

INTERVIEW: EWMA PRESIDENT, SALLA SEPPÄNEN

First published in "Feridas" (Brazil), Vol. 2, March/April 2015



EWMA President, Salla Seppänen, presenting at the EWMA 2014 Conference in Madrid

Earlier this year, EWMA President Salla Seppänen, was interviewed for the Brazilian medical journal "Feridas" (<http://revistaferidas.com.br/>) about the EWMA 2015 Conference in London:

- What can we expect from EWMA 2015?

You can expect a high quality international conference with a stimulating and creative atmosphere. The scientific programme will consist of an international blend of scientists from Europe as well as the rest of the world presenting new results and developments within wound healing.

In 2015 the conference will offer a wide variety of topics within wound healing with plenary sessions, key sessions, workshops, full day EWMA symposiums and guest sessions. All in all, we expect more than 1000 scientific presentations.

We expect up to 3,500 participants in London. Already now, it is confirmed that the exhibition will exceed anything we have ever seen with around 130 exhibitors representing a very broad range of industries

- What are the trending topics?

EWMA 2015 includes a mixture of new topics which are important to the European wound community in general in addition to topics that traditionally are interesting to the European participants. The sessions deal with advancement of education and research in relation to epidemiology, pathology, diagnosis, prevention and management of wounds.



The key sessions this year cover EWMA focus areas including:

- Hard to Heal Wounds
- Quality of Life, Health Utility measure, Patient Preference Measure
- Wounds Assessment - the Art and Science
- Pain Related to Pressure Ulcers and Severe Pressure Ulcer Development
- The psychological factors in Wound Healing
- Wound Care & Geriatrics/ Dementia in Wound Care
- Palliative Care
- Leg Ulcer Recommendations
- Surveillance of Wound Infections
- Paediatric Wound Care
- Negative Pressure Project
- eHealth in the Case of Wound Care
- Wound Care – Shaping the Future - a Patient, Professional, Provider and Payer Perspective

A number of workshops will be offered at EWMA 2015. The workshops are typically held in a smaller setting than key sessions and free paper sessions. The workshops will cover topics including:

- Individualised Targeted Diagnostics and Topical Wound Therapy
- Skin Care
- Pressure Ulcers Caused by Medical Devices
- Soft Casting for Heels
- Pressure Ulcer Risk Assessment Framework
- Debridement
- Cooperating Organisations Workshop
- Meet the Experts: Everything You Want to Know about Maggot Therapy
- Biofilm
- Podiatry
- Understanding the Science Behind Pressure Redistribution Devices – Bridging the Theory-Practice Gap
- Nutrition
- Use of Information Technology in Wound Care
- Registry of Ulcers - How to reduce healing time

EWMA workshops are interactive and give participants an opportunity to address and elaborate on particular aspects of the themes of the individual sessions.



The full-day streams and the guest sessions are particularly popular among EWMA conference delegates and offer more in-depth presentations and discussions within a particular field.

- Which new technologies will be presented?

On the scientific side of the conference programme, there will be a strong focus on eHealth and telemedicine. EWMA will be presenting its new document on eHealth, which provide clinicians, who are interested in this subject, with concise information about the use of eHealth solutions within a wound care setting.

In the exhibition you can find the newest products, devices and techniques that are developed for wound management and also get detailed information and practical tips how to implement them.

- What was the main focus and what is the goal organizing the event this year?

The theme of the EWMA 2015 Conference is:

Wound Care – Shaping the Future

A Patient, Professional, Provider and Payer Perspective.

Interdisciplinary teamwork and collaboration between patients, professionals and policy makers is essential for facilitating good practice and providing continuity of care. This will be even more important in the future as health care systems throughout Europe have to cope with increasing pressure to demonstrate efficient and cost-effective use of resources to optimise wound care with the help of innovative procedures and practices. It is imperative that all these perspectives are considered if we are to realise the goal of successful wound management

- What's new?

The number of parallel sessions has increased, and so has the number of key sessions. Also, there are more guest sessions than ever before and thereby it will be possible to hear many different perspectives on wound care in London.

EWMA is hosting a full-day programme about wound care and nursing in the community. Around 400 UK community nurses will attend the conference.

- How many visitors are expected to attend the event?

Up to 3,500

- How many exhibitors will participate? Any Brazilian?

We expect approx. 130 exhibitors. Unfortunately, we have not received confirmations from Brazilian companies.

- What are the highlights of the scientific program? Any special guests to present a session or symposium?

The overall highlight is of course the opening session, where patient organisations, clinicians, providers and politicians come together to share their knowledge, experiences and visions about care and wound man-



agement from their perspectives respectively. The presentations focus on the barriers, challenges and opportunities that providers, payers, professionals and patients face in modern health care systems and specifically in wound care.

As a step in EWMA's efforts to address the challenges related to the use of antimicrobials in non-healing wounds, we are pleased to welcome the British Society for Antimicrobial Chemotherapy (BSAC) to the conference. BSAC will organise a half-day educational event at the conference.

Among the highlights will also be a full-day symposium on eHealth. There will be key sessions on palliative care, hard-to-heal wounds, pressure ulcer risk assessment, patients' quality of life when living with a non-healing wound, and leg ulcers. The latter will also introduce EWMA's coming Leg Ulcer Guidance Document.

- Can you leave a message to the visitors and participants of EWMA 2015?

Don't miss out on this chance to exchange knowledge and experience with international colleagues and friends in one of the most vibrant cities in Europe. There have never before been so many good reasons to actively participate in the EWMA conference.

On behalf of the EWMA Council, I look very much forward to welcoming you at EWMA 2015.