

## **EUCOMED: ADVANCED WOUND CARE SECTOR (AWCS) STRATEGY & GOALS**

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For companies in the wound care sector, the lack of a common voice in Europe has hindered the visibility and promotion of the industry to political and policy decision-makers, and the creation of a regional awareness of the issues around chronic wounds. With the mechanisms of healthcare systems being different within the EU Member States, a common EU approach and collaboration within the industry is essential.

The industry solution has been to create a sector group for Advanced Wound Care (AWCS) under the auspices of Eucomed (European Medical Technology Industry Association). This sector group will also work in active partnership with the European Wound Management Association (EWMA).

The overall objective of the sector group is to raise the profile of advanced wound care, and bring it into the context of current and future social healthcare issues under debate.

### **Short term goals (less than 1 year):**

Present a 'Burden-of-Illness Paper' on chronic wounds in Europe

Present an article around 'Evidence in Wound Care'

Participate in a 'Clinical Working Group' to evaluate outcome measures other than just healing efficacy

Arrange a 'Wound Care Session' during the Eucomed MedTech week in Oct 2008

Initiate a 'Data Collection Programme' of wound care epidemiology in selected countries

Position the 'Best Evidence Standpoint' to the 3Ps (payers, practitioners and patients)

### **Medium term goals (1-3 years):**

Educational activities about health economics, cost-effectiveness and patient related outcomes

Continuation of the 'Data Collection Programme' to a number of European countries

Scoping and defining the trends within 'Primary vs. Secondary Care' (Cost consequence analysis)

### **Long term goals (2-5 years):**

To promote and get acceptance of 'Innovation in Wound Care'