

ABWM



American Board of
Wound Management

CWCA® CWS® CWSP®



2021 IN REVIEW

AMERICAN BOARD OF
WOUND MANAGEMENT

NEW TESTING PARTNER

In March 2021, ABWM announced a new partnership with Pearson VUE, the global leader in computer-based testing, to provide an improved testing experience for our CWCA®, CWS® and CWSP® exam candidates, including:



- Easy and flexible exam scheduling
- Improved test center security
- Increased access to test centers
- Improved customer service

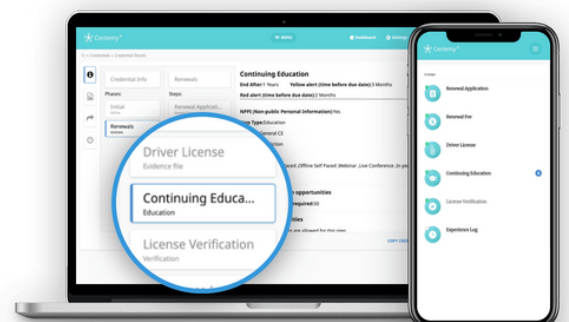
BOARD UPDATES

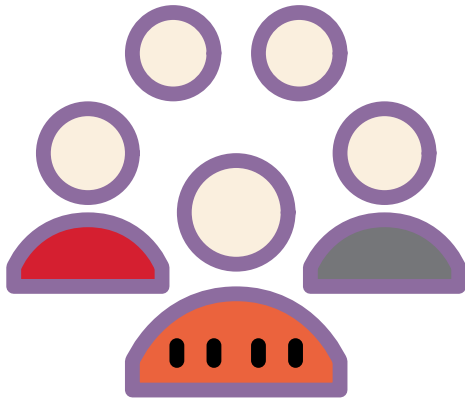


At our November 2021 Board Meeting, we welcomed two new board members, Theodore MacKinney, MD, CWSP® (top left) from Milwaukee, WI and Jon Senkowsky, MD, CWS® from Arlington, TX (top right). We also bid farewell to two longtime board members, Yvette Monteleon, RN, CWS® (bottom left) and Amy Pierno, MSPT, CWS® (bottom right). Thank you all for your service to the Board!

CERTEMY

In May, ABWM announced our partnership with Certemy, a new software system allowing candidates to complete their ABWM exam applications online, and making it faster and easier for current Associates and Diplomates to manage their certification and renewals.





EXAM COMMITTEE

A big thank you to ABWM's 2021 exam committee participants who met virtually **three** times throughout the year. For information on how to apply for a volunteer position in 2022, contact info@abwmcertified.org.

DIPLOMATE HAPPY HOUR

In lieu of our annual in-person Diplomat Networking event at SAWC Spring, ABWM hosted a virtual happy hour in June. Close to 100 Diplomates and Associates took part in virtual networking and games, using a virtual platform called Gatheround. Cocktail kits and live cocktail demos were provided by Liquor Labs.



2021 CERTIFICATION STATISTICS

66

CWCA®
Certifications

319

CWS®
Certifications

114

CWSP®
Certifications

SOCIAL MEDIA PERFORMANCE



WEBSITE STATS 2021 VS. 2020

+87%

New Website Users

+66%

Page Views

+51%

Organic Search Traffic

NEWSLETTER PERFORMANCE

- 43,760 Sends
- 44% Open Rate*
- 5% Click Rate



*+Up 21% from the industry average which is 23%

8 ABWM AMBASSADORS:



- Lauren Laird, DPT, CWS®
Edwardsburg, MI
- John P. Griffin, MS, CWSP®
South Portland, ME
- M. Dolores Farrer, DPM, CWS®
Columbia, SC
- Lori Lane, DPM, CWSP®
W. Palm Beach, FL
- Brian Pekarek, DPM, CWS®
Metairie, LA
- Dolores Temple, PT, CWS®
Trussville, AL
- Stephen Cutrone, CHT, CWCA®
Souderton, PA
- Heather Flexor, PT, CWS®
Troy, NY



6 WEEK DIGITAL AD CAMPAIGN WITH CBS:

- Delivered 6.5 million impressions
- Video completion rate of 92.81%
- 175% increase in website traffic
- 87% increase in website page views

5 VIRTUAL CONFERENCES:

- WoundCon Spring
- AANP Conference
- The Western
- WoundCon Summer
- WoundCon Fall



Contact Us:

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