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| **Matthew J. Davis BSN, RN, CWON, CFCN** |
| Education |
|  | R.B. Turnbull Jr. School of Enterostomal Therapy at The Cleveland Clinic Foundation |
| Enterostomal Therapy/ Wound, Ostomy, Continence Nursing | 2007 |
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| University of Detroit Mercy |
| B.S. of Nursing | 2006 |
| Certifications |
|  | * Certified Wound, Ostomy, and Continence Nurse (CWON)

Dropped Continence Certification 2018* Certified Foot Care Nurse (CFCN)
 |  2008 – Present  **2013** – **Present** |
| * Registered Nurse (State of Michigan)
 |  2006 – Present |
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| Work Experience |
|  | **Integra Lifesciences (Aquired Dermasciences) 2014- Present****Advanced Wound Care Account Manager Present****Area Director of Clinical Education and Resources Nov 16 – Aug 17****Clinical Resource Specialist Nov 15 – Nov 16****TCC Specialist April 14 - Nov 15**Currently managing a new carve out territory including 30% of Central/Southeast Michigan and Northern Ohio. Covering outpatient/OR sales of full line advanced wound care products (TCC-EZ, Medihoney, Omnigraft, Xtrasorb, Amnioexcel, Primatrix). Have grown Tissue sales from $0 average sales to month over month growth. Finished top 5 in the company for growth percentage of tissue sales year over year. **Area Director of Clinical Education and Resources**:Covered four sales regions with 75-85% travel (South, Central, Great Lakes, and Canada). Developed and delivered evidence basedEducational programs including lunches, dinners, CE programs with specific sales objectives to increase sales across various product lines. Provided business review and strategy planning for each territory included with each visit. Interacted with marketing and sales organization upper management on brand strategy and key account targeting. Maintained relationships monthly with Wound Care Management Companies (Healogics, Restorix, WCA, etc.) Represented company at major trade shows (SAWC, ACFAS, etc) Developed abstracts for submission with KOLs for trade shows. Typically averaged 2-3 accepted posters per show. Developed new KOL including speaker training across the region and product lines. Worked as Reimbursement support to sales organization for billing and coding questions. Developed training programs for customers as well as internal sales reps. Performed New Hire training from development and implementation. Conducted multiple presentations/lectures for audiences in upwards of 200+people. Participated in new product development think tank across product lines. Awarded Region of the year 2016. TCC Specialist position was sales support for TCC EZ cast system. Position was eliminated companywide in November 2015. Clinical Resource Specialist position was similar to current position but did not include corporate and new hire training. **St Joseph Mercy Oakland Center for Wound Healing and Hyperbaric Medicine/ Restorix Health 2012- 2014****Program Director/ Wound, Ostomy, and Continence Nurse**Responsibilities include 50% marketing, 50% clinic management. Services marketed include HBO and Wound Care presented to hospital inpatient departments and private physician offices. Conducts education programs/lectures to physician specialties, nursing staff and community outreach. Manage referral pathways and relations between clinics, physicians, and other facilities. Produce yearly marketing plan with monthly goals and budgets including new patients, wound care volumes, and HBO volumes.Ranked in the top 3 of regional statistics since inception of clinic. Grew business to become the highest volume wound careclinic in region on a consistent monthly basis with >100% average to plan. Highest regional average of new patient volumes permonth with average of 34 per month. Review and analyze key financial reports, identifies key indicator trends and develops plans to ensure best practices are implemented to appropriately maximize clinic and overall program profitability and/or address variances. Manage day to day operations and patient care management since clinic inception. Responsible for staff management and training.Trained staff on proper dressing selection and application techniques. Developed budget conscious formulary while providingadvanced dressings. Operated opening to present with budget management. Manages staff of 7 physicians, and 6 supportstaff including 2 RN, 2 Techs, and 1 front desk coordinator. Maintains hospital relationships at local level on behalf of managementcompany. Finished Q1 2014 with highest new patient volume and monthly visits (400+) ever achieved at clinic. Nominated for Centerof Excellence. **Providence Park/ Providence Southfield Wound and Hyperbaric Center January 2012-July 2012** |
| Clinical Care Manager/ Wound, Ostomy, and Continence Nurse |  |
| Organized patient and physician scheduling to increase patient visits and decrease patient wait times. Standardized procedure, bandaging techniques, and dressing selection. Provided marketing and networking for Providence Park and Providence Southfield. Opened Providence Park Wound and Hyperbaric Center and increased patient census beyond initial goals within one month. Managed formulary and dressing selection to decrease cost but maintain quality. Managed staff and provided physician orientation to EMR and wound care clinic. Developed ostomy clinic with patient referrals from local colorectal surgeons.  |
| *Botsford Wound Care Center*Lead Wound, Ostomy, and Continence Nurse | 2010-2012 |
| Managed direct patient care, maintaining standard of care throughout specialty physicians. Supervised resident rotations for teaching services such as geriatrics, podiatry, dermatology, family practice, surgery, and internal medicine. Provided educational programs for med students, residents, and nurses. Oversaw billing, coding, and charting compliance for procedures and treatments based on CMS and private pay guidelines. EMR super-user responsible for physician and support staff training and EMR utilization. Developed formulary and product implementation based on evidence based practices and procedures. Solely maintained physician relationships for referral pathways. Negative pressure therapy and ostomy support for center as well as three surgical based private practices. Coordinated home care and DME services for all patients.  |
| *Botsford Hospital*Wound, Ostomy, and Continence Nurse | 2008-2010 |
| Deeply involved with every aspect of inpatient and outpatient care. Integral part of opening the Wound Care Center from inception including staff implementation (Physician/Support staff), training, protocol development as well as marketing to hospital physicians and staff. 1 of 3 WOCN’s saw 57% of inpatient consults as well as outpatient clinic. Resident Education liaison for surgical and podiatric services. Patient Pre-operative and Post-operative education specialist for stoma site marking, maintenance, and complications. |
| Registered Nurse | 2006-2008 |
| Provided direct patient care as Registered Nurse on Medical-Surgical unit specializing in dialysis, diabetes, and alcohol detoxification. Served as a preceptor for newly hired staff.**Nurse Tech/ ER Tech 2003-2006** |
| Committee Involvement |
|  | * University of Detroit Mercy College of Health Professions Alumni Council 2007-2012
* President 2009-2012
* Wound and Skin Committee Botsford Hospital 2006-2012
* Nursing Leadership Committee Botsford Hospital 2007-2010
* Nursing QI Committee Botsford Hospital 2007-2010
* Diabetes Committee Botsford Hospital 2009-2010
* Student Nurses Association at University of Detroit Mercy 2004-2006
* President 2005-2006
* Vice President 2004-2005
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| Lectures/Posters/abstracts |
|  | * TCC-EZ implementation lecture CCAC launch at Canadian Association of Wound Care Mississauga & Niagra Falls Canada 2016/2017
* TCC-EZ Lecture and hands on demonstration to Federation of International Podiatrists (Greek National Conference) Athens, Greece 2016
* FIP CE Presentation Total Contact Casting: The Gold Standard (Montreal, Quebec Canada) 2016
* Clinical Applications of Total Contact Casting: A Hands on Lecture/Workshop for Dermasciences (Troy, MI, Kalamazoo, MI) 2014
* "Thinking Out of the Box with TCC" Lecture at 37th Annual Midwinter Seminar: Dr. William Scholl College of Podiatric Medicine 2015
* "Thinking “Outside of the Box” using a unique Off the Shelf Total Contact Cast system for Unusual or Unique Foot Ulcers"

Abstract/Poster Diabetic Limb Salvage Conference, Washington DC 2014, American College of Wound Healing and Tissue Repair Chicago, IL 2014 * Diabetic Foot Considerations for newly diagnosed diabetics for St Joseph Mercy Oakland Diabetes Education Program (Monthly)
* Building Granulation with Triple Helix Collagen: National Webinar for MPM Medical and Advanced Tissue
* Guest Lecturer University of Detroit Mercy Nursing Fundamentals Class: Fundamentals of Wound Healing and Dressing Selection
* Ostomy Education for Staff at Hawthorn Center (Michigan Department of Community Health): Ostomy Pouching Fundamentals and Troubleshooting Guidelines
* Ostomy Education for Staff at Mercy Home Healthcare: Ostomy Pouching Fundamentals and Troubleshooting Guidelines
* Wound Care Fundamentals and Techniques lecture for Evergreen Home Health Care staff
* Negative Pressure Wound Therapy Application and Problem Solving Techniques lecture for Evergreen Home Health Care staff
* Collagen: Safe n Simple Collagen sales force lecture on collagen's performance in wound healing with Q & A
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| Memberships |
|  | * Wound, Ostomy, and Continence Nursing Society
* Association for the Advancement of Wound Care

SAWC Fall 2014 AAWC Nursing Scholarship Recipient |