



Wound Care Credentialing...the Mark of Distinction®



PRACTICAL ISSUES IN WOUND, SKIN, AND OSTOMY MANAGEMENT Official Journal of National Alliance of Wound Care

FOR IMMEDIATE RELEASE:

National Alliance of Wound Care® Launches Official Journal, Wound Care Advisor

Glendale Wisconsin- May 9, 2012 - National Alliance of Wound Care (NAWC®), the nation's largest wound care credentialing board and member association, announced today the introduction of its official journal, **Wound Care Advisor**. This new bi-monthly peer-reviewed journal is the result of a joint publishing agreement between NAWC and HealthCom Media. **Wound Care Advisor** provides multidisciplinary wound care professionals with practical, evidence-based information on the clinical management of skin, wounds and ostomy. The senior management team at Healthcom Media is very experienced in wound care publishing, and currently publishes **American Nurse Today**, the official journal for the American Nurses Association. This is a huge milestone for NAWC and its nearly 13,000 wound care certified members. The journal's Editor in Chief is Donna Sardina, RN, MHA, WCC, CWCMS, DWC, co-founder of the Wound Care Education Institute, NAWC's education partner.

Wound Care Advisor is an e-journal that reads like a traditional page-by-page printed journal. It features links to video, industry news and related articles. **Wound Care Advisor** is accessed on mobile and tablet devices as well as standard computers with an internet connection. All content is housed on a fully searchable dedicated website, www.WoundCareAdvisor.com. Journal articles are peer-reviewed and dedicated to delivering succinct insights and information that readers can immediately apply in practice and use to advance their professional growth. The journal offers readers an innovative format which will provide a *unique* user experience only found on this leading platform.

Wound Care Advisor is led by a 14 member Editorial Advisory Board made up of experts in the field. The group will work with the publisher and Ms. Sardina to support the overall direction of the journal. The first issue will be delivered the second week of May.

About NAWC

National Alliance of Wound Care is the largest wound care certification and member organization in the United States. For more information on the benefits of the WCC and other NAWC credentials, please contact Debbie Hecker, Executive Director, at 877-922-6292, or visit our website at www.nawccb.org.

About HealthCom Media

HealthCom Media is a leading specialty publishing company located in Doylestown, PA. HealthCom Media's vision is to offer healthcare providers the highest quality clinical content that enhances optimal patient outcomes.

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