



Southeast Region News

PRESIDENT'S MESSAGE— BY SUSAN STEELE, MS, RN, CWOCN

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What's In A Name?

I am NOT, nor shall I ever be a "WOCN". Please don't misunderstand this statement. I attended an ETNEP, graduating in 1993, and for the past 13 years have practiced in the specialty of Wound, Ostomy, and Continence nursing. I am proud of my specialized nursing practice and of my affiliation with the organization known as the WOCN. But I am *not* a WOCN. Over the past 10 years, I have often heard colleagues use the term "WOCN" to refer to themselves or another WOC nurse. Although I am 100% certain that nothing malicious or fraudulent was ever intended by such statements, it is important to share a reminder that use of the initials W-O-C-N as a job title or credential is inaccurate and misleading to both colleagues and the lay public, and does harm to our association.

Recently, I received a telephone call from a *very* angry nurse who had attended an educational program in a state within the

geographic boundaries of the Southeast Region. She was unhappy with an aspect of the program's record-keeping and wanted to get in touch with the program organizer. It just so happens that the person or group who sponsored the program chose to use the phrase "WOCN Presents" on the banner head of the program flier. There was absolutely no connection between the program and the Southeast Region or the national WOCN. I truly wanted to help this fellow nurse resolve her issues, and felt powerless to do so. After we concluded our phone conversation, I continued to be concerned about (a) the fact that the name of our association was used inappropriately and (b) as a result, a professional nurse now has a very negative opinion of our organization. WOCN is a trademarked name for our association and any other use of the acronym is not only inappropriate, it is illegal.

I have also noted the credential



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NEWS FROM SOUTH CAROLINA

MUSC has a great staff working with them. **Patricia Slachta**, RN, PhD, ARNP, BC, CWOCN joined the staff in June.

Deborah Mitchum, RN, BSN, CWOCN joined the group in May. **Carolyn Cuttino**,

BSN, RN, CWOCN is covering the transitional care unit and still has a

consulting business. **Pam Srinivas**, RN, MSN, CWOCN is still working with the group. **Lynette Franklin**, RN, MSN, CWOCN is out of the country but is working at MUSC in the urology clinic.

Marie Gehling, RN, BSN, CWOCM from Orangeberg reports that **Alexandra Kuck**, BSN, just completed the Emory Program and will be taking the WOCN boards in June. They are involved in two national wound research projects with Organogenesis/Apligraph. The first research project is "Pain Reduction In Chronic Lower Extremity Ulcers". The second research study is "A Prospective Randomized Controlled Pivotal Study of Apligraph for the Treatment of Pressure Ulcers". Way to go gals!

Kathy Kalofski, RN, CWOCN has joined Anderson Medical Center. **Phyllis Bonham**, RN, MSN, CWOCN has received her PhD. **Joan Jackson** has now passed all of her boards and is a CWOCN. She is working with the Florence Visiting Nurses.

If anyone would like to include any more news for our next edition, please e-mail me at: cnorris@carolinashospital.com.



Mark Your Calendar!

*2006 SER WOCN Annual Conference
September 13—September 17, 2006
Augusta Marriott Hotel and Suites
Augusta, Georgia*

*Our Proud Past, Our Exciting
Present and Our Bright Future*

CEU OPPORTUNITIES

ELAINE RUSH, RN, CWOCN

PROFESSIONAL PRACTICE COMMITTEE CHAIRPERSON

There are two excellent articles available for CEU found in the following publications:

"Care Of the Obese Patient With an Ostomy"
Journal of WOCN, Vol 32, Number 6 ,
November/December 2005, Page378.

"The Role of Therapeutic Angiogenesis in Tissue
Repair and Regeneration"
Skin And Wound Care, Volume 18, Number 9,
November/December 2005. Page491.

If you have additional resources for CEU in our areas of specialty that you would like to share with the membership , please contact me at elainewr@bellsouth.net. The WOCN website continues to offer on-line CEU programs. These programs change periodically, so check the website for new opportunities of learning. Network with the membership to advance our practice and enhances our service to our clients.

Elaine Rush RN,CWOCN –
Professional Practice Committee Chairperson.
elainewr@bellsouth.net

LEGISLATIVE UPDATE

ANN KAHL, MS, RN, CWOCN

Congressional briefing

On November 2, 2005 the WOCN Society in conjunction with the Pedorthic Foot Association (PFA) hosted a Congressional educational briefing. It was held at the Cannon House Office Building on Capitol Hill. WOCN Society's new legislative consultant Bill Applegate and Suzy Dumont arranged the meeting.

Congresswoman Carolyn McCarthy is the lead sponsor of H.R, 1416, the Medicare Diabetic Footwear Quality Restoration Act of 2005. She is also a nurse. This bill would amend the Medicare Prescriptive Law of 2003 that reduced the payment for orthotics for diabetics.

Approximately 20 congressional staffers attended. After the Congresswoman welcomed the group, WOCN President Margaret Goldberg (FL) introduced our society. Several speakers represented our interests. Cindy Kiely, CWOCN from the WOCN Public Policy Committee and resident of McCarthy's district discussed scope and cost of Diabetes to Medicare and the quality of life. Dr Teresa Kelechi, (SC) CWOCN described the gaps in Medicare coverage and how it affects the access to care and the ongoing treatment of Diabetics.

Also in the hour long presentation PFA president Executive Director described Medicare coverage/lack of coverage of Diabetic footwear. The PFA also demonstrated some orthotics.

Follow up to our educational briefing will be facilitated by Bill Applegate on behalf of the WOCN society.

NIWI

WOCN has awarded 4 scholarships to the Nurses in Washington Internship Program. It will be held in Washington DC March 11-16th. Joan McInerney, (FL) member of the Public Policy Committee, was awarded one of the scholarships. Other recipients include Cindy Sylvia, Myrna Varnado, and Liz Lemiska. Information on the NIWI conference can be found at nursing-alliance.org. We will fill you in on how the conference was the next newsletter!

FLORIDA REPORTS....



It's a new year and the Florida WOCNs are busy gathering steam for another full year. Many regions of this large state have dinner meetings that include a contact hour and dinner. The Panhandle group, led by

Robbie Sharpe, call their group **The Wound Care Wine Club (WCWC)** and had presentations in October by Ross-Abbott Laboratories on nutrition in wound care, and also in November by Molnlycke on wound assessment and documentation. They are looking forward to upcoming presentations by Medline and Health Point. The Orlando group, led by **Georgene Hadley**, had the pleasure of listening to **Paula Erin-Toth** presenting on fecal management and ostomies sponsored by Convatec, as well as a brilliant wound lecture by **Dot Weir**, sponsored by J&J.

Many exciting conferences are in the planning. The Florida Association of Enterostomal Therapists, aka FAET, will be sponsoring their Annual Conference March 2 through 5 on the good ship *Fantasy*. It will be a mini vacation as well as contact hours for a full scope WOCN practice. Topics and speakers will include **Ann Kahl** on C Diff and Fecal Incontinence, **Kathy Smith** on Wound Infection, **Gwen Turnbull** on Ostomy Complications, **Susan Gallagher** on Obesity and Sensitivity Issues, **Dot Weir** and **Dr. Jeff Niezgoda** on Wound Care, and **Nayda Labrador** and **Lorraine Dean** on Diabetes and Wound Healing. Sounds like a fantastic weekend filled with adventure and education. I hope to see a lot of you there. For more information, contact **Georgene Hadley** at 321-841-1159 or email **Georgene.hadley@orhs.org**.

Sally Matson with the Wound Management Support Team at Orlando Regional Healthcare is a contributing author in the 8th edition of the "Lippincott Manual of Nursing Practice". This marks the third time that Sally has co-authored

the chapter on gastrointestinal disorders in this reference book. Way to go, Sally!

There will be the 3rd Annual Wound Care Conference in Tallahassee. It is being organized in conjunction with Big Bend Hospice, and will take place on April 6. They are planning a wonderful conference this year and are expecting to have a dynamic speaker! This is a day long conference which will provide CEU's and an opportunity to meet with Panhandle representatives from various wound care companies to learn about products. If anyone is interested in more information--please email **Robbie Sharp** at **rsharp9376@aol.com**.

Jackie Wiseman successfully passed the American Academy of Wound Management exam and has the additional credentials, CWS, to add to her name. Congratulations, that is a tough test. **Judy Papen** recently returned from California to reside in the Tampa Bay area. She is currently completing her term as President of the Pacific Coast Region WOCN and hopes to become active in SER and local and state groups. Welcome Back Judy.

Teresa Hugill is now a Nurse Practitioner and started a wound clinic (volunteer) at the Health Care Center for the Homeless as this is part of her mission commitment. Teresa is asking fellow WOC nurses to donate any excess supplies that they may have to this "mission" work". It is very rewarding and everything that is donated will be put to excellent use. She is also planning mission trips to Romania in June and Africa in October of this year. She is in need of supplies for those trips also. If you can help her out, please email me and I'll put you in contact with her.

That's it for now. I know that there is more news to share, but alas, it hasn't made the deadline. I'll include it next time. Keep the news coming!

Kathryn Dere
kathryn@dere.org

NORTH CAROLINA...REPORTING IN!



The NC WOCN met in November for their quarterly meeting. During the business meeting, **Leanne**

Richbourg was elected to the position of President-elect, and **Pam Whitley** to the position of secretary. **Amy Dunbar** officially moved from president-elect to president, and **Karin Bello** remains treasurer. Meeting dates for the next year were chosen and a lunch/educational

program was presented by Iviv Technology on an FDA approved pulsed electromagnetic field device. **Phylis Kupsick** is a great-grandmother. Wake Med welcomes **Marijean Dornback** to their staff. We would like to invite you all to visit us via our new web site: www.ncwocn.org.

Melanie Johnson, RN, BSN, CWOCN
mmjohnson@wakemed.org

NEWS FROM THE STATE OF GEORGIA.....



The **BIG** news from the state of Georgia is the **2006 SER Conference** which will be held on **September 14-17 at the Radisson Riverfront Hotel** in Augusta, Georgia. The entertainment

committee has begun plans to launch a search for our **SER WOCN IDOL!!** The competition will be (loosely) based on the very popular American Idol television series. So, the search has begun for talented contestants from our region. If you feel you have a talent and would like to be part of the fun at the regional conference, please contact Vi Poteete at vipoteete@bellsouth.net. Describe your talent and send me a brief resume related to your talent. Don't be shy; we know this region is brimming with STARS!!

Congratulations to **Laura Zanolla** of Kindred Hospital, Atlanta. Laura married Scott Alvis on August 20th. You might notice that this name change moves Laura from the end of the alphabet to the very front! Congratulations are also in order for **Vicky Bryan** (WellStar Kennestone Hospital) and husband Jeff. They are very happy, excited, and maybe a tad nervous about the expected arrival of twins (a boy and a girl) in April 2006. Someone with a bit of

knowledge about twins is **Holly Cates** who is the very proud Grandmother of twin girls. Holly is also mastering the art of motorcycle driving. What a modern grandma!

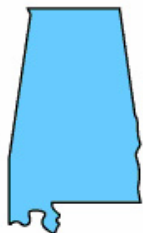
Several Georgia WOC nurses have changed jobs in the past few months. **Peggy McGarity** has joined the pediatric WOC nursing team at Eggleston Children's Healthcare, Atlanta. **Rose Murphree** has joined the faculty and staff at Emory University's WOCNEP. **Janelle Dees** is now working at North Fulton Regional Healthcare. **Betty Gunthorpe** completed the WOCNEP at Emory and has joined the WellStar Kennestone Hospital in-patient team.

Congratulations to **Kim Lee** (WellStar Kennestone Hospital) who completed her Masters of Nursing and Nurse Practitioners program at Kennesaw State University in December 2005. Kim will be sitting for her boards and will probably ace them as she did all of her courses while working full time!

Please remember to submit all state / local news to me. We love to read about what is happening.

Vi Poteete (vipoteete@bellsouth.net)

ALABAMA NEWS



Alabama CWOCN's would like to take this opportunity to wish everyone a very happy, prosperous and healthy New Year. We are in the process of electing new officers for the coming year and look forward to sharing that information in the next newsletter.

Congratulations are definitely in order and most deserving to the following Alabama CWOCNS:

Rosalyn Jordan on the completion of her Master's Degree from the University of Wales. Ros is one smart cookie. We are so proud of her and this accomplishment as she continued to work full time and pursued her educational endeavors at the same time. Our hats are off to you our friend and colleague for a job well done.

We are also proud of another colleague named **Angela Peterson**. Angela has written a great

article that is published in the current issue of "Ostomy/Wound Management" entitled: "My Scope of Practice: One-Step Care Yields Big Results". Angela has held numerous jobs in nursing including management, but according to her, "she didn't realize how happy she could be until she became immersed in wound care". Her pursuits and passion enabled her to find an effective approach to skin care in patients with fecal incontinence. I implore you to read all about this "One-Step Care" in the current issue of **Ostomy/Wound Management** – ISSN: 0889-5899 – Volume 51 – Issue 12 – December 2005 – pages 18-20.

Jan-Hale Stevens was chosen by her peers at work as the "2005 Gadsden Regional Medical Center's Exceptional Employee of the Year." Congratulations Jan - you certainly have your fellow Alabama colleagues votes as well!

Jessie Dickerson

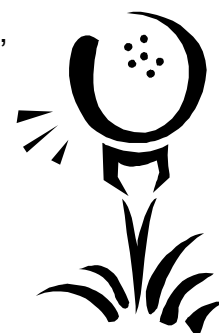
CONFERENCE UPDATE CYNCRE NEAL, MSN, FNP, CWOCN DIRECTOR, CONFERENCE PLANNING

The "Stage was set for us" in Chattanooga with 216 attendees and 60 exhibitors and that wonderful entertainment from the Dismembered Tennesseans. I never thought I would enjoy blue grass that much!! During the 2005 conference we introduced the Dorothy Doughty research grant. That was a pleasant surprise for Dorothy!

The co-chairs for 2006 are Rhonda Holbrook and Lea Crestodina. The co-chairs and the planning committee are working hard to help attendees have a great time. We will be located at the Augusta Marriott Hotel and Suites in Augusta, GA. This year's theme is "Our Proud Past, Our Exciting Present and Our Bright Future" We do want to recognize all of the "seasoned 20 yrs. or more" WOC nurses in the SER this year. We will be offering a pre-

conference review course with Dorothy Doughty and other pre-conference workshops. We will also be having some exciting entertainment; our own version of American Idol! So we will be recruiting talent directly from our own wonderful members! The vendor brochures have been mailed out. Look for your attendee brochure in the mail after April. We hope to see you all on the "T" in Augusta, September 14-17, 2006. The brochures will be available on www.serwocn.org.

Questions contact Cathy Womack at 919- 518-0963 or cami@nc.rr.com



GREETINGS FROM THE VOLUNTEER STATE!



We survived the holidays with no ice storm this year. Hope everyone has made

progress on their New Year's resolutions. **Jan Dore**, CWOCN, is now with the Methodist Medical Center in Oakridge. **Beryl Evans and Becky Smith** are seeing patients in Blount Memorial Hospital, Baptist Hospital and St. Mary's in the Chattanooga area. How great for the patients to have a WOC specialist for site marking, teaching, etc.

Our own **Susan Scott-Williams**, MSN, RN, CWOCN received the Professional Promise Award at the TN Nurses Association Annual meeting this year. **Amy Mills, Renee Holland and Jennifer Dolgoff** are headed to the Emory Wound, Ostomy, Continence Program at the end of this month from the Methodist-LeBonheur Healthcare System in Memphis.

Alvin Word reports upcoming programs for their east Tennessee WOC group include presentations from Ross Labs and Hartman-Conco companies. The latest expansion of his company includes a Hyperbaric Wound Center at Hilton Head Regional Medical Center with **Bill Burns** as director. Alvin also tells me that that he celebrated his thirty-second wedding anniversary with the "same old gal" by taking her on a 9 day cruise to Hawaii during the holidays. Now that's the kind of news we need!

The middle Tennessee area WOCN's meet on the third Thursday of every month from 4:00-6:00 pm at the Hollister Distribution Center in Nashville. We have a business meeting followed by a WOC educational program and dinner is provided by the sponsoring company of the educational program. Newly elected (appointed!!) leader are **Pat Smith and Rita Higgins**, Co-Chairs; **Martha Davidson**, Treasurer; and **Amy Bandelier**, Secretary. If you are interested in attending or sponsoring one of our educational programs please contact one of these leaders.

In September Skyline Medical Center sponsored their second annual WOC Nurse all day workshop focusing on wound care, "WOC Update II." Presenters were Pat Dittes from Deaconess/Elk Valley home health, Jenny Evangelist from Northcrest Hospital, Martha Davidson from Vanderbilt, and Deborah Gray from Skyline. There were 48 attendees represented by home health, long term care, and acute care facilities.

We have several new faces in our group. **Loretta Sullivan** a new graduate from Emory and employed by Baptist Hospital in Nashville; **Bonnie Thompson** a new graduate from Emory and employed at Vanderbilt in Nashville; **Amy Bandelier** who transferred from Arizona to Vanderbilt; and **Barbara Dale** a new graduate from Emory and employed by Superior Home Health in Livingston.

We also several members that have made changes. **Marilyn Hargrove** moved to Vanderbilt, **Jeanne Rudden** moved to St. Thomas Hospital in Nashville, and **Janeen Lee** moved to KCI as Clinical Consultant for home health. **Kimberly Hackney** has resigned from Maury Regional hospital in Columbia to pursue the FNP program at Belmont University in Nashville.

In case you lost count Vanderbilt now has 5 WOCN's!! We are in the process of developing 1-2 positions for Vanderbilt Children's Hospital and Clinic. Last year VCH moved to an independent standing beautiful new building adjacent to the main hospital and clinic. If you are a pediatric WOCN and interested in Nashville or Vanderbilt we would love to talk with you. So long until next time.

Combined article from Mona Hector and Sheree Lee WOCN, Vanderbilt University Medical Center (901) 358-2667

PRESIDENT'S MESSAGE— CONTINUED

BY SUSAN STEELE, MS, RN, CWOCN

“CETN” still in use by some authors in professional publications. Since all of the persons originally certified as CETN have now either expired or been re-certified with the new credentials of the Wound, Ostomy and Continence Nurses Certification Board, the use of this set of initials could also be considered fraudulent. Regular contributors to newsletters, continuing education offerings, trade publications or other non-specialty journals may find that a well-meaning editor or program organizer simply used the same biographical information that was on file from a past contribution and was unaware of any changes.

What is in a name? Apologies to Billy Shakespeare aside, a rose by any other name just may be another flower. I have only had one name my entire life. In 1977 when I chose to marry, I also chose to retain the name that my parents gave me at birth. I was not a Hollywood celebrity, nor was I heir to a large fortune, so I am certain that many friends and family members thought my decision strange. My beloved did not have an embarrassing or hard-to-spell last name, and I was not trying to revolutionize the institution of marriage. My name was, and is, my personal and professional identity. Like it or not, a name represents who we are and what we believe to other people who know us or know about us. In earlier times, duels were fought and lawsuits waged in an effort to defend the honor of one's name. In the current information age, identity theft is a serious

crime. There are lots of people who know that what is in a name is powerful stuff indeed.

Just as we protect our personal identity to avoid becoming the victim of a thief, it is important to recognize the importance of protecting your professional identity as well. To protect your own good name, and the integrity of our association, please take a few minutes at the start of the new year to do the following:

- Review all business cards, pamphlets, fliers and other material that may include your name and professional credentials to be certain that they are accurate and up to date. Insist on seeing a proof before publication or printing.
- Never sign letters, medical records or any other documents with “WOCN”. Use correct legal title and appropriate credentials only.
- Do not allow your employer or colleagues to refer to you as “the WOCN”. Learn to tactfully and politely correct the error.
- If you become aware of a colleague's misuse of the society's name or of professional credentials, point out the error and request correction. Chances are, the mistake is not intended as deception, and your colleague will appreciate the feedback.

Each member of the society has an obligation to the future integrity of the association. As members of the WOCN, we owe it to ourselves and to our future colleagues to be sure we say what we mean. Names do matter.

For additional information on the use of the WOCN name and logo,
please visit the WOCN website

www.wocn.org

Log on to the Members Only section

Click on Member Resources

Click on Policy & Procedure Manual

AWARDS AND PUBLIC RELATIONS

MARIE THOMPSON, RN, CWOCN



Hello everyone, and a belated Happy New year. I hope everyone has gotten off to a great start in 2006. It's that time again and I am here to remind you, plead with you, beg you or whatever it takes to get your cooperation for the coming year. SER provided many great services and presented awards to several very deserving WOC nurses last year. Now, it is time to do it again.

UOA YOUTH RALLY.

The UOA has ceased operations and is no longer involved in the youth rally, but a group of committed former committee members have formed a support group. They want to continue the work of the Youth Rally and are planning the camp for 2006 on July 8th through 12th. More details and information can be found by going to the old uoa.org web sight, and clicking on "youth rally" which will direct you to further information. The new group does not have their web page up and running yet. You may check for information at www.rally4youth.org and keep checking back. The deadline for all applications for campers and counselors is April 30, 2006. Please, if you know of anyone that will benefit from this program, SER can help with sponsorship.

WOC Nurse Week

The 3rd week of April is WOC/ET nurse week. All applications with pictures, newspaper articles, TV news releases, poster boards and any other articles used for promotions are due by May 30th.

WOC Nurse of the Year.

Deadline for applications are May 30, 2006. I know everyone out there in SER land knows of at least one nurse who deserves to be honored for their hard work and dedication. The applications process can be found on the SER web page, and it is not difficult to complete. Please take the time to make someone happy by submitting their name.

Dorothy Doughty Research Grant and Research Award

The criteria and application for this grant and award is on SER web page. Deadline is May 30, 2006.

WOC Rookie of the Year Award.

Candidates must hold certification from WOCNB in one or more subspecialty areas of WOC Nursing practice, maintain active membership in SER WOCN, have graduated from a WOC Nurse education program within past 24 months. They should perform at least 50% of their duties in direct patient care. The recipient of this award will be honored at the next SER conference in Augusta, GA. Nomination deadline is May 30th.

Again, I really need your help to make all of these awards possible. You may send your applications by email to me at math4178@bellsouth.net or by my mailing address.

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WE'RE ON THE WEB!
WWW.SERWOCN.ORG



2006
Annual Conference

September 14-17, 2006

Augusta Marriott Hotel and Suites
Augusta, Georgia

Southeast Region Wound, Ostomy and Continence Nurses Society