

THE FIGHT FOR HEALTHCARE PROFESSIONALS BEGINS THIS WEEK

Wounds Australia, the nation's peak body for wound prevention and management, has invited everyone with an interest in wound care to join their community of members during Wound Awareness Week 2021.

Wounds Australia CEO Blake Wilson said the organisation delivered improvements for patients by representing and supporting health and aged care professionals, scientists, students and wound treatment suppliers.

"Chronic wounds cost taxpayers over \$3 billion dollars to treat more than 420,000 patients each year.

"Despite this, chronic wounds are a hidden epidemic and there are gaps and shortcomings in programs and policies that can be quickly, easily and affordably addressed.

"To put it simply, the solution to chronic wounds is bleeding obvious," Blake Wilson said.

"A growing Wounds Australia membership will deliver much-needed reform and for less than the cost of a newspaper per week, you can make sure we have a voice loud enough for politicians to hear.

Blake Wilson said Wounds Australia had a unique focus on patient outcomes and professional development, rather than remuneration of healthcare professionals.

"This means we complement, rather than compete with other member organisations that dedicate work towards addressing fees and charges.

"As a result, we are trusted to drive policy that will genuinely deliver better healthcare and aged care.

"We are also the only organisation that delivers the professional development programs, resources and expertise to enhance the skills of service providers.

"Wounds Australia has launched our 11-Point Plan during Wound Awareness Week. It will act as a blueprint for government and enhance the training, qualifications and skills of clinicians.

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“A swelling of membership will ensure the momentum to deliver change is undeniable and we help healthcare professionals to build the career and deliver the high quality of care they aim for,” Blake Wilson said.

Wounds Australia members can access benefits that will grow their expertise including:

- scholarships and grants
- cutting edge information and resources on wound management and care
- the quarterly Wounds Practice & Research Journal and fortnightly email news
- access to our specialist e-magazine WoundConnect.

Wounds Australia membership is open to anyone with an interest in wound care, including:

- Doctors
- Nurses
- Pharmacists
- Podiatrists
- Scientists and researchers
- Aboriginal and Torres Strait Islander Health Workers
- Diabetes Educators
- Physiotherapists
- Occupational therapists
- Dieticians
- Students

To give everyone a taste of membership benefits, Wounds Australia is opening up its online resources for Wound Awareness Week (23 – 29 August 2021).

Information on joining Wounds Australia and resources is available at WoundsAustralia.com.au

ENDS

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DETAILS OF INTERVIEW OPPORTUNITIES OVER PAGE

Details on Wound Awareness Week is available at: WoundAware.com.au

Information on Wounds Australia is available at: WoundsAustralia.com.au

Spokespersons for Wound Awareness Week 2021 are:

PROFESSOR FIONA WOOD AM FAHMS (Wound Awareness Week Ambassador)

Professor Wood is one of Australia's most innovative and respected surgeons and researchers. She is a highly skilled plastic and reconstructive surgeon and world leading burns specialist. Professor Wood has pioneered research and technology development in burns medicine, including 'spray on skin' to treat the 2002 Bali bombing victims. Professor Wood was named Australian of the Year in 2005 and a 'National Living Treasure' in 2014.

HAYLEY RYAN CNC (Chair, Wounds Australia)

Hayley is a leading educator in the Australian and New Zealand health and aged care sectors on the principles of wound management and infection control. Her specialities include chronic wound management, palliative wounds and pressure injury prevention. Hayley's expertise was central to the development of Wounds Australia's *11-Point Plan* and response to the Royal Commission into Aged Care Quality and Safety.

BLAKE WILSON (Wounds Australia CEO)

Blake's reputation as a reformist CEO has been enhanced by his work with Wounds Australia. He has built partnerships to make Wounds Australia a force in shaping efficient and effective healthcare, expanded the reach of Wound Awareness Week, and connected the wound care's commercial sector and other advocacy organisations.

ABOUT WoundsAustralia

Wounds Australia is the peak body for chronic wound prevention and management.

Membership comprises thousands of doctors, nurses, podiatrists, Aged Care workers and other professionals vital to treating chronic wounds and caring for patients.

Wounds Australia works to reduce the harm caused by wounds by supporting members with resources and continuous education. Wounds Australia works with governments and industry to improve wound management, knowledge and resources.