

University of Michigan Health Essay

Nominee demonstrates a sustained and meaningful commitment to recognizing and elevating the specialty practice of wound, ostomy, and continence nursing. This commitment is reflected not only in financial and structural support, but also in the organization's culture, workforce planning, and professional development pathways. Through intentional investment in WOCNCB®-certified nurses, Nominee ensures that patients benefit from the highest standards of evidence-based wound and ostomy care while supporting nurses in achieving and maintaining advanced clinical expertise.

One of the most tangible indicators of Nominee's appreciation for WOCNCB® credentials is its differentiated compensation structure. Wound and ostomy certified nurses are placed in a distinct salary category that acknowledges both the rigor of WOCNCB® certification and the high level of clinical judgment required in this specialty. By embedding credential recognition within its pay framework, Nominee signals that specialty knowledge carries institutional value. This salary differentiation also reinforces a culture in which advanced preparation is visible, rewarded, and encouraged across nursing roles.

Nominee further supports the advancement of WOCNCB® certification through direct funding for wound and ostomy education, initial certification, and recertification. This financial support is formally guaranteed within the nursing union contract, reflecting a negotiated and enduring commitment rather than a discretionary or temporary resource. By removing financial barriers to education and credentialing, Nominee promotes equitable access for nurses seeking to enter the wound and ostomy specialty. This support also ensures that certified nurses are able to maintain their credentials without personal financial strain, allowing them to remain focused on excellence in patient care and professional growth.

The organizational investment in staffing further demonstrates Nominee's appreciation for WOCNCB®-certified practice. With nine inpatient wound and ostomy nurses supporting just under 1,000 licensed beds, and an additional five nurses supporting our ostomy, wound, and burn clinics, Nominee provides a robust staffing model that exceeds what many health systems allocate for specialty wound and ostomy care. This staffing level reflects the organization's recognition of the complexity, acuity, and interdisciplinary nature of wound and ostomy management. Ensuring appropriate coverage across inpatient and ambulatory units also enables certified nurses to practice at the top of their scope—providing consultation, direct care, education, and quality oversight that shape patient outcomes hospital-wide.

Beyond financial and staffing structures, Nominee fosters an environment where the expertise of WOCNCB®-certified nurses is highly valued. Certified nurses are consistently sought out as clinical leaders, educators, and consultants to interdisciplinary teams. Their expertise shapes policies, clinical pathways, evidence-based practice initiatives, and product evaluations. By positioning certified nurses as key stakeholders in decision-making, Nominee amplifies the voice of specialty practice and ensures that organizational standards reflect the latest evidence in wound and ostomy care.

Professional recognition also manifests in opportunities for growth and leadership. WOCNCB®-certified nurses are encouraged to participate in shared governance councils, research initiatives, and quality improvement projects. Their specialized knowledge makes them natural champions for preventing pressure injuries, improving surgical outcomes, and advancing ostomy safety.

Many certified nurses are selected for roles on hospital-wide committees or project teams where their insights directly influence patient safety and nursing practice. This continual engagement reinforces that specialty credentialing is not only respected but integral to shaping the direction of clinical care.

Nominee further cultivates appreciation for WOCNCB® credentials through its support of continuing education and professional development. The organization provides paid time for conferences, access to specialty-focused learning resources, and opportunities to mentor nurses who aspire to become certified. This emphasis on education strengthens the internal pipeline of future WOCNCB®-certified staff while reinforcing a culture of lifelong learning. By nurturing both current and future certified nurses, Nominee ensures continuity of high-quality wound and ostomy care and cultivates a thriving specialty practice environment.

Finally, the daily culture within Nominee demonstrates deep respect for the role of WOCNCB®-certified nurses. Their contributions are regularly celebrated through formal recognition programs, unit-based appreciation efforts, and leadership acknowledgment. Certified nurses are recognized as essential partners in patient safety, surgical recovery, complex wound management, and compassionate ostomy care. This culture of appreciation fosters pride within the specialty and strengthens retention among a highly skilled group of clinicians.

In all these ways—salary differentiation, guaranteed funding for education and certification, strong staffing ratios, leadership involvement, and a culture that reveres specialty expertise—Nominee exemplifies its dedication to recognizing, encouraging, and advancing WOCNCB® credentials. Through sustained investment and a deep respect for specialty practice, Nominee ensures that wound and ostomy certified nurses are empowered to deliver exceptional care while continuing to grow as leaders within the nursing profession.