



Wound Groups Join Forces

An invitation from CAWC President Greg Archibald, MD, FCFP and CAET President Paulo Da Rosa, RN, BScN, MCIScWH, CETN(C)

Two national organizations involved in improving wound care, the Canadian Association of Wound Care (CAWC) and the Canadian Association for Enterostomal Therapy (CAET), along with the World Alliance for Wound and Lymphedema Care (WAWLC), are coming together to hold an educational conference, October 30 – November 2, 2014, at the Westin Harbour Castle in Toronto, Ontario. This conference will strengthen leadership in wound, ostomy and continence care.

The Burden of Wound Care

The current cost of wound care in Canada is at least \$3.9 billion annually. This accounts for 3% of total health expenditures. (To provide context, stroke care, which is much better known as a health-care concern, consumes \$2.5 billion.) The Canadian population is aging, resulting in increased demands on the health-care system. Combine this with the growing rates of chronic diseases such as diabetes, and it is evident that action needs to be taken to

improve clinical outcomes and control costs. Currently, treatment for diabetic foot ulcers costs more than \$150 million nationally each year, with the average cost of treating a single infected diabetic ulcer at \$17,000.

The Benefits of Attending

As a result there is an urgent need to prevent wounds and reduce healing time, recurrence, system costs and patient pain and suffering. Our conference, Action 2014: Skin Health for Canada, is an organized, educational approach designed to expose delegates to national and international thought leaders. Health-care professionals at the conference will gain the tools necessary to work toward wound prevention and sustainability of wound care programs, and be able to network with others in their own and other fields and geographical regions.

A Smart Investment

By attending the conference, you will be investing in the development of knowledge, skills and connections that will bring potentially big returns through

better patient outcomes. For a conference registration fee of under \$400, you will experience the latest education/information on wound prevention and intervention that could result in thousands of dollars of savings within your program. Even more important, you will gain knowledge that will result in improved quality of life for your patients and family caregivers. That's the best investment of all!

For more on the conference, read through this special issue of *Wound Care Canada*, then visit www.cawc.net and register today! 🙌

References

1. Ideas and Opportunities for Bending the Health Care Cost Curve Report, sponsored by the Ontario Hospital Association (OHA), the Ontario Association of Community Care Access Centres (OACCAC) and the Ontario Federation of Community Mental Health and Addiction Programs (OFCMHAP). 2010:14.
2. Shannon RJ. A cost-utility evaluation of best practice implementation of leg and foot ulcer care in the Ontario community. *Wound Care Canada*. 2007;5(Suppl. 1).
3. 2013 Statistics Canada population data.