



Wound
Ostomy
Continence
Nursing
Certification
Board

THE BOARD'S

Bulletin

SPRING 2003 • ISSUE 1

Message From the President

— MARY WALDEN, RN, BSN, CWOCN

If asked to choose between leadership and influence, which quality would you select for yourself or your colleague? Leadership, a quality admired by many, might be your initial choice. Leadership is defined in Webster's as, "the position or guidance of a leader, the ability to lead, or the leaders of a group." But what is leadership without influence, and what is the relationship between the two?

As certified wound, ostomy, and continence nurses, we face situations that require *both* leadership and influence. We are leaders within our healthcare settings *and* we can influence change within our individual settings. Moreover, we can collectively influence changes that improve access to care and services to our patients. We may not always be aware of the impact of our influence, but it *is* present. It was present when we raised our concerns about Medicare eliminating reimbursement for biofeedback; they heard us and reversed their decision. It is present when staff finally understands how crucial skin care is in the total scheme of patient care. And it is present when physicians consult with us early about the most effective

treatments for complex-care patients. We won these and other battles regarding premium patient care one at a time.

I recently read John Maxwell's *Leadership 101* and the connection between leadership and influence became apparent; but if I were forced to choose between the two, I would choose influence. I hope that I can influence each of you to be proactive within your healthcare setting. As certified nurses, we are challenged with upholding high standards of care. The American Association of Critical Care Nurses released the results of an extensive study on the value of certification on patient care. This paper issues a call to action that can be utilized by all certified nurses. In the executive summary, certified nurses are urged to identify themselves as such whenever they speak with patients, families, colleagues, or other health professionals. The certified nurse must protect patients by maintaining the skills, knowledge, and competencies required with certification. Be an advocate for certification



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CALL FOR NOMINATIONS: GET INVOLVED WITH THE CERTIFICATION PROCESS

The WOCNCB is seeking nominations for two board directors for the 2004-2007 term. Board membership is not only a great way to contribute to the WOC specialty, but it will also enhance your personal professional growth.

Qualified candidates must have:

- A current WOCNCB credential.
- A minimum of a baccalaureate degree.
- The skills and attributes necessary for board governance and strategic planning.
- E-mail and Internet capabilities.

Director responsibilities include:

- Chairing a working committee or ad hoc committee.
- Attending monthly conference calls.
- Attending in-person biannual business meetings (one in the spring and one in the fall).

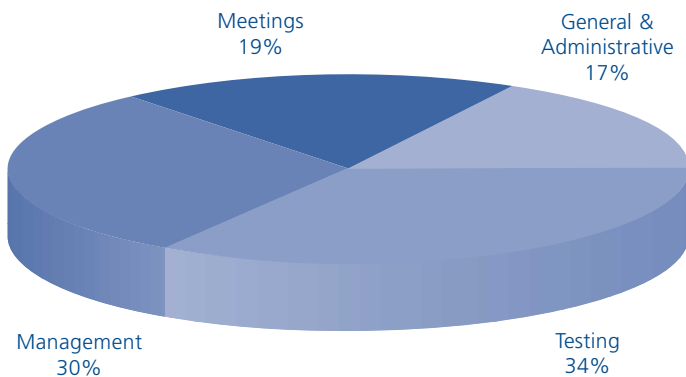
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How are your certification fees spent?

The following is a breakdown of the WOCNCB budget. If you have ever asked the question, "Where does the money go?" the pie chart will give you an idea of how your money is disbursed.



Testing expenses, at 34%, is the largest piece of the pie. Fees to Applied Measurement Professionals (AMP) are included in this segment. AMP personnel are highly specialized professionals who work with the WOCNCB Board and Exam Committee to develop the three computerized certification exams to meet the specifications of the test plan. Among their many other functions, AMP also coordinates exam locations and applicant scheduling, sends reminder notices, applications and exam handbooks to certificants whose credentials are due to expire, performs statistical analyses on the exams to ensure that they're a true measure of current clinical skills, knowledge and expertise, tracks and records all testing data, and last but not least, sends certificates and wallet cards to those

passing the test.

Management fees, at 30%, comprise the next largest portion of the pie. You may be unaware that the WOCNCB's day-to-day operations are handled by an association management firm, Executive Director, Inc. (EDI). The management firm employs one full-time and one half-time employee to oversee the WOCNCB. These employees work closely with board members and handle the many administrative responsibilities required to run a certification board. Expenses in this segment cover the employees' salaries, office space and equipment, and the services of EDI's Accounting, Creative Services, Web and Technology Departments.

Meeting expenses are 19% of the budget. The Board and Exam Committee meet twice a year for 2 days and 4 days, respectively. A PGP Committee convenes on an infrequent basis. Meeting expenses cover all travel costs associated with these Board and Committee meetings. Board members are not reimbursed for time spent on Board activities.

General and Administrative fees account for the remaining 17% and cover diverse expenditures, such as phone and fax lines, postage, NOCA dues, liability insurance, financial audits, office supplies, printing, etc.

The WOCNCB operates on a very tight budget. At the end of 2002, the WOCNCB had approximately \$20,000 left over after all expenses were paid. This money will be invested in money market accounts and used to cover any unexpected shortfalls in income in the next calendar year.

Thanks! Many, many thanks.
Many thanks
to outgoing
Board members
Thanks alot! Thanks!
Many, many thanks. Thanks alot!

Mary Mahoney, Past President • Cathy Bratton, Credentialing & Review Chair • Betty Jackson, PGP Chair

Thank you.

How Do You Eat An Elephant?

In 2002 I marked my fifth year of practice as a Certified Wound, Ostomy and Continence Nurse. While that landmark brought me great pride, it also meant that it was time to re-certify. To be quite honest, I had been dreading re-certification. I recalled that the initial certification exams had been somewhat stressful and, although the exams have been revised and are now on computer, I did not expect them to be any less stressful this time.

When I sat for the exams for initial certification I was fresh out of WOCN school. I had recently listened to many hours of lectures, presented by the best of our best. I had worked on individual and group projects. I had completed clinical requirements with some great CWOCN / CETN preceptors. I had been tested and re-tested on wound, ostomy and continence material. I was prepared for the certification exams.

Five years later, as I faced re-certification, I felt stressed. I have been faithful to attend conferences, read nursing and medical journals, and to network with colleagues in order to stay on the cutting edge of WOC nursing, but I still didn't feel prepared for re-certification. I briefly considered the Professional Growth Program, and although it appeared to be a great way to re-certify it was not for me at that time. I chose to re-certify by examination. As I began to prepare, I realized that to simply scan all of the necessary material would be an enormous task, and I felt the need for more than just a quick scan of some of the material. I've practiced as a WOC nurse in the homecare setting only. I knew that I would need to earnestly study the topics that I rarely had needed to refer-

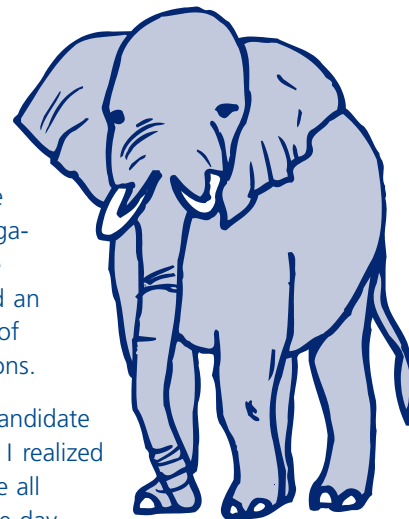
ence in my practice setting. With the time constraints of a full-time position and family obligations, studying all of the material at once seemed an impossible task - a task of elephant-sized proportions.

As I read through the Candidate Examination Handbook, I realized that I didn't have to take all three exams on the same day.

The handbook states that exams may be taken all on the same day or on different days within the same quarterly testing cycle. What a relief! I could eat this elephant one bite at a time.

I scheduled the exams on different days with 2-3 weeks between each exam. I chose to take the Continence exam first since this was the area that I felt would require more time for me to prepare for. This allowed me to concentrate on one area at a time. I found that splitting the exams up made the process of re-certification by examination more manageable and less stressful. I would recommend this to anyone preparing to re-certify by examination in all three areas. In the end, by eating this elephant one bite at a time, I was successful in passing the exams.

Chad D Caraway, BSN, RN, CWOCN
South Mississippi HomeCare and Hospice



The SAE is Here! Self Assessment Exam

Developed by popular demand, the SAE (self-assessment exam) is now available!

If you get stressed out just thinking about sitting for your next wound, ostomy and continence certification exams, the SAE can be a great stress buster.

The SAE contains:

- 40 questions from each content area (wound, ostomy and continence).
- References for each question for further study.
- The rationale for the correct and incorrect answers.

The SAE's computer-based format should help candidates become more familiar and comfortable with computer-based testing. Available for just \$90, registrants have ninety days from the time they register to complete the SAE. That's just a dollar a day for a product that will help prepare you for that all-important certification exam.

The SAE may be purchased online from the WOCNCB's testing service, Applied Measurement Professionals (AMP), at www.goamp.com. Click on the homepage link that says "WOCNCB Self Assessment Exam Now Available."

Good luck on your next exam!

MEET THE BOARD'S PUBLIC MEMBER

It is required that one of the members of the WOCNCB be a public member who is a "consumer" of WOC nursing. This public member might come from our patient population or might be a potential employer of WOC nurses. Some boards consider their public member to be a non-contributing representative. Our current public member, Miki Felsenburg is a valuable working member of our Board. If you had come by the WOCNCB's booth at the WOCN Conference in Las Vegas, you would have found Miki working right alongside other Board members answering questions and providing service to certificants. When you say, "dynamite comes in small packages," you've described Miki.



Miki's story is one of a great comeback. As a young woman she became so ill with Crohn's disease that she was hospitalized for several months every year for more than 12 years. Weighing just eighty pounds, she endured several surgeries and endless pain. Her struggle continued until 1982, when she had emergency surgery. In order to save her life she was given an ileostomy. As so often happens, the surgery that Miki thought would ruin her life actually saved it. Through the expert care of ostomy nurses she learned to live well with her ostomy. Thirty pounds and 11 years later she is a busy attorney and fulltime law faculty member at a highly-ranked law school.

When Miki was appointed to the WOCNCB in 2002, she didn't imagine that she would ever contribute anything, even though she knew she would be part of the Board's activities like sitting in on the monthly conference calls, attending biannual meetings and national conference. When she came onto the Board Miki was startled to find that the other members were asking for her input! Rather than being a "silent partner," Miki has added valuable insights that enable the Board to be more effective. The Board was pleased last fall when Miki accepted another two-year appointment. She feels that she has spent the first two years orienting to both the role of the WOC nurse and the Certification Board, now she's prepared to contribute even more.

New exam content debuts April 1

Data collected during the most recent job analysis survey has guided the WOCNCB Exam Committee to update the certification exam so that it reflects your current practice. Beginning April 1, the certification exam will be composed of information from the updated examination content outline below. The three examinations – wound, ostomy and continence - consist of approximately 24 percent recall items, 57 percent application items, and 19 percent analysis items. **The complete exam content outline is available to download and print at the WOCNCB's website, www.wocncb.org. The number of items in each category is shown below in brackets.**

1. Wound Care [80]

- A. General Principles of Assessment [17]
- B. General Principles of Management [23]
- C. Pressure Ulcers [10]
- D. Lower Extremity Ulcers (Venous, Arterial, Neuropathic) [20]
- E. Other Types of Wounds [10]

2. Ostomy Care [80]

- A. General Principles of Assessment [10]
- B. Management of Patient Teaching [23]
- C. Fecal and Urinary Diversions (Colostomy, Ileostomy, Urostomy) [21]
- D. Continent Fecal and Urinary Diversions [14]
- E. Fistulas and Percutaneous Tubes and Drains [12]

3. Continence Care [80]

- A. General Principles and Assessment [35]
- B. Principles of Management [10]
- C. Types of Urinary Incontinence [24]
- D. Types of Bowel Dysfunction [11]

SAVE THIS HANDY ROLODEX® CARD

Wound, Ostomy and Continence Nursing Certification Board

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Fax: (414) 276-2146

E-mail: Info@wocncb.org

Website: www.wocncb.org

Georganne Dixon
Executive Director

Kathy Meyer
Certification Coordinator

NEW BOARD MEMBER ENCOURAGES RUNNING FOR BOARD POSITION

by Kathy Wright, RNC, MS, CWOCN

Are you a person who wants to give something back to nursing? Are you someone who wants to learn more about how the WOCN certification examination is structured...and perhaps have a voice in making the WOCNCB continue to grow and meet the needs of all its customers? Maybe you'd like an opportunity to network with and learn from other similarly motivated CWOCNs from all over the country?

I had a mix of these aspirations when Laurie Lovejoy McNichol invited me to become a member of the WOCNCB Exam Committee. During my term from 1998-2000, I gained a new respect for the validity and reliability of *our* exam. I was awed by the knowledge level and expertise of my peers, and found I learned so much each time we met! When my term ended I was encouraged to consider running for an open position on the Board. I was initially uncertain of whether I could meet the time commitments, but learned there were only two on-site meetings per year, with regular conference calls to discuss and carry forward the work of the Board. With a daughter soon to start her nursing career, I decided I wanted to continue to impact the future of our profession. Once I made the decision to run for the Board, writing the candidate's profile

was easy as it truly came from my heart. My most difficult challenge in pulling it together was finding a picture of myself ...thank goodness for digital cameras!

With an awesome slate of candidates, I was honored and humbled by having been selected to serve! After connecting with my fellow Board members in Milwaukee for an orientation session and first meeting, I am once again awed by the dedication and commitment of this special group as they inspire one another and me! Our "hostesses" from the Executive Office graciously wove some fun and delicious food breaks into our working weekend, as they shared their organizational management expertise throughout the meeting. I look forward to putting my energies into the work of the Board during my term, and encourage each of you to think about what you can contribute! Feel free to contact me, or any one of the Board members with your questions about opportunities to get involved!



Call for Nominations (continued from page 1) —

- Working with other board members on matters related to the integrity of the WOCNCB, its certification exam and credentials.

Beth Hawkins Bradley, the Nominations Committee Chair, will contact all candidates to confirm their intent to serve. The slate of candidates will then be presented to the Board at their March meeting. Open elections will be held in July. If elected, you will be introduced to the Board and given an orientation of Board duties and responsibilities during the Board's fall meeting in September or October. Terms begin on January 1, 2004.

If you are interested in running for a Board seat, send your CV and photo to the WOCNCB, 611 E. Wells St., Milwaukee, WI 53202, ATTN: Kathy Meyer. If you have any questions about board service, call or e-mail Georganne Dixon at the staff office at 1-888-496-2622 or gdixon@wocncb.org. **The deadline for candidates to declare is March 30.**

WOCNCB Board

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Kathy Wright, RNC, MS, CWOCN

Message From the President (continued from page 1) —

by promoting your practice as a certified nurse.

As certified WOCNs, it is our responsibility to educate our hospital administrators, human resource departments, physicians and ANYONE who will listen about the difference in educational requirements and standards. Anyone will clearly see the benefit of our credential and recognize the higher standards achieved.

What sets us apart from others certified in wound care? We are all leaders with the ability to influence change!

Ask the Board

The following question was posted recently in the Ask the Board section of the www.wocncb.org Website. If you have a question pertaining to certification or recertification, please feel free to post it. A Board member will answer it online within two business days.

Q: I received my WOCN certification in October 1998. My expiration date was October 2002. I was going through a very difficult time and failed to recertify. Can I practice as a WOCN without my certification?

A: First of all, double check your certificate. If you were last certified in 1998, you should be certified until 2003 (five years). You can find out for sure by calling the WOCNCB staff office at 1-888-496-2622 or e-mailing info@wocncb.org. If your certification is still current, you have until August 15 to send in your application for the October-December testing cycle (see table). A 30-day late application option is also available for an additional \$75.

QUARTERLY TESTING CYCLES

Quarterly Testing Cycle	Application Postmark Deadline	Certification Expiration Date
January 1st-March 31st	November 15th	March 31st
April 1st-June 30th	February 15th	June 30th
July 1st-September 30th	May 15th	September 30th
October 1st-December 23rd	August 15th	December 31st

If your certification has lapsed, you can still practice as a WOCN, but not as a **Certified** WOCN (**CWOCN**). As long as you are a baccalaureate-degreed RN with a current state RN license, you may certify again by applying for and taking the exam. (You would not be eligible to recertify by the PGP method because of your lapsed credential.) You may order a copy of the examination handbook by calling AMP at (913) 541-0400 or faxing your request to (913) 541-0156. You may also download the handbook on the WOCNCB homepage. I hope that you are able to recertify! Good luck.

The **WOCNCB** invites you to attend **OUR FREE WORKSHOP** at the **WOCN Conference**

Join us on Saturday, June 14 from 1 p.m. to 4 p.m. and learn how to **BUILD** your **PRACTICE** around the **PGP**

If you've been wanting to recertify by the Professional Growth Program (PGP) method, but don't know where to begin or would like to use the PGP as a vehicle to help you grow professionally, then this conference is for you!

PARTICIPANTS WILL LEARN:

- Valuable strategies for recordkeeping and organizing their data
- How to utilize the PGP process to develop a stronger practice and meet organizational goals and objectives while accomplishing recertification

Bring an open mind and a list of past and future projects related to your practice.

WOCNCB

Offers New
Products
to Help
Simplify
Your Life

PGP Organizer

▶ New PGP Organizer binders were rolled out at the WOCNCB booth at the WOCN Conference – and they were a huge hit with attendees.

If you're considering recertifying by the PGP, the Organizer can help you keep all your records and documentation in one handy place. The binders include vinyl section separators and "pocket" pages, a diskette with all PGP forms so you can download them onto your computer and directly key in the information, and a print-out of a "model" PGP Portfolio so you can determine at a glance how to keep your records and tabulate the points before submitting your portfolio. The downloadable forms and model portfolio are available only by purchasing the Organizer. This complete set of materials is available from the Executive Office for just \$30, including shipping and handling. We believe you'll find the Organizer well worth it.



Tri-fold Mirrors

These hand-held magnifying mirrors were distributed as giveaways to WOCN Conference attendees and received rave reviews. Attendees said these mirrors would be perfect to use when debriding calluses on patients' feet. The cost of the mirrors is \$5.00, including shipping and handling.

Polo shirts – perfect for work ▶

Also available from the WOCNCB are highest quality, all-cotton, waffle-knit Land's End polo shirts with the WOCNCB logo and "Certified Nurse" stitched on the left side. These heavy-duty, easy-care, bright blue or white shirts can be worn straight from the dryer without ironing. Unlike cheaper shirts, they won't end up with the side seams in the middle of your back and tummy. Order any size from Small through X-Large. Price is \$35, including shipping and handling.



▼ Individual credential pins identify your expertise



Wearing one of these enameled credential pins will identify you as a certified nurse in your field. Choose dark blue for CWOCN; maroon for CWCN; teal for COCN and dark green for CCCN. \$10 each, plus \$1.00 for shipping and handling.

To order any of the above items, contact the WOCNCB office at 888-496-2622, or e-mail kmeyer@wocncb.org and specify exactly which item(s) you want to order. Be sure you include your name and address if you order by e-mail. We will bill you and you may then pay by credit card or check.



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Update

Information

If your name, address and/or phone number have recently changed, please fill out the form below. Thank you for helping us keep our information current.

PLEASE PRINT.

Your name: _____

If different from when you last certified, enter "old" name here:

My address and/or phone number has changed

From: _____
(Street address)

(City, State, ZIP)

(Phone)

To: _____
(Street address)

(City, State, ZIP)

(Phone)

Return to Kathy Meyer, WOCNCB Executive Office, 611 E. Wells St., Milwaukee, WI 53202, or send the information by e-mail to kmeyer@wocncb.org.



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