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 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**

**Primary Patient Population**
- Adult: 75%
- Pediatric: 28%
- Geriatric: 64%
- Ostomy: 60%
- Continence: 42%
- Foot & Nail: 14%
- Wound/Skin: 72%

*members practice in more than one area*

**Primary Area of Practice**
- Ostomy: 60%
- Continence: 42%
- Foot & Nail: 14%
- Wound/Skin: 72%

*members practice in more than one area*

**Primary Practice Setting**
- Acute Care: 57%
- Out-Patient Clinic: 26%
- Home Health: 17%

**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.

91% of readers feel the journal is highly valuable to their work.

73% of readers save for future reference.

48% of readers pass along to a colleague.

Source: Journal of Wound, Ostomy and Continence Nursing Readership Study, May 2017