

3M Award for Excellence in Skin Safety Presented to Tucson's Northwest Medical Center at 45th Annual Conference of the Wound, Ostomy and Continence Nurses Society

Award honors WOCN Society members for successful programs in improving skin integrity

3M Critical & Chronic Care Solutions Division and the WOCN Society today announced that the Skin & Wound Assessment & Treatment team at Northwest Medical Center in Tucson, Ariz., has received the *3M Award for Excellence in Skin Safety*.

In its second year, the competitive, 3M-sponsored award is designed to recognize health care facilities and their board-certified WOCN Society members who have implemented a patient care regimen designed to prevent skin injuries. The winning team received financial support through an unrestricted educational grant to attend the annual WOCN conference in Seattle.

Facilities were invited to submit summaries of skin care programs that have achieved measurable and sustained results in the area of skin integrity. Entries were judged by a panel of WOCN members selected by the WOCN Society, who evaluated the programs against a number of criteria that included: demonstration of best-in-class prevention protocols; comprehension, accessibility and user-friendliness of product formulary; interdisciplinary participation; senior leadership engagement and front-line autonomy; and creative and effective staff and patient education.

Northwest Medical Center is a 300-bed acute care facility distinguished with seven national accreditations including certified Chest Pain Center, Heart Failure Center and Stroke Center. The facility's wound care program was selected for its impressive patient outcomes as well as its exceptional education and training programs for both leadership and front-line staff.

"Northwest Medical Center is a worthy recipient that has demonstrated proactivity and a strong track record of success in skin injury prevention and care," noted Bill Cruise, Vice President and General Manager, for 3M Critical & Chronic Care Solutions. "At 3M we place the highest value on collaboration that helps move patient skin care forward, which is why we wanted to help initiate an award designed to illuminate best practices and foster knowledge sharing among skin and wound care clinicians and industry partners."

"The WOCN Society is proud of our partnership with 3M and of this significant award that showcases programs for the prevention of skin injuries. We believe the robust competition is indicative of the caliber of WOC nurses across the country working diligently to reduce pressure ulcers and the incidence of other types of skin injuries," said Laurie McNichol, MSN, RN, GNP, CWOCN, WOCN Past President and Chair of Development. "We applaud not only this year's recipient, but all of those who submitted their programs for consideration."

3M's leadership in improving skin integrity is reflected in its innovative line of Cavilon™ brand products, designed to help protect skin and prevent skin damage. The Cavilon professional skin care line includes cleansers, moisturizers, moisture barriers and antifungal creams that help simplify skin care regimens, maintain and support skin integrity, and provide comfort and convenience to clinicians, patients and families. Learn more at www.3M.com/cavilon.

About 3M Health Care

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About WOCN

The Wound, Ostomy and Continence Nurses Society™ (WOCN®) is a professional nursing society that supports its members by promoting educational, clinical, and research opportunities to advance the practice and guide the delivery of expert health care to individuals with wounds, ostomies, and incontinence.

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3MMary Kokkinen, 651-733-8806mckokkinen@mmm.com or Fleishman-Hillard Heather Sheriff, 612-573-3105heather.sheriff@fleishman.com

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