

## FOR IMMEDIATE RELEASE

Contact:

*[Name]*

*[Title]*

*[University]*

*[Phone]*

*[Email]*

### **[XX University] signs on as supporter of the Why Wound Care?™ Nursing Initiative**

*National campaign promotes career opportunities and offers preparation in the critical field of specialized wound care nursing*

*[Location (Date)]—[XX University]* announced today it has become an official supporter of the Why Wound Care?™ initiative.

Launched in June of 2015 by HMP Communications Holdings LLC, the Why Wound Care?™ campaign targets nursing students and recent nursing school graduates. The initiative seeks to build awareness about the growing need for — and critical importance of — specialized wound care nurses, and encourages nursing graduates to pursue additional training to become wound care certified.

The field of nursing is at a critical juncture. An aging U.S. population along with a wave of experienced nurses entering retirement have combined to create a significant shortage. The nursing shortage is expected to reach more than 800,000 by the year 2020, and specialized nurses such as those certified in wound care will be in high demand. According to the Institute of Medicine 2011 report, *The Future of Nursing*, in order to meet future healthcare needs, it is imperative that more nurses receive a solid education in how to manage complex conditions, coordinate care with multiple health professionals, and pursue additional education opportunities.

The current shortage of specialized wound care nurses greatly increases the risk of substandard care for patients who are at risk for the development of wounds or wound-related complications. Currently, chronic wounds (including pressure ulcers, foot ulcers in people with diabetes mellitus, and venous insufficiency ulcers) affect approximately

6.5 million Americans annually. This number is expected to rise as the population ages and with increases in the prevalence of diabetes and obesity.

“We are pleased to lend our voice to this important initiative and drive awareness about the importance of specialized wound care,” [*shares Name, Title University*]. “The demand is significant and the stakes are high. We are committed to helping prepare our students to pursue specialized careers in wound care, to not only ensure quality care for wound patients, but also prepare our students and graduates for rewarding, stable, and high-paying careers. This is a win-win for our nurses, and for the patients whose lives they can improve.”

The Why Wound Care?™ campaign is aimed at both increasing awareness and delivering education. The campaign seeks to collaborate with nursing programs at leading universities throughout the country to elevate visibility for the specialty, and tell the story about careers in wound care. Why Wound Care?™ will provide nursing faculty with educational resources for integrating wound prevention and care into nursing curricula. The Why Wound Care?™ website gives nursing students, recent graduates, and nursing faculty access to a wealth of information and resources, including free instructional courses and discounts on continuing education events.

To learn more about Why Wound Care?™, visit [whywoundcare.com](http://whywoundcare.com) or follow the campaign on Facebook: [facebook.com/whywoundcare](https://facebook.com/whywoundcare), or Instagram and Twitter: @WhyWoundCare #howweroll

### **About [XX University]**

*Insert description here.*

### **About HMP Communications Holdings, LLC**

HMP Communications Holdings, LLC, a collaborative formed by HMP Communications, LLC and North American Center for Continuing Medical Education, LLC (NACCME), is a leader and innovator in healthcare communications. The company produces some of the industry’s most-respected brands of multimedia, live events, and accredited continuing education (CE) programs. HMP distributes award-winning content across a wide spectrum of healthcare audiences who can access its brands anywhere at any time. Visit [www.hmpholdings.com](http://www.hmpholdings.com) for more information.