

President's Report

Mary McNeil, RN, BSN, CWOCN

As I pondered what to write in this, my last message as your President, I thought... "I had to write a *Last Will and Testament*



when I left nursing school; let me see if I can use that for a bit of inspiration!" Well, not surprisingly, my departing words were nothing worthy of a "revisit"... I, Mary McNeil, being of tall body and short, exhausted mind... Well, not much has changed, there! Then it goes on to provide advice to an underclassman about how to stay broke... What was that about? Certainly unable to draw much wisdom from those words! Oh well, worth a try!

Over the last 2 years, I have had the special honor to serve as the President of the most dynamic WOCN region in the US. I have learned a good bit about "how things work" but mostly I have learned what makes YOU the SER WOCN work. YOU have provided scholarships to numerous precious children for attendance to Youth Rally. YOU have led and participated

in 2 top-notch conferences. YOU have raised over \$22,000 for scholarships to further the advancement of WOC nursing. YOU have awarded several of your colleagues with the recognition of being that "special mentor" to others. YOU have offered support at every turn, enthusiasm to new ideas, and friendships I will value, forever. For all of this, I am truly grateful.

So, in these my last words as your President, I will – once again - offer a *Last Will and Testament*. I, Mary Webb McNeil, being of tall body and short, exhausted mind, leave to my good friend, Laura Shafer, the special opportunity to lead a willing and skilled team while representing the greatest region of the WOCN. To the membership, I leave the Presidency, grateful for the opportunity to have served in this special role.

May 2009 bring each of you joy and peace!

Mary

Spotlight on a Mentor

Many of us have often wondered what happened to our dear friend **Barbara Leonard**; a mentor, a colleague, a teacher, a friend. This past year, the Florida Association of Enterostomal Therapist (FAET) celebrated their 30th Anniversary as an organization. We searched for all those wonderful people who contributed to the growth and "Pearls of Wisdom". Barbara Leonard was one of those people. Most of us had lost track of Barbara, and couldn't find any information of how she was doing, though last note we knew she was battling cancer. **Frances Vitalis**, a close friend, shares her thoughts with us. Allowing us to remember and pay tribute to a wonderful person. I thought you would want to know....

Kathryn Dere

I first met Barbara in July 2000. We were both hired on at Genesis Elder Care as Clinical Managers. I had been an RN for only 4 years, a CWOCN, had just finished my BSN and was full of zeal and the promise of a great new job, respect, and authority to get things done AKA change the world.

Barbara was a well seasoned, published, respected, calm, cool, professional expert in WOCN. Talk about contrast! She often talked of how she admired my enthusiasm and excitement for helping patients, doing things right, and drive for knowledge. I just loved to pick her brain. It was always such good pickings!

Shortly after I was hired on, the company filed for chapter 13 and had

**Southeast Region
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**Visit our Website at
www.serwocn.org**

NIWI information

Dear SER members: I am on the WOCN Public Policy committee – and we are inviting WOCNs to this important and exciting program.

Applications need to be sent promptly (12/12 deadline) – below is the scholarship download site –and send to WOCN .

Please email or call me for more info - 813 745-3927 or the NIWI info# line below - Thank you, Nancy Scott

Nurse in Washington Program (NIWI) Scholarship Information

The Nurse in Washington Internship (NIWI) offers an intense learning experience for individuals interested in becoming more involved in the legislative and regulatory aspects of healthcare. NIWI is open to any RN that is interested in learning more about the legislative process. The next NIWI will be held March 29-31, 2009 in Washington, D.C.

The following program objectives provide a clear view of the purpose of this event:

- Demonstrate how nurses can be involved and influence policy at the local and national level.
- Discuss how to work effectively with legislative staff to advance policy agendas.
- Network with other nurses with similar clinical/political interests.
- Describe key steps to effect change in the legislative process.
- Identify techniques to advance legislative issues at the grassroots level. Identify legislative, political, and economic forces driving health care policy and delivery changes today.

Please note that six scholarships will be awarded this year; one scholarship will include full compensation for both the registration fee and travel costs and the remaining five will reimburse the \$725 registration fee only.

Download Scholarship

The deadline for application submission is December 12, 2008, so please promptly complete and return your application to:

Completed applications will be judged by the NIWI subcommittee of the WOCN Public Policy committee. Scholarship winners will be notified by January 16, 2009.

For more information about the Nurse in Washington Internship Program, you may call the Nursing Organizations Alliance at 859/514-9157 for a brochure or go to their website at www.nursing-alliance.org/niwi.cfm

Good luck. We hope to see you in Washington, D.C. in March 2009.

Fall Greetings from Tennessee!

Mona Hector, BSN, RN, CWOCN

Lots of news and tidbits to report so guess I'll start in east TN and work my way west.

Alvin Word reports the scholarship match was successful with a total of \$22,500 raised for the SER scholarship fund. WOW! He also reports that his company has signed a contract for HBO services with Fort Sanders Regional Hospital, Knoxville, TN.

The 10/3/08 program by East TN State University "Pressure Ulcers in an Era of Increased Accountability: Meeting the Challenge", was a great success with attendance as well as feed back. ETSU has another conference planned for March 7, 2009 entitled "Wound Care 2009: On the Cutting Edge" Due to space I am including Chris Newell's email for more information: newell@mail.etsu.edu

The Pouch Place, located in Knoxville, is now accredited by ACHC which validates the Pouch Place is dedicated to providing quality care and services by successfully meeting national standards of care. Owner, **Beryl Evans**, along with **Becky Smith**, RN CWOCN, **Jan Dore** RN, CWOCN, **Linda Lipscomb**, RN CWOCN and **Bryan Lipscomb**, RN along with seven other employees provide quality counseling, teaching, and product education for ostomy, wound and incontinence patients.

In the Chattanooga area I learned that **Cheryl Ridder** retired from hospice.

Leslie Myers at Memorial just had a baby! No other statistics available....

Pam Neighbors is working an additional job at Healthsouth. Best of luck to her.

Deb Gray just opened an ostomy clinic at Skyline Medical Center and is accepting appointments.

Judy Grier had a poster @ SER regional meeting. Hope some of you got to enjoy and learn from it.

Britney Swor just completed the WOC program at Emory and is working at Baptist Nashville as a WOCN.

A belated congratulations to **Karen Husky** RN CWOCN on her wedding in August to Adam Lyman.

From Jackson, TN comes news that **Jennifer Vandiver** is in the WOCNEP program at Emory and will be finished with precepting within the week.

Hope and **Patricia** have big plans for implementing changes related to the new CMS rules with Jennifer on board to make it possible.

Everyone needs to read the article in October Ostomy Wound Management magazine that **Suzy Scott-Williams** co-authored with **Evonne Fowler** and **James Mcguire** on practice recommendations for preventing

heel ulcers. Suzy also has been lecturing on perioperative ulcers at the Mid East Region WOC at Charleston, WV, the Pacific Coast Region WOC in Sacramento, CA in October and at the VA VISN 23 meeting presenting an area wide pressure ulcer prevention program. She has also been recognized by the American Academy of Nurses in the Raise the Voice Campaign. As part of *the campaign*, the Academy is showcasing stories of nurse "Edge Runners" – the practical innovators who are transforming America's health care system through nursing solutions. The "Perioperative Pressure Ulcer Prevention Program (PPUPP): An innovative effort to prevent pressure ulcers in surgical patients" showcases the Memphis VA nursing research and aggressive approach to improving patient safety and outcomes. Way to go!

That's all the news I have for now. Don't forget to e-mail me as things occur and I will hold them for next time.

Mona Hector
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 (901) 358-2667

Brief News from South Carolina

Cindy Norris, RN, CWOCN



Carolyn Cuttino's son and daughter-in-law are expecting "Carolyn's" 2nd grandchild in May. Congratulations!

Jane Mansfield and **Patsy Fulghum** (DHEC Nurses) did a presentation on "Wound Staging" called KISS (keep it simple staging) at the annual Virginia C Phillips Community Health Day held in Columbia on October 14th.

Cissy Deas just served on Jury Duty for a week.

My mother is very sick and I appreciate everyone's emails and concern. Signing off until next time...

Cindy Norris RN BSN CWOCN

cnorris@carolinashospital.com or cnorriscwocn@bellsouth.net

From the Desk of Director II

Regina Holmes, CWOCN



I would like to take the opportunity to thank all of you for allowing me to serve you for another term as Director of Awards. I will do my very best to serve you well. It has been a great experience for me and allowed me to grow as a WOC professional. I encourage all of you to get involved at your local, state, and national level. We need you!

The conference in Ala. was educational and exciting. I am looking forward to the Jacksonville, Fla. conference as well. We will recognize those who have excelled in WOC practice at that time as always. It is never too early to start thinking and submitting applications for those deserving WOC nurses who excel everyday in their practice. You can find all of the applications online at our website for: SER WOCN Outstanding Nurse of the Year, Rookie of the Year, Dorothy Doughty Research Grant and Fall Conference Scholarship. Remember also to send in to me your information this year on what you did for WOC Day and you may receive a free registration to the upcoming 2009 Conference. You may submit an application by going to our website www.serwocn.org and under Award Nominations you will see the forms.

We will also be assisting youth between the ages of 11-17 years of age who would like to go to the UOAA Rally. So please let me know if you are interested in sending anyone.

Please email applications to holmes@lorishealthcaresystem.com. You may also mail the applications to: Regina F. Holmes, 3655 Mitchell St., Loris, SC 29569, Cell Phone: 843-602-5732.

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North Carolina News

Judy Plemmons, RN, CWOCN

The NC group met 8/8/08. Hill Rom presented their new Envision rental surface. Ginger Caulder from the Medical Records department at Wesley Long Hospital in Greensboro provided an informative update the present on admission indicators. Our President, **Leanne Richbourg**, and past President, **Amy Dunbar Clegg**, presented their poster on the Heel Study at the National WOCN.

The group has decided to embark on a new research project.

Leanne also reported that WakeMed

in Raleigh has opened an outpatient wound clinic. This clinic is operated by the physical therapy department with a part time CWS.

Lori Yerse, from West Care Wound Clinic in Sylva, NC, has graciously hosted visitors from numerous other facilities seeking information about a nurse run outpatient wound clinic.

Lori Yerse offered a process for WOCN's to market their practice (see next article)

On a personal note, **Laurie Crookenden** is excited about her

daughter, Alex, starting college in Charleston, SC, this month. Alex has been pre-accepted to the school of nursing at Charleston Southern University. **Judy Plemmons** announced that she will become a grandmother for the first time and is expecting a granddaughter in December.



Judy Plemmons
JDPllemmo@aol.com

How to Market Your WOC Practice in the Hospital and Your Community—by Lori Yerse, RN, CWOCN

Create positive perception

- Avoid being a constant complainer
- When you do have a concern, use the positive, negative, positive (PNP) approach to discuss it.

Develop a relationship with the CNO or the person you report to

- Their support can be crucial
- If you look good, they look good

Get results

- Reduce nosocomial pressure ulcers
- Reduce costs, increase revenue, increase referrals

Brag on yourself

- If you do any of the above, be sure you share it
- Promote your practice
- Share success stories

Get patients to sing your praises

- Conduct patient satisfaction surveys and share the results
- Pay attention and make improvements
- Ask patients to put their compliments in writing
- Share complimentary comments with Administration

Submit articles to organizational newsletter

- What are you doing that is newsworthy?
- What do you do that's unique in your area? (Examples: WOC nurses to conduct quarterly prevalence studies, wound care team to serve as preceptors, wound nurses attended regional conference).

Work with marketing to develop brochure

- Drop off copies to physician offices
- Take to hospital events, health fairs
- Sent to local urgent care centers

Organize outreach programs

- Organize a health fair, diabetes fair

- Offer an ostomy clinic or product fair

Collaborate with other departments

- Offer inservices on nursing units
- Present programs to MD's
- Offer specific inservices for specialty groups such as burn care
- To the ED docs or a VAC inservice for the surgeons

Contribute articles to local media

- Most papers have weekly health section and are looking for news
- Contact local talk radio station and offer to be a guest speaker

Local universities, colleges or schools of nursing

- Contact the nursing department and offer to serve as a clinical site
- Volunteer to be a guest lecturer

Serve as a preceptor site

- Precept for nursing and PT students

Offer CME program for physicians

- Check with your facility about weekly classes that may be ongoing
- Bring your brochures and business cards

Hold an open house

- Invite vendors to come and set up displays
- Invite administration
- Invite physicians, social services and home health agencies
- Submit a notice of the event to the newspaper or radio station

Share with your colleagues

- Encourage site visits and visit with others
- Stay current with WOC standards and through Forums
- Be active at the local, state, regional and national levels
- Look for ways to improve your practice

Pictures from the 2008 Annual Conference September 11—15, 2008 Huntsville, Alabama



Terry Barton, Nominations Chair swears in the new Board Members. Laura Shafer, President; Mary McNeil, Vice President; Regina Holmes, Director II (awards). They take office January 1.



Deborah Thedford, Scholarship Honoree chosen by the WOCs in the State of Alabama



Regina Holmes (left) presents Jackie Doubleman with the WOC of the Year Award for 2008!



Michael Byars and his wife, listen to the awards before he realizes it is him that won the WOC Rookie of the year award!

Congratulations!

Mentor...continued from page 1

to let one of us go. It was me of course! Good management decision for sure! So Barbara and I moved along our chosen paths. I got married to a doctor, pursued my dual masters degrees, and she eventually moved on to publish more and establish her career with Medline.

Even though we lived on opposite coasts, we kept in contact...of course me picking her brain, she encouraging me and teaching me very valuable lessons in life. Some of those lessons I'm sure she taught many of you such as; choose your battles, figure out who is in bed with who before you go spouting off about one or the other, follow your instincts, it is best to sit back, listen, and think things through before taking action or speaking. I don't know how many times I asked her "what is the name of that ulcer that crops up just before people die?". Every time she'd say just as kindly and calmly as the time before "a Kennedy Ulcer".

There are so many more things to say about her like: what a dynamic speaker she was, what a fountain of knowledge she was, what a beautiful and kind person she was, and how much she taught and tolerated me. I know that each person who knew her was touched in similar ways and even so much more.

I remember when we were having one of our phone conversations; she told me that she had been diagnosed with ovarian cancer. It was like someone shot me in the gut. Not her....why her? ... As the 2 year long battle played out, her husband Wally always by her side. She dealt with chemo, radiation, several surgeries, infections, hospitalizations and all the pain and fear that obviously went along with this ugly and cruel disease. I would visit when I could. So amazing she always had

the spirit of winning, overcoming, being stronger than IT was. Her knowledge, courage and yes her insatiable will to live along with all the wonders of modern medicine, the wonders of all the things that she was taught, had taught, and proclaimed to others (colleagues and patients alike) and believed in, would make her all better, a rare statistic...a survivor. She and Wally on that Harley, riding like the wind!!!

After all she and Wally went through.. On October 2, 2006, Barbara lost her battle. I was so blessed to be part of that last 24 hours of her life. I had been at a wound conference in Orlando and had promised to come see her and Wally that Sunday at the close of the conference. I was so glad to have kept that promise.

As soon as I walked in her room, I knew this was it...the end... I asked Wally and her mom if I could have some time alone with her. I laid down next to her, held her, kissed her hands, and forehead. Told her how much she meant to me, thanked her for teaching me, being my mentor, being my friend, inspiring me and so many others. I told her it was okay to let go and be free. She spoke inaudibly in and out of lucidity...I laughed and babbled about things we had laughed a babbled about....and I cried. I said good bye to my dear friend that day.

So to all of you who knew her, we can thank God for giving us the privilege. For those who didn't, I am truly sorry you missed the opportunity to experience her light.

Lovingly and respectfully submitted:
Frances Vitalis, MS/MPH, ARNP-C, CWCN, CWS

News From the State of Georgia

Lots of changes have occurred at Wellstar Kennestone's WOC Nursing department since the last newsletter. The out patient department has been relocated to the second floor of the free standing 310 building on the Kennestone campus. This has provided a much needed increase in space as well as better parking and access for patients. The in patient department welcomed Moji Duval and Jennifer Solohub to its staff. Both are recent graduates of the Emory WOCNEP and are wonderful additions to the staff. Congratulations to both Laure Kraker and Jennifer Solohub. Both passed their certification exams this past summer! Finally, the Wellstar Kennestone WOC nurses welcome Heath Brown as the new manager of their department. Heath is already a member of the SER, coming to Georgia from north central Florida where he was the Wound Program manager of Amedisys Home Health Care.

Please remember to send any GA news to me @ vipoteete@bellsouth.net.



Vi Poteete

Vi Poteete ♦ vipoteete@bellsouth.net

CEU Opportunities

Elaine Rush, MSN, CWOCN



Begin the new year with a resolution to get your PGP logs up to date and ready for your next recertification. There are CEU being offered by some of the large industry companies on their web site as well as the WOCN web site. It is a good time to take inventory and see where you are in the process. There are numerous web sites that address wound care with CEU offerings. We are seeing less in the areas of ostomy and continence. So if you are doing something unique or in the process of a study in these areas - publish for all of us to see.

The current offerings are:

WOUND

Advances in Skin and Wound Care, Volume 21, Number 7, July 2008, "Protecting Patients From Harm :Reducing Methicillin- Resistant Staphylococcus aureus Infections" page 335.

Advances in Skin and Wound Care, Volume 21, Number 9, September 2008."Skin and Wound Care : Important Considerations in the Older Adult" page 424.

Advanced in Skin and Wound Care, Volume 21, Number 10, October 2008. "Using Gene Transcription Patterns (Bar Coding Scans) to Guide Wound Debridement and Healing." page 487.

Journal of WOCN, Volume 35 Number 5, September/October 2008. "Impact of Preventive Care Program on the Amputation in the Diabetic Population." page479.

There is also two excellent articles for people getting certification in foot care in the Journal of WOCN September/October issue. This issue was focused on diabetic foot care.

The three current CD programs are available on the SER web site www.serwocn.org
Hope your holiday is full of family, fun, laughter, and joy. Wishing you all a happy holiday season.

2008 Election Results

Terry Barton, RN, CWOCN

Taking office January 1, 2009

President: Laura Shafer
Vice President: Mary McNeil
Director#2: Regina Holmes

Congratulations!

Thank you to all who ran for an office and for all who voted.

It is not too early to think about running for next year's available positions:

Treasurer	Secretary
Director, Special Projects	Director, Conference Planning
Nomination's Committee (one from each state)	

Please contact your nomination committee state member if you are interested in running for a position or if you have questions:

AL – Jan Hale Stevens	256-494-4116	janstevens@gadsenregional.com
FL – Terry Barton	407-646-7523	terry.barton@flhosp.org
GA – Lorna Buntichai	404-686-8174	lorna.buntichai@emoryhealthcare.org
NC – Pam Whitley	704-984-4595	pam.whitley@stanly.org
SC – Tena Jordan	864-725-5018	tjordan@selfregional.org
TN – Denise Goodwin	23-902-9667	douganddenise1@msn.com



Greetings from the Great State of Alabama

Jessie Dickerson, RN, MSN, CWON, CFCN

Whoa! The Alabama WOC Nurses are still ecstatic and overwhelmed over the very, very successful and fun filled 2008 SERWOCN "Achievement through Excellence" Conference held on September 10-14, at the Embassy Suites and Von Braun Conference Center at Huntsville, Alabama. We certainly couldn't have done it without the cohesive team spirit of our Planning Committee under the capable leadership of Deborah Thedford, Chairperson and Jessie Dickerson, Co-chair.



Planning Committee Members

Jackie Doubleman & Jeanenne MacKnight - Program/Ceu Chairs

Cynthia Cunningham - Hospitality Chair

Karen Edwards & Michelle Croaker - Posters/Case Studies/Exhibitors Chairs

Deborah Thedford - Abstracts Chair

Patricia Blakely - Registration Chair

Rosalyn Jordan - Goody Bags - Chair

Joy Lynch - Food Chair

Sharon McKinney - Decoration Chair

Melanie Owens - Entertainment Chair

Jan Hale-Stevenson - Room Monitor Chair

Sherry Tidwell - Publicity and Name Tags - Chair

Sharon White - Awards/Scholarship Chair

To all of you goes our heartfelt thanks for a job well done!

We would also like to use this venue to thank the one hundred and sixty-one (161) participants from our six regional States that provided such excellent evaluations and positive suggestions to make our future conferences even more educational and thought provocative. We certainly wish to thank our fifty (50) corporate sponsors that went the extra mile to assist us with our successful launch into space as we brought on board some of the most sought after Speakers for this outer space journey. We want to thank all of our speakers who took the time to be most creative with our space age theme.

For instance, Dorothy Doughty's presentation on Fecal Incontinence explored "a Trip Down the Milky Way"; Dot Weir's "Perineal Dermatitis" presentation explored "A Rash Around the Moon"; Mikel Gray's presentation on Urinary Incontinence asked the question "Is Your Plumbing Leaking: Close the Escape Hatch" and, Courtney Lyder taught us what we will need to do to survive "Living in the Space Age"—and the list goes on and on. What a exciting trip everyone had.

However, the trip didn't end here. We had an exciting "Live Auction" with Auctioneer "Wild Bill Lawley and his lovely wife Patty. I am putting it mildly when I tell you that this auction was a blast from outer space. Vendors and participants alike got caught up in the excitement and took us over the top. This auction was everything except "Silent".

Congratulations to the following deserving individuals:

Deborah Thedford—2008 SERWOCN Honorary Scholarship Awards winner

Jackie Doubleman—2008 SERWOCN Nurse of the Year Awards winner

Michael Byars—2008 SERWOCN Rookie of the Year Awards winner

Laura King had an article accepted and published in the September-October, 2008 JWOCN, entitled "Impact of a Preventative Program on Amputation Rates in the Diabetic Population".

We salute and applaud you for your deserving accomplishments.

ALERT, ALERT, ALERT

Rumor has it that Jackie Doubleman, Gale Moore and Rosalyn Jordan and a few more of their WOCN buddies are mixing pleasure with education as they take a CEU provided 3-day cruise to the Bahamas. Enjoy girls—What a way to go!

Jessie Dickerson has officially retired from the VA Medical Center in Birmingham after 26 years and 6 days of employment. Word is out that family and friends will be celebrating her retirement on the Carnival Spirit cruise ship to Alaska on May 27, 2009. Anyone interested in joining Jessie on this fun filled cruise is welcome. Please contact Jessie's daughter Delta via Email at MsDee4me@aol.com. for further details.

Jessie's position at the VA has already been filled by her Preceptee Bonnie Kessler, RN, MSN, APRN, CWOCN. We wish her well in her new position

SER WOCN
P O Box 98073
Raleigh, NC 27624
919-518-0963

Spanish Translation
Ostomy Teaching Booklets
Revised and Reprinted in 2002

The Birmingham Area ET (WOC) Nurses were awarded an educational grant from Carrington Laboratories, Inc. *in honor of Dr. Sheri Smith*, from Alabama. The grant was written to translate, print and disseminate the Ostomy teaching booklets into Spanish. Revenue from these booklets will be used to print more booklets, help sponsor children to attend the Youth Rally and send sets to all WOC Educations Programs.

The following booklets are available for \$3.50 each in Spanish or English

- Living with your Colostomy
- Living with your Ileostomy
- Living with your Urostomy

Order Form

Fill in the quality for the number of booklets you want. Send a check or money order payable to

The Birmingham Area ET Nurses Association, include postage and handling at the following rates:

Number of booklets:	1—10 \$3.00	11—20 \$6.00	21—40 \$12.00
	41—60 \$18.00	61—80 \$24.00	81—100 \$30.00

Please indicate which booklet(s) you want (Spanish or English) and send your name, address, phone number & e-mail address to: **Birmingham Area ET Nurses Association, P O Box 55358, Birmingham, AL 35255**, Please call 205-934-6903 for additional information Please allow 4—6 weeks for delivery.