## Launch of

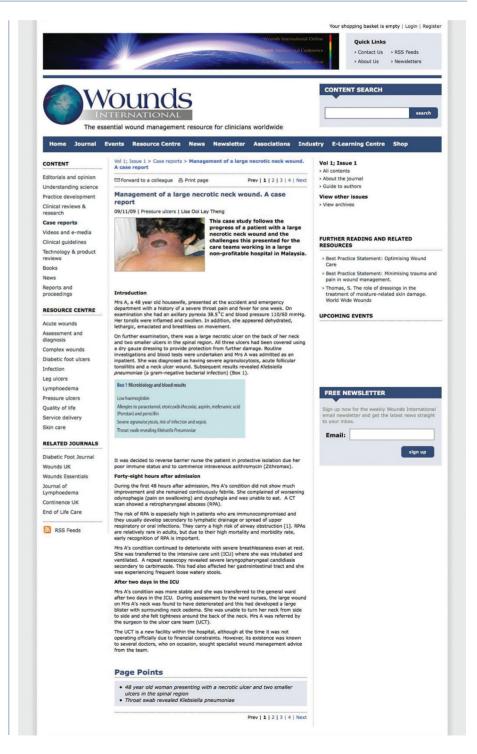


## Kathy Day, Suzie Calne, Edward Rusling, David Gray, Douglas Queen, Keith Harding

he launch of Wounds
International in November
2009 at the Wounds UK
annual Harrogate conference will
be a significant landmark in wound
education and create a number of new
opportunities to support healthcare
professionals involved in the care of
patients with wounds from around the
world. This development follows the
coming together of SB Communications
Group, Wounds UK and Medical
Education Partnership (MEP) under the
umbrella of Schofield Healthcare Media
Ltd (SHML).

The face of Wounds International will be an online wound management resource, which will be available at www.woundsinternational.com from November. Visitors to the site will be able to access freely a wide range of educational materials on a variety of topic areas. The Wounds International Resource Centre, organised around II key categories, will draw on the extensive portfolio of published materials, including articles, guidelines, books, videos and translations from Wounds UK, MEP and The Diabetic Foot Journal, with links to related journals and resources. All content is written for the multidisciplinary audience with the intention of achieving a wide dissemination throughout the world. This includes hands-on clinicians working at various levels in different countries. as well as experts in the field and educationalists who will be able to use

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the materials for teaching purposes or for building a case to improve standards of patient care in their particular institution. To facilitate personal study, users of the resource centre will be able to search the online content for particular articles or topic areas and access related links and resources. In time, the site will also aim to provide information on university and distance-learning wound management courses as well as links to e-learning materials.

The launch of Wounds International will be marked by the introduction of a new quarterly online practice-based journal. The aim is for this journal to provide a unique service for clinicians and offer a one-stop update on the most important developments in wounds with links to or recommendations for further reading, related research and review articles. The content will be interesting, relevant and useful.

The journal will be made up of a number of sections and include 'innovations in wound care', which will focus on a particular wound type in each issue, as well as case reports and a digest to update clinicians on what's new in relation to research, publications and guidelines on the chosen wound type. In addition, each issue will have a 'made easy' section, which will provide easy to understand information on a complex topic area. The topic selected for the first issue will be MMPs and this will describe what MMPs are and the importance of their role in normal and disrupted wound healing.

Commentary from clinicians representing different countries will be used to highlight particular challenges and to present a global perspective.

In putting together the innovations section for the launch issue of the journal it was decided to focus on the important topic of pressure ulcers. This will present a summary of current thinking and offer an insight into the latest global developments using a number of clinicians from around the world to describe what innovation or piece of research has most influenced

their practice. The editor of the Wounds International journal, Suzie Calne, believes that this will become an essential online wound management journal for clinicians to read to keep updated.

In addition to the online journal, Wounds International will continue to build on its extensive portfolio to develop a range of new initiatives and activities. This will offer the potential to create a variety of dynamic resources such as webinars, podcasts, videos and other interactive learning materials to encourage wider access and engage more healthcare professionals from around the world. In addition, Wounds International will continue to provide traditional printed publications in the form of best practice statements, consensus guidelines and position documents with opportunities for increased collaboration and dissemination using the online resource.

To support these activities, Wounds International plan to hold an international event to allow clinicians from both the developed and developing world to share their experiences. Our intention is to adopt a novel approach, using advances in media technology to facilitate global interaction and dissemination, whilst recognising the importance of networking and audience participation. Wounds International also plans to organise smaller focused educational events to support local wound management communities, including masterclasses and roadshows on different aspects of wound management.

By working closely with clinicians, societies and industry, Wounds International will aim to be an allinclusive initiative. In particular, Wounds International will encourage participation from healthcare professionals from all disciplines from all over the world and acknowledge their individual contributions. This may be through activities such as writing, reviewing or commenting on an article or document; through working with individuals to set up local events; or by offering advice on key issues that need to be addressed.

In addition, all known wound management or wound-related associations and organisations will be invited to participate in Wounds International. For some initiatives we will work closely with relevant groups to maximise the international value and educational possibilities of our activities. At Wounds International we are compiling an index of all such associations who wish to be involved and will offer these groups the opportunity to publicise any events or activities they may wish to share with our readers. For those individuals who do not yet have a wound management society in the country where they work or access to tissue viability specialists, we hope that this may provide useful contacts and support.

Wounds International also recognises the important contribution to education made by industry. For this reason, we will be creating an online directory of all relevant wound management companies located around the world and will be happy to hear from companies who have not already been approached. This will be used to develop a useful resource for those readers wishing to know more about products, their availability in different countries and the evidence supporting their use in indicated wound types. In addition. Wounds International will publish independent product reviews and updates on established dressing technologies and devices with links to related resources held on the website or externally.

By working with industry, Wounds International is able to offer its readers free access to the site from anywhere in the world. But it is through its strong collaboration with clinicians that Wounds International will become recognised as a credible source of high-quality essential wound management information that addresses both the needs of those in the developed and developing world. This, combined with the energy and passion of the Wounds International team, will create many more opportunities for different levels of participation worldwide. To find out more, visit www. woundsinternational.com.