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THE ONLY MONTHLY INTERNATIONAL JOURNAL OF WOUND CARE

ORIGINAL RESEARCH

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All the innovations in wound care from both preclinical and preliminary clinical trials of potential treatments worldwide

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On 27 September, in the beautiful city of Florence the *Journal of Wound Care* and the World Union of Wound Healing Societies (WUWHS) held the inaugural JWC WUWHS awards. Guests, nominees, judges and editorial board members arrived after the day's scientific programme was closed, and mingled on the terrace of the Fortezza da Basso while dinner and drinks were served.

As the sun went down the main event of the evening began: the awards! They were judged and presented in recognition of the nominees work over the past four years since the 2012 meeting in Japan. All those shortlisted were outstanding in their fields with amazing nominations. Furthermore, having been involved in the judging and collating of the judges' marks, I can say that in many cases there was little to choose between first and third place, making it the most competitive, high quality awards that the *Journal of Wound Care* has been involved in to date.

Among the awards presented that evening were Innovation, Cost-effectiveness, Pressure care, Clinical or preclinical research, Education and Patient wellbeing. There were a number of special awards, including two for industry—most innovative product and most innovative dressing. There was also an award for junior researchers in the form of the Rising Star award which you can find out more about on page 30. As WUWHS is a collection of national and international sister and collaborating societies, Marco Romanelli (president of WUWHS) presented the Most progressive society award to those judged to have made the most difference in the wound care world over the past four years. The last and most prestigious award of the evening, the Lifetime achievement award to the deserved winner Professor Christine Moffat.

Many congratulations to all those shortlisted and those who won, The next congress is not that far away; maybe your award will come at the JWC WUWHS awards 2020 in Abu Dhabi!

**Dr Rachel Webb**  
*Editor, Journal of Wound Care*
This year has been extremely exciting for the Journal of Wound Care, the official journal of the World Union of Wound Healing Societies (WUWHS). Held every four years, the WUWHS Congress brings together health-care practitioners from all over the world, with more than 30 national wound care societies and organisations involved. It was, therefore, a partnership worth celebrating.

As part of this collaboration the Journal of Wound Care has become the exclusive publisher of WUWHS. The boards of Journal of Wound Care and WUWHS are to be merged, bringing together some of the greatest minds in tissue viability.

To celebrate our new partnership, we have held the inaugural JWC WUWHS Awards in Florence, Italy and part of the WUWHS conference. A total of 12 categories were announced to chart the progress of wound care over the last 4 years, giving an opportunity to benchmark the global position of wound care and the work conducted in this therapy area. Individuals, groups, associations, charities, government groups, organisations and companies submitted their entries and nominations, which were then judged by the boards of JWC and WUWHS. The awards were celebrated on 27 September, preceded by an enchanting dinner at the Fortezza da Basso, overlooking the city of Florence. The details of the winners and sponsors for these awards can be found in the following pages, along with details of the winning work.

The JWC WUWHS partnership also included the WUWHS Daily newspaper, which provided both previews and reports of the congress’s highlights: keynote speeches, conference sessions and seminars. The three editions of the WUWHS Daily can be found at http://flickread.com/edition/WUWHS-Daily.

Anthony Kerr
Global Publishing Director, Journal of Wound Care
In many ways it seems such a short while since I started training as a student nurse at Charing Cross Hospital and yet there has been such a change in the science of nursing that it hardly looks to be the same career at all. I am so proud to have been part of that change and remain passionate about finding solutions for patients that can be nurse-led.

After nurse training and subsequently working as a community nurse for a number of years—and what a learning curve that was—I had the opportunity to work in a team looking at new methods for the treatment of leg ulcers. The result became the gold standard of treatment and my growing interest in research was born. Alongside that research, there was a need to ensure that nurses received education to enable them to give the best possible care to the patients they were treating, so the ENB N18 course came into being.

Addressing the physical aspects of a wound also showed me that there was a dearth of evidence surrounding the wellbeing of the whole patient and the need to look at the psychosocial contribution to healing. This affected not only the patients, but also those who were treating them, and so practitioners needed some support mechanisms for themselves. Thus the Leg Ulcer Forum was born.

The treatment of leg ulcers opened up some new evidence and that was around the number of patients with wounds who had chronic swelling. There was little research in this field at this point so, with others, I took up the challenge. In 2003, I undertook a study in London looking at the prevalence of chronic swelling and this showed that this was not a ‘rare’ problem but a big and growing public health issue. Gradually, chronic oedema is being recognised and has become a ‘specialist’ field not only in the UK but worldwide, and with it the creation of the International Lymphoedema Framework, of which I am the Chair.

I work as professor of Clinical Nursing Research at the University of Nottingham but have a joint role as nurse consultant to the Derby Lymphoedema Service. I have the opportunity through this of continuing research into chronic oedema to ensure that there is a greater awareness of the condition and its treatment throughout the world and that lymphoedema becomes a priority on the national health-care agenda everywhere.

I am and will remain passionate that the work I do will in some way be of benefit to patients and help supply answers to practitioners.
**Innovation in Wound Care**

**Martin Abel**

Head of Medical & Regulatory Affairs at L&R

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**Why did you support this award?**

Innovation is one of L&R’s key growth factors. In five international R&D competence centres, L&R strives for the optimal solution to help solve problems that protagonists in the medical field face each day. In this sense, L&R was proud and honoured to sponsor the award within the significant area of innovation to support our clinical partners. Within a partnership, the competence of industries plays a particularly important role—by working with all stakeholders to develop science, education and treatment modalities that go beyond traditional methods. The L&R programme of acknowledging and driving innovation is one that encourages progress of new ideas from concept to reality with new products, treatment solutions and services worldwide.

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**What do you think makes the JWC WUWHS awards special?**

The *Journal of Wound Care* is a high impact factor publication that we perceive as being well regarded internationally for its contribution to the accessibility of new ideas. This award provides a platform to encourage patient focused care that combines clinical partners, industry and publishing. Dissemination of evidence and training for those who are involved in treating patients with distressing conditions supports optimum care. It is an honour for all nominees to be recognised in this way and to continue to develop good clinical practice for their patients.

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**Why is it important for the JWC WUWHS to recognise excellence through this award?**

Innovation is essential to provide solutions that will ultimately make a difference to the lives of patients. Acknowledging achievements in the field of wound care is meaningful to inspire researchers, clinicians and educators when evaluating and reporting their own practice.

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**What do you think defines excellence in wound care?**

Wound care is the implementation of sound practice that is constantly evolving and underpinned by theory, science and evidence. Patients should be involved as much as possible as clinical partners in education and self-management to achieve full concordance with the best clinical and economic outcomes.

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**What advice would you give to clinicians and researchers aspiring to achieve positive change within their role?**

Some of the best ideas in wound care are found in everyday settings where solutions may be found to improve practice. Transforming ideas and products into effective practice and patient-oriented services may be achieved by communicating with all clinical partners. The final step is to share these ideas and successes with others to effect change.
WINNER

Andrew Baird
Vice Chair, UCSD Department of Surgery

Describe the work you have done in the last four year that has resulted in you winning this award.
Modern biology has always assumed that fundamental biological responses must be mediated by essential molecules that are shared amongst all species. We recognised that, instead of focusing on the similarities between species and building models of wound healing and injury, we should perhaps embrace their differences and ask why responses are different. Then we might better understand how humans heal and how we can address both failures to repair and over exuberant wound healing. Among these mechanisms are genes that are only found in the human genome and not found in any other species. We asked is it possible that they play a role in something as fundamental to survival of the human species as wound healing? We showed that they are over represented in human inflammatory cells and proposed that their emergence tracks to uniquely human forms of injury.

How do you think winning this award will influence your work in the future?
There is nothing like peer acceptance of new ideas and the recognition of accomplishments to light the fire of innovation to burn even brighter.

What do you most enjoy about your role?
Mentoring young investigators who come into the field with a fresh pair of eyes, a new perspective and a willingness to learn from my many, many mistakes.

What are the main challenges you face?
Funding. Innovation by its very nature is disruptive. With peer review, you have to convince a highly educated audience who sometimes have a vested interest in resisting change.

What advice would you give to wound-care practitioners and researchers aspiring to achieve positive change within the field?
Persistence. Choose your battles and don’t give up. You can tell a good idea is innovative and paradigm changing by the resistance it encounters. So stick with it if you believe it.
Cost-effective Wound Management

Why did you support this award?
In the current economic climate the pressures that are being transferred to clinicians across multiple global markets to reduce costs are significant, and it is imperative that clinical quality and patient outcomes remain the core focus of all involved. This is why true cost-effective wound management is vital to support clinicians in continuing to deliver the high standards of care they set for themselves, effective across multiple patient groups, wound types, and stages of healing in order to release their time to care and achieve improved patient outcomes. As such Advancis Medical is very proud to support this award.

Why is it important for the JWC WUWHS to recognise excellence through this award?
Cost-effectiveness is so much more than reduced unit costs of dressings and the number of dressings used. The need to identify the broader challenges, such as inherent cultural barriers in the approach to varying care regimes and the innovation, introduction and adoption of new technologies, while retaining the patient at the core of everything we do, makes recognition of excellence through this award vitally important.

What do you think defines excellence in wound care?
Challenging ourselves to innovate and adapt in order provide continual, quantifiable improvement in patient quality of life and patient outcomes.

What advice would you give to clinicians and researchers aspiring to achieve positive change within their role?
Embrace collaborative working with multiple stakeholders across multiple areas, and engage in the new technologies and innovation that are continually evolving. Delivering improved patient outcomes and cost-effective wound management will be the focus of a broad range of people across different disciplines, and by engaging with these stakeholders you will find that these common goals can be achieved.
WINNER

Julian Guest
Visiting Professor of Health Economics, King’s College London, Managing Director of Catalyst Health Economics Consultants

Describe the work you have done in the last four year that has resulted in you winning this award.

Health economics is a well-established field of study that allows for the systematic and rigorous examination of problems faced in the provision of healthcare. Furthermore, the results from health economic analyses should enable individuals, healthcare providers, public and private organisations, and governments to make more informed decision-making. In recent years I have published health economic studies in many therapeutic areas, including: oncology; paediatric food allergy; cardiovascular disease; diabetes, rare diseases; and wound care.

I have been working on the health economics of wound care for nearly twenty years, during which time our numerous studies have examined the economic impact of alternative interventions in treating different wound types. However, the study I am most proud of is the ‘burden of wounds’ study that was published at the end of 2015 in the British Medical Journal. This study quantified the annual number of wounds managed by the NHS in an average year, the resources that are used in wound management, and their corresponding costs. Myself and others have been presenting the findings from this study to politicians and healthcare decision makers in order to increase awareness of the impact that wounds impose on both patients and the health service. I hope that this study will provide a basis for policy makers and health-care providers upon which to allocate suitable resources in the future as the number of wounds increases year on year.

How do you think winning this award will influence your work in the future?

To have one’s research acknowledged in such a way is always an honour, especially on the world stage. Looking forward, I think that knowing that my work is making a difference by helping patients to receive more targeted health care leading to better outcomes, fuels my enthusiasm to continue my research.

What do you most enjoy about your role?

I enjoy being faced with a problem and using my knowledge, skills and experience to unravel it and come up with a creative solution.

What are the main challenges you face?

One of the biggest challenges we face is funding. As one problem gets solved the remaining ones become more complex and require more resources. Fortunately, I have an excellent team of researchers and clinical collaborators to assist me in my research, to whom I am most grateful.
Infection and Biofilm

Dean Sleigh
General Manager, Chemviron Carbon

Why did you support this award?
Wound infection and biofilm are key challenges in wound management, impairing the healing process in chronic wounds and other wound types. Extended healing times impact considerably on both patient outcomes and health-care budgets. We are keen to recognise excellence and help stimulate the debate on these themes. They relate closely to our new Zorflex wound contact dressings, which, studies show, combat bacterial infection and help accelerate the wound healing process.

What do you think makes the JWC WUWHS awards special?
The international perspective of the awards is impressive, drawing interest and participation from clinicians, the research community and the wound care industry globally. It is encouraging to see this new collaboration between the Journal of Wound Care and the World Union of Wound Healing Societies (WUWHS). The amalgamation of their boards will without doubt provide greater synergy and focus, and the awards themselves help identify and acknowledge the best advances in wound care worldwide.

Why is it important for the JWC WUWHS to recognise excellence through this award?
Recognition of excellence is important for three reasons: encouragement, education and adoption. The award brings richly deserved encouragement to research teams, bringing their hard work behind the scenes under an international spotlight. It helps educate wound care practitioners on the latest advances in tackling biofilm and infection and promotes the adoption of these advances to help improve patient outcomes more quickly.

What advice would you give to clinicians and researchers aspiring to achieve positive change within their role?
This is closely connected with how we would define excellence: stay focused on the pursuit of improved patient outcomes. This involves dialogue and mutual co-operation between both communities, as well as the healthcare industry. A strong commitment and openness to innovation, whether in the form of new products or patient-centred care approaches, is vital. And finally, never give up.
Describe the work you have done in the last four year that has resulted in you winning this award.

In recent years, the team has made significant contributions to the recognition, understanding and education of the impact of microbial biofilm in wound healing. This work was built on the foundation laid over a decade ago regarding our understanding and acceptance of the complexity and significance of wound microbiology, and the potential involvement of biofilm in wound infections and delayed healing. In 2013, we published a literature review of the impact of biofilm in wound healing, for which we subsequently received the ‘Outstanding Paper’ award by the Burns & Trauma journal. In 2015, we published a clinical algorithm for wound biofilm identification, which subsequently received a JWC 2015 Award in the ‘Wound Assessment and Diagnostics’ category, and was also winner of the ‘Information/Educational Report’ category at the Fall SAWC 2015. This algorithm has been well received by wound care practitioners, is increasingly used as a clinical aid to determine the likely presence of wound biofilm, and has been independently republished twice in clinical journals. Most recently, we used the biofilm algorithm as a guide to select wounds where biofilm was suspected and subsequently confirmed in a majority of cases, using microscopic techniques on wound samples.

What advice would you give to wound-care practitioners and researchers aspiring to achieve positive change within the field?

Pay endless attention to the details that provide links within the current body of evolving literature, and contrast that with what is already considered to be generally well understood about the topic. Also, seek to dig to the core of any noted assumptions to ensure that they add value, and not compromise, before incorporating them into your work. Finally, don’t underestimate the powerful impact that chronic wounds can have on a life and a country. Never give up!

What do you most enjoy about your role?

Being able to innovate and develop new technologies based on our research and understanding of the clinical and scientific problems.

The knowledge and understanding gained from much of this biofilm and infection research has formed the foundation for the development of the first, highly innovative wound dressing designed to combat biofilm and encourage wound healing.
Ellie Lindsay OBE
Founder of The Lindsay Leg Club Foundation

Why did you support this award?
As a registered charity, a primary objective of the Leg Club Foundation is to advance education to increase awareness and understanding of leg ulcers and associated conditions and to facilitate their prevention, diagnosis and treatment. Education is at the heart of the Leg Club Foundation Charity, so naturally we were delighted to participate in the 2016 JWC WUWHS Awards, recognising all that is best in our profession.

Why is it important for the JWC WUWHS to recognise excellence through this award?
These awards recognise and encourage health professionals who think ‘outside the box’, questioning old thoughts and demonstrating the courage to try new concepts that go beyond the accepted norms of research, education and medical technology. The JWC WUWHS thereby help to drive innovation, inspire change and deliver results for the ultimate benefit of patient centred care.

What do you think defines excellence in wound care?
Wound prevention and management presents a number of global challenges. Effective wound care is of vital importance in improving patients’ wellbeing and quality of life, and is achieved by ensuring the delivery of consistent, evidence based best-practice. Excellence in wound management is best realised in a partnership with patients, enabling them to contribute as stakeholders in their care pathway from the outset, promoting a sense of ownership and involvement. Researchers and academics should be challenged and reassured by the prospect of developing new ways to deliver evidence-based practice in partnership with their patient/client group.

What advice would you give to clinicians and researchers aspiring to achieve positive change within their role?
Be entrepreneurial in your approach to wound management and be prepared to work in partnership with researchers, patients, clinicians and the healthcare industry. Reflect upon and question the effectiveness of current methods and processes and do not feel constrained by accepted norms in seeking to better meet the needs of your client group. Underpin proposed changes with a well-defined rationale and an evidence based methodology. Evidence may take the form of researching the existing knowledge base or designing and undertaking trials. Regardless of the strength of your arguments, be prepared to encounter and overcome entrenched resistance to change.
Describe the work you have done in the last four year that has resulted in you winning this award.
We know that clinical areas are extremely busy and it is often difficult to secure time away for educational development. As such, Leanne and I developed the Tissue Viability and Management of Leg Ulceration Masters modules from traditional face-to-face classroom teaching into a distance learning format. This format has meant that practitioners who wish to undertake continued professional development (CPD) activities can access education at a time that fits in with their professional and personal needs. Student evaluations have been positive, identifying that the use of webinars has made them feel they are still a part of a classroom and that the clinical portfolio has linked theory clinical practice.

How do you think winning this award will influence your work in the future?
Winning the award has meant that the modules have been recognised as innovative and has highlighted the importance of rethinking traditional modes of educational delivery. Leanne and I will both be developing the modules to include the use of social media and will continue to develop interactive learning and teaching methods.

What do you most enjoy about your role?
The diversity of the role. As an academic, it is the chance to share new research and evidence with clinicians and explore how this relates to clinical practice. As a lecturer/practitioner, it is the diversity of being able to work in clinical practice and use that up-to-date knowledge and skills base to influence both undergraduate and postgraduate curricula for students interested in tissue viability and leg ulcer management.

What are the main challenges you face?
The cuts to health-care CPD funding in England—this will be a challenge for both clinical areas and educational providers.

What advice would you give to wound care practitioners and researchers aspiring to achieve positive change within the field?
If you have an idea that will benefit patient outcomes, discuss it with other clinicians and academics. It is essential that we are constantly striving to make a difference as to how we deliver and evaluate outcomes. Local universities want to work with health professionals to make a difference. Don’t ever be shy about sharing your ideas with others.
Why did you support this award?
As editor of the *Journal of Wound Care* (JWC) I see papers submitted on an almost daily basis on pressure ulcers. From research into the intracellular mechanisms, shear, and microclimate all of which affect pressure ulcer formation to clinical assessment of prevention bundles and dressings. This area of research is rapidly moving and those who have driven the field forward deserve to be recognised for the impact these improvements have on patients.

Why is it important for the JWC WUWHS awards to recognise excellence through the Advances in Pressure Care award?
This award draws attention to the evidence-based changes in our thinking about how pressure ulcers are formed—due to increasing evidence there is a move to call them pressure injuries. Furthermore, it promotes the excellence that is being carried out by clinicians everywhere who are making major steps forward in preventing pressures.

What advice would you give to clinicians and researchers aspiring to achieve positive change within their role?
Always keep the patient and outcome in mind. Embrace innovation, new technologies or ideas where the evidence shows that it will enhance your practice and lead to better results for the patient. Keep looking for any changes, however small, that can help improve the patients’ quality of life and aid healing.

What do you think makes the JWC WUWHS awards special?
In collaboration with World Union of Wound Healing Societies (WUWHS) we wanted to do something special to recognise achievement and advances in the four years between the WUWHS meetings, so we created the Olympics of Wound Care. What is special about these awards is they celebrate the work done since the last WUWHS meeting, those who have made a major difference in their field over that time. It is unique in the wound care world and a great celebration of how the field moves forward in relatively a short period of time.
Describe the work you have done in the last four year that has resulted in you winning this award.
Using an integrated experimental-computational research approach, coupling cell and tissue engineering studies with computer modelling and simulations, we investigated at-risk conditions, and were able to identify scenarios, environments and patient groups where pressure ulcers were likely to develop. Furthermore, we aim at understanding how to mitigate the risk for such injuries. For example, we have identified settings where medical device-related pressure ulcers are likely; the critical characteristics of good support surfaces; and the mechanism of action of prophylactic dressings, to mention a few of the applications where our research has been seminal.

How do you think winning this award will influence your work in the future?
This important and prestigious career award is especially rewarding to me, because the work that I have been doing for nearly two decades now, mostly with regard to the critical role of sustained deep tissue deformations in causing pressure ulcers, is now being widely accepted by the scientific, medical and industry communities. This is a paradigm change from the historical ‘ischemic damage’ explanation for the cause of pressure ulcers, and I am delighted and honoured to have lead this thought revolution.

What do you most enjoy about your role?
My research agenda has always been to bridge the gaps and dissemble the barriers between academia, clinicians, industry and patients to achieve better outcomes in the prevention and care of chronic wounds. The past few years have been especially satisfying for me, as I have seen that my own research has considerably influenced international guidelines for pressure ulcer prevention and has particularly formulated the reasoning for common interventions. Furthermore, my research is being carried forward by the industry towards developing technologies for assessing the individual risk and for better protecting tissues from deformation-inflicted damage, which is clearly essential for changing care in practice.

What are the main challenges you face?
Despite the huge progress that we have made over recent years in understanding why and how pressure ulcers form, there are still considerable gaps between the state of science, public health and medical institutional policies, and, sometimes, current practice as well. These gaps need to be narrowed and eventually closed through multidisciplinary collaborations and joint work, which I am always promoting.
Clinical or Preclinical Research

Why did you support this award?
Clinical and preclinical research is a fundamental part of ensuring that the most effective treatment regimes are identified to support clinical choices, and that high-quality effective products continue to be designed and proven to support clinical practice and deliver improved patient outcomes. With continual investment into the innovation of effective advanced wound care products, Advancis Medical is very proud to support this award.

Why is it important for the JWC WUWHS to recognise excellence through this award?
Whether as a clinician or from industry it is vital that we continue to challenge ourselves when it comes to determining the most effective products and regimes. By supporting excellence in clinical and preclinical work, we are ensuring that the most robust methods are applied to this process and, in turn, that the clinician and patient have access to a range of effective treatment options that deliver positive outcomes.

What advice would you give to clinicians and researchers aspiring to achieve positive change within their role?
It is vitally important to share information and to network with key stakeholders across multidisciplines, and by doing so you can drive open discussions to ensure that the patient remains at the core of any research or clinical practice.

What do you think makes the JWC WUWHS awards special?
Given the time lag between each WUWHS event, the ability of the Journal of Wound Care to attract key decision makers and key stakeholders from both clinical and industry sectors to discuss and celebrate clinical practice, innovation and patient care from a global perspective makes these awards particularly special.

Ross Huntley
Director of Sales and Marketing
Describe the work you have done in the last four year that has resulted in you winning this award.
Over the past four years, I have been developing a monoclonal antibody therapy for the treatment of wounds. This antibody neutralises a protein called Flightless I (Flii), that is present at high levels in chronic non-healing wounds, including venous ulcers and diabetic wounds, as well as human burns and hypertrophic scars, most likely due to its role as a regulator of inflammation. Since 2012, I have progressed this new treatment through the clinical development pathway using extensive preclinical evaluations, including in vivo and in vitro characterisation of the monoclonal antibodies in both large and small animal wound models. We are now progressing towards humanisation and human clinical trials, two crucial steps in bringing this new antibody therapy to the clinic. I have seen remarkable results so far across all types of wounds, and am looking forward to seeing where Flii will take us on the journey towards perfectly healing wounds.

How do you think winning this award will influence your work in the future?
Winning the award provides international recognition of the work that we have been doing and helps to raise the profile of our research. Furthermore, it will assist us to raise the money required to take these preclinical studies forward into clinical trials.

What do you most enjoy about your role?
Leading a team of dedicated researchers who are passionate about developing new therapies for the treatment of wounds.

What are the main challenges you face?
Raising sufficient funding to be able to progress the research into clinical trials.

What advice would you give to wound care practitioners and researchers aspiring to achieve positive change within the field?
Research is extremely challenging, with small steps forwards and big steps back. Maintaining integrity in the research question and approach, and collaborating with clinicians to keep outcomes clinically relevant is key to developing positive improvements in the field.
The Awards 2016
Why did you support this award?
Patient care is at the core of wound healing. Whether through education, research or clinical intervention, patient-centred care improves the quality of life of patients and contributes to the healing process. The award category complements some of the core benefits of Zorflex contact wound dressings, namely ease of use by the practitioner, with fewer dressing changes required, and demonstrably accelerated wound healing, which in turn improves patient care.

What do you think makes the JWC WUWHS awards special?
The international perspective of the awards is impressive, drawing interest and participation from clinicians, the research community and the wound care industry globally. It is encouraging to see this new collaboration between the Journal of Wound Care and the World Union of Wound Healing Societies (WUWHS). The amalgamation of their boards will without doubt provide greater synergy and focus, and the awards themselves help identify and acknowledge the best advances in wound care worldwide.

What do you think defines excellence in wound care?
Excellence in patient care in the context of wound care depends on an effective collaboration among wound care practitioners, the research community and the health-care industry. The ultimate success is measured in how far the needle is moved in improving healing outcomes and patients’ quality of life.

What advice would you give to clinicians and researchers aspiring to achieve positive change within their role?
This is closely connected with how we would define excellence: stay focused on the pursuit of improved patient outcomes. This involves close dialogue and mutual co-operation between both communities, as well as the health-care industry. A strong commitment and openness to innovation, whether in the form of patient-centred care approaches or new products, is vital.
Describe the work you have done in the last four years that has resulted in you winning this award. Over the past four years since the last WUWHS in Japan, I have continued my career of clinical research, bringing innovative techniques and wound management technology to improve the care of my patients. In addition, I have continued to pursue clinical research in these areas, allowing me to publish my findings and share novel treatments with clinicians in the US and internationally. With the assistance of residents and students, I have been able to improve the lives of my patients while educating future leaders in the burn and wound world.

How do you think winning this award will influence your work in the future? This award has helped to validate my passion for clinical care and bringing the most up-to-date technologies into my clinic and operating room. While it is difficult work with long hours, an award such as this has reinvigorated my desire to go the extra mile for my patients.

What do you most enjoy about your role? I enjoy changing the lives of my patients and their families.

What are the main challenges you face? Limited resources and rationing of health-care dollars are the biggest obstacles to delivering the most modern technologies to my patients. Clinical research allows me to see the newest products and devices and to deliver better care to my patients earlier than might ordinarily be possible.

What advice would you give to wound-care practitioners and researchers aspiring to achieve positive change within the field? Don’t give up! The obstacles are worth fighting.
WINNER
Aquacel Ag+ Extra
ConvaTec Ltd

Describe the work you have done in the last four year that has resulted in you winning this award.

Our overarching objective was to use our understanding of the nature of wound bioburden, gained over the previous decade, to develop more effective treatment strategies. One aspect of this work was to create a wound dressing (AQUACELAg+ Extra) that can manage three barriers to chronic wound healing—namely biofilm, excess exudate and infection. The first step was to identify antibiofilm agents that could enhance the antimicrobial action of topical antiseptics against wound biofilm microorganisms. Following the consideration of almost 250,000 combinations of antibiofilm compounds with ionic silver, and rigorous, extensive testing in the laboratory, a formulation that comprised two antibiofilm agents, close pH control and ionic silver was selected. This multi-component technology (Ag+ Technology) was subsequently shown to demonstrate significant synergy and superior antibiofilm/antimicrobial efficacy in vitro, compared with traditional silver-containing antimicrobial dressings. The next step was to incorporate this technology into an existing commercialised wound dressing (AQUACEL Extra) without any loss of dressing performance. The third step was to identify, develop and validate new in vitro and in vivo test models to prove safety and functionality sufficient to allow the product to be approved for clinical use. The fourth step was to find ways to efficiently and effectively demonstrate clinical efficacy, followed by communicating our findings and learning’s on as many aspects of this development process as possible through peer-reviewed publication.

How do you think winning this award will influence your work in the future?

Winning this award will further inspire us and our colleagues to continue to identify unmet clinical needs, and by understanding the underlying science we will continue to develop innovative devices to improve patient outcomes.

What are the main challenges facing wound care research?

• The increasing demand to deliver innovative technologies quickly and cheaply and within an increasingly regulated environment
• Finding ways to help care givers at all levels to understand and differentiate between technologies so that they can change clinical practice for better outcomes
• Providing clinical and cost effectiveness data to support clinicians’ choices.
WINNER

Circaid juxtacures
Medi

Describe the work you have done in the last four year that has resulted in you winning this award.
Compression therapy is the gold standard in treating venous leg ulcers, which is defined in all guidelines. Furthermore, patients’ self-care is becoming more and more important. Circaid juxtacures was developed to ensure safe and measurable compression that is easy to handle. The ease of handling enables the patient to self-care. We received positive feedback from patients as well as nurses which showed us that we are taking compression into the 21st century.

How will winning the award influence your work in the future?
Winning this award shows that this technology has a place in wound care. The fact that the patient plays an active role within the treatment encourages patients’ adherence and increases concordance for compression therapy, which leads to better clinical outcomes. For many patients, the ability to self-care their condition is life changing. We will work hard to provide patients suffering from this condition with a better quality of life. As a side effect the nurses’ daily workload is eased and the patient has simple-to-use measurable compression.

What are the main challenges facing wound care research and development
Busy clinics, many patients and specialist knowledge is required to assess and plan for treatment. When new products are developed, many clinicians have complex patients whom they struggle to help for a variety of reasons. These are the first patients that spring to their mind when there is new technology. With circaid juxtacures nurses have a tool to provide safe and measurable compression that can be ensured with little education for all stages of venous disease.

What do you think is the most important aspect of your research is and why
Improving patients’ lives. Leg ulceration affects so many people, leading to isolation in cases due to the stigma of leg ulcers; being bound to the home for bandage renewal; not being able to wear normal shoes, or worse, not being able to shower normally. This innovation helps to simplify ulcer treatment in a safe way, so that once a patient is assessed by health professionals and compression is necessary, you do not need specialist training to know how to use it. It makes it accessible for all.
What do you think makes the JWC WUWHS awards special?
These new awards are a very special and unique occasion, which will only occur every four years. From now on, these awards will be held at every WUWHS conference as it travels around the world. The collaboration between the two groups will make the award a unique opportunity for the participants to share their work at an international level.

What is important about this award?
The WUWHS is made up of over 30 collaborating and sister societies. As such we decided that it was also important to acknowledge and promote the work these groups have done over the past four years, whether it’s in infection control, pressure ulcer prevention, biofilm management or any other area of wound care. As president of the WUWHS, I was honoured to be able to present this award.

Why is it important for the JWC WUWHS to recognise excellence through this award?
The Journal of Wound Care and WUWHS are devoted to supporting excellence in wound care and through this award the scientific committee will be able to see the best contributions being made worldwide. Original research will be highlighted both during and after the WUWHS conference.

What do you think defines excellence in wound care?
Excellence in wound care means original research and a high level of citation, but also passion and dedication to giving high-quality care.

What advice would you give to clinicians and researchers aspiring to achieve positive change within their role?
We advise clinicians and researchers to focus on specific goals, participate in fellowship programmes and try to continuously update the curriculum at different levels. Always try to harmonise single roles within a research group and work together as a team to achieve the target of your ambitious projects.
As president of the International Skin Tear Advisory Panel (ISTAP), it was an honour to receive the 2016 JWC WUWHS award for most progressive society on behalf of the panel. ISTAP is a group of independent leading experts on skin health and skin tears, and was formed in 2010 with the goal of raising the global awareness of skin tears as a unique wound ethology. Supporting education and research, ISTAP serves as a resource to health professionals, government, the public and health-care agencies.

The ISTAP mission is to improve outcomes for skin tear prediction, prevention, assessment and management. Its purpose is to positively impact lives and unite professionals, working corroboratively across clinical practice and academia.

Clinicians and researchers frequently minimised skin tears and fail to recognise the high risk of these wounds have of becoming complex and painful chronic wounds. Before 2010, very few publications addressed the issue of skin tears and less than 20 were research-based. Since 2010, over 50 articles related to skin tears have been published, with more than 30 research-based. ISTAP has been referenced in most skin tear publications since 2012 and the dissemination of the ISTAP work has had a profound impact on how the global wound care community views and manages skin tears.

We are proud of the work we have accomplished in the relatively short amount of time since the groups inception. Since 2010 ISTAP has:
• Published consensus statements on the prediction, prevention, assessment and treatment of skin tears
• Developed and validated a skin tear classification system
• Assisted in the cultural translation of the classification system into Danish, French, Chinese (in progress) and Portuguese (in progress)
• Conducted a cross-sectional international knowledge, attitude and practice survey related to skin tears
• Published a tool kit to provide clinicians with practical tips to aid in the prediction, prevention, assessment and treatment of skin tears
• Conducted a systematic review and Delphi study to identify best practices for treatment of skin tears and established a possible link between pressure injury risk factors and risk factors for skin tear development.

On behalf of ISTAP I would like to take this opportunity to thank the Journal of Wound Care and the WUWHS for not only recognising our hard work, but in also helping us to raise awareness of skin tears at the global level.
What is a WUWHS rising star?
The WUWHS rising star is a young scientist who made an outstanding contribution in a specific topic of wound healing, and as result was asked to give an oral presentation as part of symposium presentation. The rising star concept was launched this year in Florence, and it proved to be a great success, with a large number of applications received by the scientific secretariat.

Can you explain the how this award is won?
The WUWHS chose around 40 rising stars as part of the congress. From these, we shortlisted three who were asked to attend the ceremony and give a 3-minute summary of the work that had earned them the title rising star. As you can imagine, narrowing the field down from 40 was quite a difficult decision. After the presentations the assembled guests and nominees were asked to vote for their winner, and we presented the award towards the end of the evening.

Why did you support this award?
The JWC WUWHS awards are very ambitious and give recognition to excellence in wound care. Sponsoring this award is an opportunity to share knowledge in order to promote and support young investigators in their scientific research. As the Journal of Wound Care is now the official journal of the WUWHS, it makes the award even more interesting. Hopefully the award winners will be able to publish their studies in this top-quality wound care journal.
Describe the work you have done in the last four year that has resulted in you winning this award.
I am a member of a research team that gathers both clinicians and researchers. We try to find widely available and cost-effective solutions to medical problems, especially in the field of wound care.

One of the pending questions concerning venous leg ulcers is how we can predict healing rates? We wanted to find early markers that correlate with wound healing in order to more quickly identify which patients may be treated with standard therapy and others who need more expensive and advanced technologies.

We investigated the possible association between small cationic antimicrobial peptide cathelicidin and ulcer healing. We observed a significant correlation between cathelicidin serum levels and healing rates. The simple measurement of cathelicidin level in the serum may be a good predictor of wound healing and may enable the selection of patients who especially benefit from local treatment with exogenous cathelicidin.

How do you think winning this award will influence your work in the future?
I am a medical student and soon I will have to make a choice about my future career. Thanks to this award, I realised that my work is really needed. In my opinion, the problem of chronic wounds is still underestimated in my country and more wound care clinicians are definitely necessary. I am touched by the great suffering of patients with venous leg ulcers and I know that I want to help these people.

What does being nominated as a WUWHS Rising Star mean to you?
It is a great honour for me and an excellent motivation to work even harder!

What do you most enjoy about your role?
Working in the lab is my hobby. It enables me to combine both preclinical and clinical aspects of wound care.
The Journal of Wound Care would like to thank all sponsors and supporters for participation in the JWC WUWHS Awards 2016