



Australian Wound Management Association Inc

BUSINESS AND IMPROVEMENT PLAN

July 2007 – June 2010

INTRODUCTION

The Australian Wound Management Association (AWMA) is a multi-disciplinary, non-profit Association consisting of persons who are committed to developing and improving wound management for all individuals through education, research, communication and networks.

The AWMA recognised in 2002 the need to have a well coordinated and structured approach to managing the affairs of the Association. Committee workshops in 2002 and 2003, which were facilitated by Mr Greg Duncan (Wound Management Association Victoria), identified a number of key issues that the Association need to address.

This draft Business and Improvement Plan developed from a committee workshop in December 2003 encapsulated the key issues identified and outlined strategies the Australian Wound Management Association would pursue over the following 12 months to improve the management of the association in order to meet the needs of the membership and community at large.

This plan has been developed in consultation with the AWMA committee and State Associations via State Representatives to build on the work undertaken in the December 2004 – July 2006 Business and Improvement Plan.

The primary issues prioritised by the AWMA are:

1. Financial viability of the Association
2. The profile of the Association
3. Increased Consumer focus
4. Education materials and course curriculum in wound management
5. AWMA's affiliation and relationship with State Associations

Secondary issues that broadly affect the role, function and management of the association in order of priority are:

1. Education and the provision of educational resources in wound management considering our recent discussions this probably needs to be reworded
2. Improving relationships with other peak national and international bodies
3. Credentialing of practitioners and courses in wound management
4. Policy formulation in relation to wounds and wound management
5. AWMA's relationship with manufacturers and distributors of wound management products
6. Direct supply of consumables for the provision of wound management
7. Revision of Standards for Wound Management
8. Development of Guidelines for the management of venous leg ulcers (correct wording?)

The Business & Improvement Plan comprises three main components:

- A Mission Statement, setting out the overall mission, vision and goals for AWMA
- Key result areas setting performance indicators to be achieved by AWMA
- Strategies setting out the major ongoing activities, together with action steps required for delivering and improving these areas. Service Plans include support services (i.e. Financial Management).

The Business and Improvement Plan is implemented by completing the action steps set out in the Key result areas.

Australian Wound Management Association Inc Philosophy

- ◆ The Association believes that all people with, or who are likely to develop, a wound are entitled to receive personalised care and management that is supported by current best practice.

Vision

- ◆ Be recognised as a peak body that consults with, makes representation to and advises government, governing bodies, educators, health care providers and consumers in regard to best practice in wound management
- ◆ Foster and maintain a multi-disciplinary network of individuals with knowledge and expertise in wound management
- ◆ Foster and maintain a collaborative, productive working relationship between the Association and all affiliated state and territory organizations and members
- ◆ Develop, publish and promote guidelines, standards and educational material in wound management
- ◆ Publish and promote a peer reviewed national wound management journal
- ◆ Promote and support wound management research
- ◆ Facilitate Health Promotion activities in wound management
- ◆ Develop and maintain collaborative relationships with relevant individuals, associations or groups both national and international
- ◆ Develop and maintain representation on relevant national or international associations or groups
- ◆ Develop responsible initiatives and strategies to ensure the ongoing financial viability of the Association
- ◆ Conduct the business of the Association in a professional and ethical manner.

Goals

- ◆ Be self –sufficient in funding
- ◆ Peak body in Australia in wound management
- ◆ Provide highest possible service(s) to our membership and the public
- ◆ Increase participation in the Association by members of the medical profession and other clinical specialties
- ◆ Improve ‘marketing’/awareness of the Association and establish formal links to other bodies
- ◆ Future representation to AWMA from consumer groups.

Quality Statement

The Australian Wound Management Association is committed to promoting and supporting a culture based on the principles of continuous improvement. The commitment to ensuring the delivery of quality organisational services and wound management practices is facilitated by all staff being involved in and contributing to the continuous improvement process.

KEY RESULT AREAS

The key result areas are divided into two groups: primary and secondary. The first three factors identified within each group were examined to produce the key result areas listed below. Further work is required to address the other factors identified in each group.

Primary Key Result Area 1	Performance Indicators
Financial Viability	<ul style="list-style-type: none"> ▪ Sufficient funds to meet current needs ▪ Sufficient income to meet expenses with a safe surplus
Primary Key Result Area 2	Performance Indicators
Profile/relationships	<ul style="list-style-type: none"> ▪ Be recognised as peak body
Primary Key Result Area 3	Performance Indicators
Education	<ul style="list-style-type: none"> • Provide and lead opinion on education materials and course curriculum in wound management
Secondary Key Result Area 4	Performance Indicators
Community/Consumer/Carers organisations involvement	<ul style="list-style-type: none"> ▪ Increase mutual representation to and liaison with consumers
Secondary Key Result Area 5	Performance Indicators
Relationship with State Associations	<ul style="list-style-type: none"> ▪ Improve communication ▪ Develop opportunities for collaboration in meeting other KRA's
Secondary Key Result Area 6	Performance Indicators
Credentialing of wound care	<ul style="list-style-type: none"> • Provide mechanisms to credential health practitioners and educational curricula in wound management.

AREA: Financial viability

KEY GOAL: Sufficient income to meet expenses and a safe surplus; sufficient income to meet expenses with a safe surplus

Strategy	Activity	Expected Outcome/Targets & Performance Indicators	Resources	Timeframes	Actual Outcome
Income Producing Activities	Education strategies	<ul style="list-style-type: none"> ▪ Guidelines for the Predication and prevention of pressure ulcers (revise) ▪ Standards for Wound management (revise) ▪ Guidelines for the management of venous leg ulcers (develop) ▪ Wide dissemination of above 	<p>State Representatives State Associations AWMA Committee Clinical Experts</p> <p>Free download via AWMA website</p>	Ongoing	
	Continuing sales of AWMA materials	<ul style="list-style-type: none"> ▪ When new/revise guidelines completed make available in iPaq/Palm Pilot format ▪ Promotion of current and new/revise guidelines in Primary Intention ▪ Develop and disseminate an audit tool to monitor practice against AWMA 			

		<p>standards</p> <ul style="list-style-type: none"> ▪ Conduct a 'travelling roadshow' seminar on utilisation of standards and audit tool ▪ Market standards more widely to OT's ▪ Develop competencies and charge to accredit wound courses and/or practitioners. 	<p>Establish links with professional association(s) – Allied Health Representative</p> <p>Education sub-committee</p>		<p>B.McNally queried whether this should be 'cost neutral' and therefore taken out of this section?</p>
	10% dividend from National Conferences	<ul style="list-style-type: none"> ▪ Maintain national 2 yearly conferences ▪ AWMA hosted national conference in Darwin 2007 	AWMA Committee State/AWMA Conference & Scientific Committee's		

AREA: Profile/Relationships

KEY GOAL: To be recognised as the peak body

Strategy	Activity	Expected Outcome/Targets & Performance Indicators	Resources	Timeframes	Actual Outcome
A generic flyer	Develop a generic flyer & CDROM outlining : <ul style="list-style-type: none"> ▪ Who we are ▪ Benefits of membership ▪ AWMA Initiatives ▪ Feature on guidelines & standards 	<ul style="list-style-type: none"> ▪ Flyer ▪ CDROM ▪ Updated 2 yearly 	AWMA Committee State Representatives	End 2007	
Communicate with federal health minister/government	Seek opportunities to meet with key people in Canberra	<ul style="list-style-type: none"> ▪ Face to face meetings with key people ▪ Ongoing written communication with key people 	AWMA President AWMA Vice President	Ongoing	
Increase profile of AWMA in speciality areas	<ul style="list-style-type: none"> ▪ Nursing, Medical and Allied Health representatives (with the assistance of the AWMA Committee and State Representatives) to identify forums to promote AWMA ▪ Seek to establish and develop links and opportunities for mutual promotion within 	<ul style="list-style-type: none"> ▪ Establishing a group of key contacts in speciality areas to enable timely & appropriate dissemination of information ▪ Opportunities to promote AWMA in appropriate forums identified and instigated 	Medical, Nursing and Allied Health Representatives AWMA Committee State Representatives	Ongoing	

	speciality areas				
Increased media exposure	<ul style="list-style-type: none"> ▪ Wound Awareness Week 	<ul style="list-style-type: none"> ▪ Inaugural WAW March 2007 ▪ Establishment of working relationship with MWC media to ensure Wound Management remains on the public and political agenda (see WAW papers) 	AWMA Committee (President and Vice President leading)	Undertaken March 2007	
AWMA Patron	<ul style="list-style-type: none"> ▪ Recruit a patron 	<ul style="list-style-type: none"> ▪ Patron recruited with profile that aligns with AWMA's philosophy and objectives 	AWMA Committee	June 2008	
Link prevalence studies undertaken at State level	<ul style="list-style-type: none"> ▪ Call for information via State Representatives and State Associations 	<ul style="list-style-type: none"> ▪ Collation of prevalence data ▪ Dissemination of information as appropriate 	Sub committee?	?	
AWMA Secretariat & CEO	<ul style="list-style-type: none"> ▪ Continue to evaluate financial implications of employing professional secretariat & CEO 	<ul style="list-style-type: none"> ▪ Secretariat utilised for day to day AWMA functions ▪ CEO to drive and implement AWMA policy and activities 	AWMA Committee	Ongoing	

AREA: Education and Professional Development

KEY GOAL: Increased consumer focus.

Strategy	Activity	Expected Outcome/Targets & Performance Indicators	Resources	Timeframes	Actual Outcome
Community/Carers/Consumer organisation involvement	<ul style="list-style-type: none"> ▪ Establish what is already being done at a state level to involve these groups ▪ Consider establishing support groups in the community (use ostomy model) ▪ Public lectures/Awareness Week 	<ul style="list-style-type: none"> ▪ State Representatives to feedback to AWMA ▪ AWMA Committee ▪ AWMA Committee 	<ul style="list-style-type: none"> ▪ State Representatives ▪ State Associations ▪ AWMA Committee 	<p>February 2008</p> <p>Ongoing</p>	<p>Inaugural WAW March 2007</p>

AREA: Credentialing of Health Professionals in Wound Management

KEY GOAL: To establish a credentialing process for professionals engaged in wound management

Strategy	Activity	Expected Outcome/Targets & Performance Indicators	Resources	Timeframes	Actual Outcome
The AWMA Education Sub Committee will be responsible for establishing a credentialing process	1) Identify criteria required to be credentialed and processes involved 2) Liaise with other professional associations re credentialing. 3) Define generic title that is consistent across states and which is protected 4) Need to identify preceptorship (eg.hours)	Mechanism in place to assist Health professionals to seek credentialing AWMA becomes a credentialing body for wound management courses	AWMA Committee State Representatives & State Associations	On going	