

FOR IMMEDIATE RELEASE:

NEW JERSEY APPROVES INITIATIVE TO EXPAND THE NUMBER OF WOUND CARE CERTIFIED PROFESSIONALS

Glendale Wisconsin - March 15, 2010- National Alliance of Wound Care® (NAWC®), in cooperation with the New Jersey Hospital Association's Institute for Quality and Patient Safety and the New Jersey Department of Health and Senior Services announced today that they are sponsoring an initiative to expand the number of wound care certified professionals through the creation of The New Jersey Wound Care Certification Initiative. This new initiative was borne of the idea of making quality skin and wound care education available to nurses who deliver care to patients in nursing homes, hospitals, assisted living and in home health settings. The educational program for the new New Jersey Wound Care Certification Initiative will be delivered by the Wound Care Education Institute, Inc. (WCEI).

“New Jersey is proud to be a leader in pressure ulcer care and prevention. Working together in an intensive NJHA quality collaborative, participating New Jersey facilities have achieved a 70 percent decline in the incidence of pressure ulcers. We’re pleased to take that successful track record to a new level by partnering with the National Alliance of Wound Care (NAWC), the Wound Care Education Institute (WCEI) and the New Jersey Department of Health and Senior Services to offer wound care education and certification. This is excellent news for New Jersey patients, especially our growing population of elderly residents,” said Senior Vice President for Clinical Affairs and Director, NJHA Institute for Quality & Patient Safety, Aline M. Holmes, MSN, RN.

The New Jersey Department of Health and Senior Services, through the nursing home civil monetary penalty fund, will reimburse eligible hospitals \$1,000 of their registration and examination fees for enrolling nurses who successfully complete the course and certification exam. The fund is derived from federal enforcement and is allocated to New Jersey from the Department of Health and Human Services, Centers for Medicare and Medicaid Services. The purpose of the fund is to improve quality in nursing homes.

“We are honored to provide a comprehensive wound care education program to Health Care Professionals in New Jersey. The Wound Care Education Institute is committed to supporting the Institute for Quality & Patient Safety and contributing to New Jersey’s continued leadership and success in wound care excellence”, said Nancy Morgan RN, BSN, MBA, WCC Co-Founder, WCEI.

The WCEI educational program will be provided at the following dates and locations:

- June 14-18, 2010: St. Barnabas Behavioral Health-Toms River-Southeast
1691 US Highway Route 9 – CN 2025, Toms River, NJ 08754
- June 21-25, 2010: St. Barnabas Ambulatory Care Center- Livingston - North
200 South Orange Avenue, Livingston, NJ 07039
- July 19-23, 2010: Barry Brown Center- Virtua- Southwest
106 Carnie Blvd., Voorhees, NJ 08043
- July 26-30, 2010: NJHA- Central
760 Alexander Road, Princeton, NJ 08543

About NAWC

The NAWC is a non-profit organization, dedicated to the advancement and promotion of excellence in wound care through the certification of wound care practitioners. NAWC is the largest professional wound care credentialing and membership organization in the United States. The NAWC is among an elite group of more than 90 credentialing organizations that have received and maintained National Commission for Certifying Agencies (NCCA) accreditation. For more information about wound care certification, visit the website at www.nawccb.org.

About New Jersey Hospital Association

NJHA, based in Princeton, is a not-for-profit trade organization committed to helping its member hospitals and post-acute facilities provide accessible, quality, affordable healthcare to their communities. Information on additional wound care activities led by NJHA can be found at www.nopressureulcers.com.

About WCEI

The Wound Care Education Institute (WCEI) www.wcei.net offers a comprehensive skin and wound care training program at locations throughout the U.S. Upon successful completion of our Skin and Wound Management Course, eligible Registered Nurses, Licensed Practical/ Vocational Nurses, Physical Therapists, PTAs, Occupational Therapists, Nurse Practitioners, Physicians and Physician Assistants can sit for National Certification in Wound Care (on-site exam offered by the National Alliance of Wound Care).

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