

Saturday, June 12, 2010

Pre-Conference Offerings

8:30 am – 4:00 pm (Lunch will be provided)
(001) WOCN Society Certification Review Course
(Lecture and Discussion)

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This preconference offering will provide a review of wound, ostomy and continence content to prepare attendees to sit for the WOCNCB certification exam. WOC clinical practice will be highlighted in three, two-hour sessions. This Review Course is not intended to be the sole source of education prior to sitting for the Certification Exam. It is for a review of the components to be covered on the exam. *The focus of the review course is an update on WOC-related theory and practice, and may or may not cover items on the certification exam.*

Wound – 8:30 am – 10:30 am

Dorothy Dougherty, MN, RN, FNP, CWOCN, FAAN

The focus will be on general wound assessment and management, and on specific guidelines for prevention and management of pressure ulcers and for differential assessment and management of lower extremity ulcers.

The participant will be able to:

1. Describe current recommendations for prevention and management of skin breakdown.
2. Describe the pathology and implications for management of each of the following: arterial ulcers; venous ulcers; neuropathic ulcers.
3. Identify indications and guidelines for assessment and management of atypical wounds to include appropriate referrals.

Ostomy – 11:00 am – 1:00 pm

Paula Erwin-Toth, MSN, RN, ET, CWOCN, CNS

Review the concepts of ostomy surgery and stoma management patient rehabilitation in preparation for the ostomy certification exam.

The participant will be able to:

1. Describe the physiological results of ostomy surgery.
2. Discuss potential psychological effects of ostomy surgery.
3. Identify WOC nursing care for a person undergoing urinary or fecal diversion.
4. Determine potential early and late complications of ostomy surgery.

1:00 pm – 2:00 pm (Lunch provided for attendees)

Continence – 2:00 pm – 4:00 pm

Mikel Gray, PhD, CUNP, CCCN, FAAN, FAANP

This session will review the epidemiology, assessment and management of urinary and fecal incontinence focusing on essential knowledge required for certification as CWOCN or CCCN.

The participant will be able to:

1. Discuss the epidemiology of urinary incontinence, its impact on patients and society, as well as risk and protective factors.
2. Outline the assessment of urinary incontinence.

3. Compare and contrast treatment options for stress, urge, mixed, functional and overflow urinary incontinence.
4. Define the epidemiology and pathophysiology of bowel elimination disorders including diarrhea, constipation and fecal incontinence.
5. Discuss the evaluation of constipation and fecal incontinence.
6. Review treatment options for fecal incontinence including normalization of stool consistency.

8:30 am – 4:00 pm (Lunch will be provided)
(002) Building Your Best Practice: Business 101
(Lecture and Discussion)

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Sharon Baranoski, MSN, RN, CWCN, APN, FAAN

Marie Etis-Brown, RN, CWOCN

Kathleen Lawrence, MSN, RN, CWOCN

Kathleen Schaum, MS

Alvin Word, BS, MBA, MHA, RN, CWCN, CLNC

Building your WOC practice requires the astute skills of business management. The language of business is often confusing and new to the WOC nurse. This session will address business development, planning, productivity data, justifying your hours, how to grow your practice, billing and coding, marketing strategies, contracts and surviving partnerships.

The participant will be able to:

1. Discuss the essential elements of a business plan.
2. Identify two strategies for marketing your service.
3. Recognize the impact that coding and billing has on a department or practice.

8:00 am – 4:30 pm (Lunch will be provided)
(003) Advanced Practice Pharmacology Workshop

AC OC ET AP



(Lecture, Discussion, Audience Participation)

Janice Beitz, RN, PhD, CS, CNOR, CWOCN, CRNP

Lynette Franklin, MSN, APRN-BC, CWOCN

Phyllis Kupsick, MSN, FNP-BC, CWOCN

This preconference component focuses on pharmacology for the WOC Advanced Practice Nurse. The morning session will include pharmacology content that encompasses each role of the WOC practice: wound, ostomy and continence. The afternoon will provide case studies and an interactive session which will integrate the information learned in the morning session.

The participant will be able to:

1. Analyze the influence of pharmacodynamics/pharmacokinetics on oral medication selection in people with an ostomy.
2. Examine pharmacological approaches to common issues with ostomy patient care: gas, diarrhea, and constipation.
3. Analyze pharmacological management approaches for selected pathophysiology conditions commonly encountered in ostomy patients.





Universal Focus on Patient Care

Saturday, June 12, 2010

Pre-Conference Offerings

10:00 am – 3:00 pm (Lunch will be provided)
(004) WOCN Certification Board Session:
PGP, Marketing and Networking to Promote
your WOCNCB Credentials
(Lecture, Discussion, Hands-On)



10:00 am – 12:00 pm – New Approaches for the Professional Growth Program: It's Easier than you Think!

Mary Gloeckner, MS, RN, CWON, APN

The session marks the WOCN Conference premier of Wound, Ostomy and Continence Nursing Certification Board's (WOCNCB) secure and powerful online Professional Growth Portfolio (PGP) tool. You'll receive a helpful introduction and step-by-step tour of the online PGP tool. Experienced members of the WOCNCB will make suggestions and answer your questions about PGP projects, points, and processes. Don't wait until your recertification deadline to start organizing your projects! Attend this session and learn strategies to develop a stronger practice while you prepare for recertification.

The participant will be able to:

1. Access the new online PGP portfolio and describe its features, benefits, and use.
2. State ways professional goals can be utilized in the PGP process and organize a learning plan to prepare for certification.
3. Discuss the value and importance of developing a professional practice portfolio utilizing the PGP Process as a framework.

12:00 pm – 1:00 pm (Lunch will be provided)

1:00 pm – 3:00 pm – Marketing Your WOCNCB Credentials
William D. Hogan

The key to successful marketing is knowing that people don't really buy products and services—they buy SOLUTIONS TO PROBLEMS. But within every broad market there are individual segments, each with a different set of problems. That's why a solution that will influence a supervisor can have little chance of influencing a business unit or the company as a whole. Successful marketing of ourselves and our credentials is no different. We each need to understand how to identify our target market or audience, how to determine the needs of each – the problems they face – and then how to present our knowledge, skill and abilities as solutions to their problems. At the end of this program you will understand these concepts and the power the WOCNCB branding adds to your marketing strategies to reach the target markets that impact your career opportunities.

The participant will be able to:

1. Identify their most important marketing targets.
2. Plan successful marketing strategies that can impact your career.
3. Describe and choose the right mix of methods to market yourself.

Lunch will not be served for the afternoon workshops.

12:00 pm – 4:00 pm

(005) Fistula Management: The Basics, The Bells & Whistles and Under the Banyan Tree

(Lecture, Discussion, Hands-On)



Mary Arnold Long, MSN, RN, CRRN, CWOCN-AP, ACNS-BC

Jane Fellows, MSN, RN, CWOCN

Keryln Carville, RN, STN (Cred), PhD

Fistulas can be difficult and challenging for the WOC nurse. Though this workshop will focus on interventions to manage the fistula and its drainage, dietary and pharmacological management will be presented. This session will be care-based, utilizing actual patient scenarios to depict bridging, troughing, pouching, pouching with suction and negative pressure wound therapy techniques for fistula management. The attendees will be provided the opportunity for hands-on practice of one or more of the techniques using fistula models and equipment. Participants are encouraged to bring their cameras so they can photo document their step-by-step hands-on experience.

The participant will be able to:

1. Explain dietary and pharmacologic options to decrease effluent in patients with fistulas.
2. Describe fistula management techniques.
3. Recommend fistula management techniques based on patient assessment.

12:00 pm – 4:00 pm

(006) Diabetes Limb Salvage Workshop: Conservative Management and Offloading Methods for the WOC Nurse

(Lecture, Discussion, Hands-On)



Myra F. Varnado, BS, RN, CDE, CWOCN

A biomedical basis for off-loading foot ulcerations will be presented. The indications, advantages, disadvantages, and evidence base for a variety of off-loading methods used in the management of ambulatory patients with foot wounds will be reviewed. A variety of off-loading methods will be demonstrated and all participants will be provided hands-on practice in fabrication of an accommodative dressing and crest pad.

The participant will be able to:

1. Describe the biomechanical basis for off-loading foot ulcerations.
2. Compare the advantages, disadvantages and evidence base of commonly used off-loading devices.
3. Fabricate an accommodative dressing and a crest pad off-loading device.



AC = Acute Care



OC = Outpatient Clinic



HH = Home Health Care



ET = Long Term Care



All = All Practice Areas

12:00 pm – 4:00 pm
(007) Containment Devices:
State of the Science
(Lecture, Discussion, Hands-On)



Joyce Pittman, PhD(c), APRN-BC, CWOCN
Mandy Fader, RN, PhD


For patients with urinary and/or fecal incontinence, containment of urine or stool can be challenging. Wounds exposed to urine and stool may experience delayed wound healing, and intact skin is at higher risk for breakdown. This hands-on session will explore the evolving science surrounding the various containment methods, including body worn garments, bed pads, and internal and external urinary and fecal collection devices. Practical application of the devices will be demonstrated.

The participant will be able to:

1. Describe the scientific evidence related to various fecal containment devices.
2. Demonstrate appropriate application and care of containment devices.

12:00 pm – 4:00 pm
(008) Debridement A-Z Workshop
(Lecture, Discussion, Hands-On)



Lincoln D'Souza, RN, BScN, MEd 
Janet Ramundo, RN, MSN, CWOCN, FNP
Bonnie Sparks-DeFriese, PT, RN, CWOCN, CWS

Debridement of devitalized tissue is an essential component of wound bed preparation, and therefore a critical skill for the practicing WOC nurse. This session will discuss all methods of debridement available to the WOC nurse, including indications, contraindications, and current evidence supporting the use of each method. Case studies will be used to enhance critical thinking skills in order to achieve the best outcomes. Professional practice issues for RN's and APN's related to CSWD will be discussed. Participants will have the opportunity to practice conservative sharp wound debridement.

Please note: Pig's feet will be used for demonstration and practice of CSWD techniques during this workshop

The participant will be able to:

1. Discuss principles and current evidence base for various methods of wound debridement.
2. Explore the scope of professional practice issues related to conservative sharp wound debridement.
3. Demonstrate procedure for conservative sharp wound debridement.

4:00 pm – 5:30 pm • Nursing Networking Opportunities
5:00 pm – 6:00 pm • WOCN/WCET Volunteer Recognition Reception
6:30 pm – 8:30 pm • WOCN Regional Meetings
6:15 pm – 8:30 pm • WCET International Delegates Meeting

