WOW) event attendees together for one BIG event!
- Get ready for 3 exciting days of:



IMMERSIVE LEARNING  
EXPERIENCES



NEW PRODUCT  
DEVELOPMENTS



ENGAGING EXHIBITORS  
& SPEAKERS



HIGHLY FLEXIBLE  
SCHEDULING



ENERGETIC  
PRESENTATION FORMATS



INCLUSIVE NETWORKING  
OPPORTUNITIES

Visit [wocnext.org](https://wocnext.org)

# Continuing Education Center Makeover

- We're working on creating a new look and feel for the CEC
- Over 50 continued education courses free to members
- Get ready for a modernized look and feel to reflect the WOCN rebrand and new website



# Empowerment Center and Professional Development Opportunities

- We're working on a brand-new **emPOWERed Program** to empower you professional and personally
- Developing an **emPOWERment Center** that will be a one-stop destination for resources for your head, heart, and hands



Wound, ostomy, and continence (WOC) nurses are selfless individuals. From their everyday routines to their advanced understanding of compassion, these professionals are strong, smart, and independent—and it is our job to ensure those qualities are consistently supported, nurtured, and revitalized.

## THE WOCN SOCIETY WELCOMES YOU TO OUR EMPOWERMENT CENTER.

Our one-stop destination featuring insightful resources for your head, heart, and hands.

*The emPOWERment Center is supported by an educational grant from Medela. The WOCN® Society does not endorse specific products and services.*

## ABOUT OUR EMPOWERMENT CENTER

WOC nurses are absolutely essential. As an organization comprised of WOC nurses just like you, we know how easy it can be to forget that, especially when you are the only WOC nurse in your facility, or patient needs, scheduling demands, and challenging times are overwhelming and dimming your light.

Our emPOWERment Center is our way of telling you, we are here for you and you are not alone. Not as a selfless WOC nurse, not as a professional with goals, and not as a person with real wants and needs.

### HOW CAN WE EMPOWER YOU?

- Need something to energize your mind? [Visit our resources for the head.](#)
- Need something good for the heart and soul? [Visit our resources for the heart.](#)
- Need something to motivate your growth? [Visit our resources for the hand.](#)

### TIPS FOR USING THIS CENTER BETTER.

- Bookmark This Webpage
- Visit Often and Consistently
- Take What You Need from It
- Browse with Ease & Excitement
- Share This Webpage with Others
- Tell Us What You Need from Us



# ICD-10 Task Force

- Chair-Mikel Gray, PhD, FNP, PNP, CUNP, CCCN, FAANP, FAAN
- Laurie McNichol, MSN, RN, CNS, GNP, CWOCN, CWOCN-AP, FAAN
- Donna Bliss, PhD, RN, FGSA, FAAN
- Joyce Black, PhD, RN, CWCN, FAAN
- Mary Arnold Long, DNP, APRN, CRRN, CWOCN-AP, ACNS-BC

## ICD-10-CM CODES

New Sub Category	Irritant Contact Dermatitis Due to/Related to
New Code	Friction or contact with body fluids
New Code	Saliva or digestive secretions
New Code	Respiratory secretions
New Code	Fecal, urinary or dual incontinence
New Code	Stoma or fistula secretions

# WOCN Strategic Drivers

- **Membership & Engagement Goal:** The staff and volunteers will foster a membership growth and engagement mindset.
- **Education Goal:** WOC Nurses, WOC practice extenders and other care providers will have access to evidence-based education, resulting in improved patient outcomes for individuals with wound, ostomy and continence care needs.
- **Research Goal:** Create and synthesize data on specific WOC nursing quality indicators that showcase and quantify WOC nursing impact
- **Public Policy & Advocacy Goal:** Society advocacy experts will inform and influence health care policy makers on issues that affect WOC care providers and individuals with wound, ostomy and continence care needs.

# Highlights from Strategic Goals

- Develop an organizational structure to support standardization, further collaboration, and contribution to the advancement of the organization.
- Develop formal collaborative relationships with compatible organizations and disseminate WOC research globally.
- Create and synthesize data on specific WOC nursing quality indicators that showcase and quantify WOC nursing impact.

# Nurse Referral Update



- Exploring options
- Revised patient resource on website
- Directing individuals to resources provided by our industry partners

# WOCN & Relias Relationship

RELIAS

- Joint Venture for 2021 to conduct a joint conference

# Code of Conduct & Conflict of Interest



- Provide direction and guidance for professional interactions.
- The actions of the Board of Directors and National Office staff should be free of any real or perceived conflict of interest.
- Recognize and discharge personal responsibility and that of the WOCN Society to uphold all laws and regulations in implementing the policies and conducting the activities of the WOCN Society.

# WOCN<sup>®</sup> 2021 ELECTION

## VOTING NOW OPEN

THROUGH MARCH 15

Visit [wocn.org/election](https://wocn.org/election) for more information



**QUESTIONS?**





**THANK YOU FOR BEING PART  
OF OUR JOURNEY!**

**WE LOOK FORWARD TO MAKING 2021  
A SUCCESSFUL YEAR FOR YOU!**