



January 1, 2017

Dear Industry Partner:

Thank you in advance for consideration support of the APWCA 16th Annual National Clinical Conference scheduled September 7-9, 2017 at the Loews Philadelphia.

This year's conference promises to be an exciting event for attendees, faculty and industry partners. I'd like to invite you to join us and support this outstanding opportunity.

APWCA attracts multispecialty physicians and allied health professionals who strive to learn the newest technologies and medical therapies to improve outcomes for patients in need of advanced wound care.

One of the most important goals of the conference is an inclusive and welcoming environment for all specialties involved in the treatment of advanced wounds including MD's, DO's, DPM's, PA's, NP's, RN's and other allied health professionals.

In addition to world class didactic lectures, learning methods will include hands-on wet labs, case study review and ample one-on-one time with nationally recognized faculty members.

Included in this document is an executive summary, conference description, target audience, objectives, needs assessment and budget.

APWCA's 16th Annual National Clinical Conference is an accredited program and will be conducted in accordance with ACCME guidelines for commercial support. We also take great pride in following all PhRMA and AdvaMed guidelines to ensure a balanced and unbiased educational agenda.

Your support of this valuable medical education program is appreciated.

Sincerely,

Steven J. Kavros, DPM, MAPWCA, FACCWS, CWS
President
American Professional Wound Care Association

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16th Annual National Clinical Conference

September 7-9, 2017
Loews Philadelphia Hotel | Philadelphia, PA



A national group of professionals sharing the synergy of disciplines in wound care through education, research, advocacy and lively discussion.

apwca.org

EXECUTIVE SUMMARY

The American Professional Wound Care Association® (APWCA) is a non-profit medical association welcoming medical providers from all disciplines involved in prevention and treatment of difficult wounds. Through a synergy of disciplines, APWCA has been a worldwide leader in the prevention and treatment of acute and chronic wounds since 2001. This association provides an informational and educational forum for healthcare providers, while promoting excellence in wound care and patient advocacy.

MISSION STATEMENT

The mission of the American Professional Wound Care Association is to lead the prevention and treatment of acute and chronic wounds with an interprofessional commitment of optimal patient care, education and advocacy.

LEARNING OBJECTIVES

Following this activity, participants should be able to:

- Explain and assess wound etiology including metabolic and mechanical factors and related comorbidities.
- Identify risk factors, general diagnostics and treatment strategies to prevent skin ulcers.
- Propose treatment options for ulcers of all etiologies including pressure, diabetic, vascular and ischemic.
- Recognize surgical and non-surgical wound management techniques and discuss various topical treatments and adjunctive wound therapies.
- Describe contemporary approaches in the treatment of skin and wound issues in all patient populations.

ACTIVITY GOAL

This educational program is designed to be a comprehensive course associated with concepts in the diagnosis and treatment of non-healing wounds by providing clinically relevant educational topics for daily wound care treatment and best

practices for optimal patient outcomes. This activity addresses the “Patient Care and Medical Knowledge” ABMS/IOM competencies.

LEARNING METHODS

- Didactic Lectures
- Panel Discussions
- Audience Response Systems
- Case-Based Presentation and Discussion
- Hands-On Demonstrations/Workshops
- Skills Labs

TARGET AUDIENCE

Healthcare professionals providing wound care including, but not limited to:

- Dermatologists
- Endocrinologists
- General Surgeons
- Infectious Disease Specialists
- Internists
- Nurse Practitioners
- Nutritionists
- Podiatrists
- Physical Therapists
- Physician Assistants
- Plastic Surgeons
- Podiatrists
- Primary Care Physicians
- Registered Nurses
- Vascular Surgeons

EDUCATIONAL SESSIONS

Topics will include, but will not be limited to:

- Comprehensive certification review course
- Negative pressure wound therapy
- Total contact casting
- Compression therapy
- Vascular screening
- Cellular and jacket grafts
- Debridement
- Pain management
- Neonatal/pediatric therapies
- Diabetic foot treatment
- Hyperbaric therapy
- Lymphedema management
- Abdominal wounds
- Myocutaneous flaps
- Pharmacotherapy treatment
- Palliative wound care
- Pressure ulcers
- Offloading
- Gait training

ACCREDITATION STATEMENT

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of Continuing Medical Education Resources and the American Professional Wound Care Association. Continuing Medical Education Resources is accredited by the ACCME to provide continuing medical education for physicians.

Accreditation will include:

- CME | Physicians
- CPME | Podiatrists
- CNE | Nurse
- CE | Allied Health Professionals

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DISCLOSE OF CONFLICTS OF INTEREST

APWCA requires instructors, planners, managers and other individuals and their spouse/life partner who are in a position to control the content of this activity to disclose any real or apparent conflict of interest they may have as related to the content of this activity. All identified conflicts of interest are thoroughly vetted by APWCA for fair balance, scientific objectivity of studies mentioned in the materials or used as the basis for content and appropriateness of patient care recommendations.

DISCLOSURE OF UNLABELED USE

This educational activity may contain discussion of published and/or investigational uses of agents that are not indicated by the FDA. APWCA does not recommend the use of any agent outside of the labeled indications.

DISCLAIMER

Participants have an implied responsibility to use the newly acquired information to enhance patient outcomes and their own professional development. The information presented in this activity is not meant to serve as a guideline for patient management. Any procedures, medications or other courses of diagnosis or treatment discussed in this activity should not be used by clinicians without evaluation of patient conditions and possible contraindications on dangers in use, review of any applicable manufacturer's product information and comparison with recommendations of other authorities.

BUDGET

| Expense: | | Income: | |
|------------------|------------------|--------------------|------------------|
| Accreditation | \$17,500 | Advertising | \$25,000 |
| Advertising | \$20,000 | Exhibits | \$72,000 |
| Audiovisual | \$35,000 | Educational Grants | \$41,500 |
| Faculty | \$38,000 | Hotel Commission | \$10,000 |
| Food & Beverage | \$50,000 | Registration | \$97,000 |
| Overhead | \$20,000 | | |
| Registration | \$15,000 | | |
| Staff/Management | \$35,000 | | |
| Venue | \$15,000 | | |
| Total: | \$245,500 | Total: | \$245,500 |

