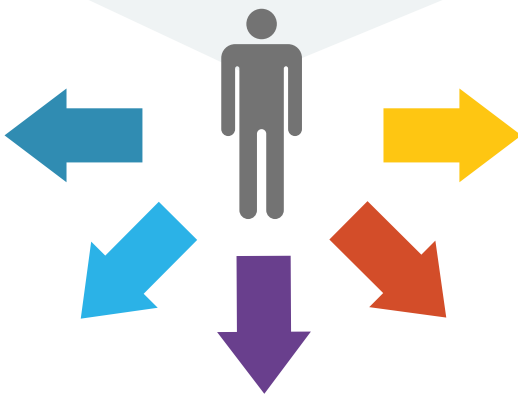


AUDIENCE: WHO WILL YOU REACH?

More than **5,000** members, all specializing in wound, ostomy and/or continence care:

- Advanced Practice Nurses
- Nurse Practitioners
- Inpatient Nurses
- Outpatient Nurses
- Long-Term Care Nurses
- Home Health Nurses
- Acute Care Nurses
- Academic Nurses
- Military Nurses
- Health Care Professionals



WOCN Society members serve as **content experts, educators** and **advisers** in collaborative health initiatives to ensure that patients have access to a WOC specialty practice nurse. Industry partners recognize the WOCN Society as a model for all organizational partnerships.



WOC nurses are **experienced, baccalaureate**-prepared **registered nurses** with the following credentials: CWOCN, CWCN, CFCN, CWOCN-AP, CWS, CCCN, COCN and CWON.



They attend **WOCN-accredited** Wound, Ostomy and Continence Nursing Education Programs (WOCNEPs).

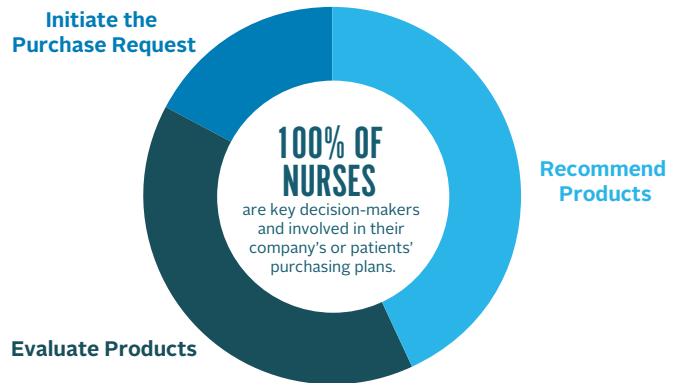
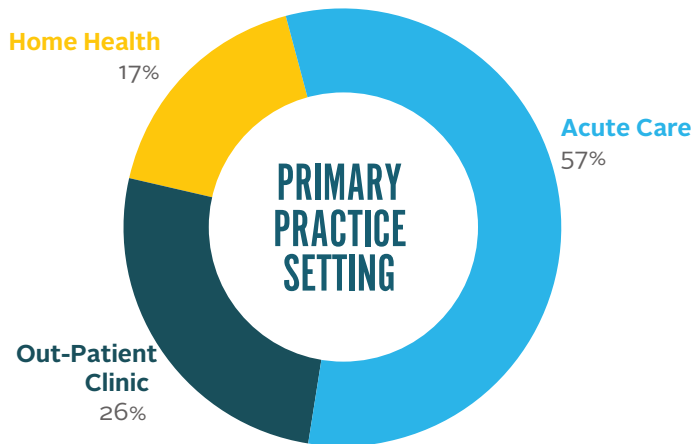
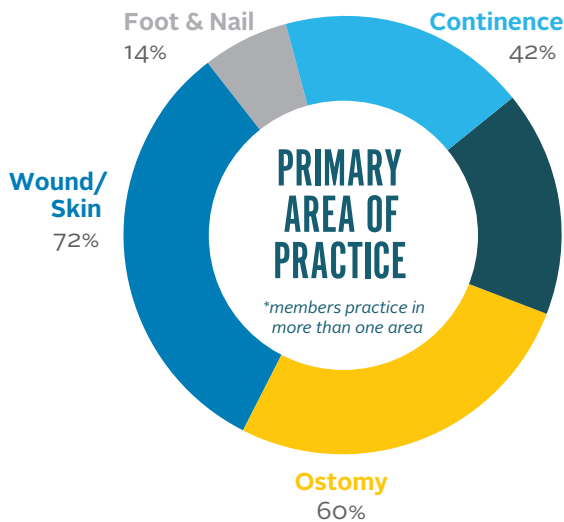
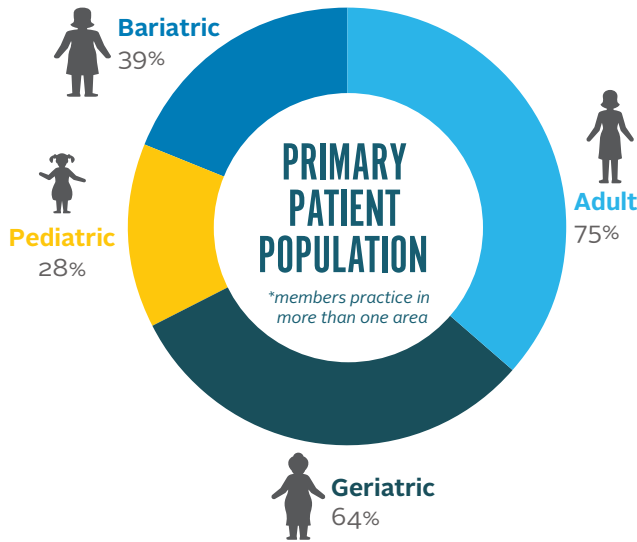


WOC nurses are most **influenced** by the following sources: commercial exhibitors and supporters, print media (*Journal of Wound, Ostomy and Continence Nursing*, Annual Conference Final Program), digital media (*WOCNow E-Newsletter*), social media (Facebook, Twitter), video, web searching and Member referrals. Corporate Membership plays a major role in promoting commercial interests

SOCIETY FAST FACTS

- Nearly 100 Corporate Members
- Peer-Reviewed Scientific Journal (JWOCN)
- 34 WOCN Society Regions and Affiliates
- WOC Nursing Education Programs
- Wound Treatment Programs (WTA)
- Continuing Education Center
- Annual Conference or Joint Conference
- Public Policy and Advocacy
- Corporate Development
- Foundation (Scholarships)

WOCN SOCIETY MEMBERSHIP



REVIEWING THE EVIDENCE

A recent study investigated how WOC nurses affect patient outcomes in home health care settings and found that patients in home health care agencies with a WOC nurse, compared to patients in agencies without a WOC nurse were:

- Nearly **twice** as likely to have improvement in pressure ulcers.
- **20%** more likely to have improvement in lower extremity ulcers.
- **40%** more likely to have improvement in surgical wounds.
- **40%** more likely to have improvement in urinary incontinence.
- **14%** more likely to have improvement in bowel incontinence.

Westra, B. L., Bliss, D.Z., Savik, K., Hou, Y., & Borchert, A. (2013). Effectiveness of Wound, Ostomy, and Continence Nurses on Agency-Level Wound and Incontinence Outcomes in Home Care. *J Wound Ostomy Continence Nurs*, 40(1), 25-33. doi: 10.1097/WON.0b013e31827bcc4f.

