

The results of the readership survey: 'You said, we are doing'



SAMANTHA HOLLOWAY
Academic Editor, *Wounds UK*
Reader, Programme
Director, Cardiff University
School of Medicine, Cardiff

In this month's editorial, we're pleased to be able to present the results of the *Wounds UK* Readership survey. Thank you to all those who took time to take part, you have provided some very valuable feedback on what works well, what you enjoy but also what else you'd like to see more of.

YOU SAID

In total, we received 228 responses. We were pleased that almost all respondents said that they would recommend the journal to other wound care professionals (n=219, 96.9%). The majority worked within community and primary care (n=112, 28.9% and 20.2% respectively) with almost one-quarter in secondary/acute care (24.4%, n=58). The overwhelming majority being nurses (70.8%) who described themselves as either 'experienced' or 'Senior' (41.8%, n=94 and 53.8%, n=121 respectively).

The categories that readers enjoyed reading most included: Practice Development (69.3%, n=158) and Research & Audits (64%, n=146), with Professional Development (58.3%, n=133) and Product Evaluations (50%, n=114) also being popular. These responses link closely to the results of the statement as to why individuals choose to read the *Wounds UK* journal, which was 'to keep up to date with my clinical skills'. Overall, editorials and debates were less popular.

When asked to rank what clinical topics readers would most like to see included, Chronic and Complex Wounds scored highly, followed by Infection and Biofilm and Exudate Management. When asked an open question about what factors would increase readers' satisfaction, the thematic analysis identified that more multidisciplinary/inter-professional contributors were needed to ensure the journal reflects the inter-disciplinary nature of caring for individuals with wounds. Linked to this was that readers also wanted 'authentic' authors which were described in terms of healthcare professionals working in the NHS to provide a 'real-world' view of clinical practice. The request for realistic content was also reflected in the responses that called for more case study-style evidence.

... WE ARE DOING

In order to meet our readers' request to better reflect the multi/interdisciplinary approach of wound care, we plan to include more articles from our allied healthcare colleagues, including podiatrists, dietitians, occupational therapists, healthcare assistants, research nurses, dermatologists and vascular surgeons — inviting them to share their views on clinical best practice, provide the evidence that underpins clinical pathways and highlight aspects of a patient's wound healing journey. As well as capturing the wide range of specialists on the multidisciplinary team, we are eager to provide a voice for the experiences of students and nurses starting out in tissue viability as well as hearing from senior nurses and key opinion leaders (KOLs) in this field. To help novice writers overcome any fears and potential barriers, we offer a helping hand when developing a draft prior to peer review taking place. Case studies are often a good starting place for first-time writers and can also provide an authentic account of the challenges faced in clinical practice.

As readers also expressed an interest in more Professional Development-type articles, we intend to commission more articles that will give professional advice on legal issues, time management, how to make a business plan for service development and improve presentation skills, amongst other topics.

Thank you again for reading and contributing to this journal, without you we would not exist. It is impressive that so many of you, despite enormous workloads, find the time to review and write articles that enhance the field of tissue viability. This can only help to improve the lives of individuals at risk of or living with wounds. Please consider contributing to *Wounds UK*, whether that be by developing an article that is based on an assignment you may have undertaken as part of your educational programme, the implementation or development of a clinical tool or pathway or a case report about an individual with an unusual/atypical presentation. Your contributions will help keep this journal fresh and relevant. 