

For Immediate Release:

National Alliance of Wound Care® in Cooperation with the Wisconsin Wound Care Certification Project Offers WCC® Certification to Physicians, Therapists and Nurses

Lake Geneva, Wisconsin- February 13, 2012- National Alliance of Wound Care (NAWC®), the nation's largest wound care credentialing board, announced today, it was selected again by the Wisconsin Health Care Association, (WHCA) and Leading Age Wisconsin™ (formerly called WAHSA) to offer the WCC® certification program to hundreds of physicians, therapists, and nurses through the Wisconsin Wound Care Certification Project.

The Wisconsin Wound Care Certification Project partnership includes the NAWC's education partner, Wound Care Education Institute, (WCEI). The project provides nursing homes in the state of Wisconsin a significant tuition decrease to participate in WCEI's Skin and Wound Management Course and sit for the Wound Care Certified (WCC) national certification examination from NAWC.

According to the National Pressure Ulcer Advisory Panel, as many as 3 million patients are treated in U.S. healthcare facilities each year for pressure ulcers at an estimated cost as high as \$15.6 billion. The goal of Wisconsin Wound Care Certification Project is to dramatically reduce the incidence and severity of pressure ulcers among individuals residing in Wisconsin's nursing homes, by expanding the number of Wisconsin nursing home facilities that utilize clinicians who hold the specialized wound care education and certification. The result will be an increase in the number of facility nurses, therapists and physicians who can help in the prevention and treatment of pressure ulcers. This initiative is supported by the Wisconsin Dept. of Health Services, Metastar, Wisconsin Center for Assisted Living, West Bend Mutual Insurance® and Wisconsin Board on Aging and Long Term Care.

About NAWC

NAWC is a non-profit organization, dedicated to the advancement and promotion of excellence in wound care through the certification of wound care clinicians. 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 the NAWC's certification programs, visit www.nawccb.org.

About the Wound Care Education Institute

Wound Care Education Institute's mission is to develop multi-disciplinary wound care professionals in the United States by offering educational programs and clinical support, based on up-to-date wound care research, trends, and evidenced-based practice.

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