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*The Association for the Advancement of Wound Care is an interdisciplinary, professional association with a mission to advance the care of people with and at risk for wounds.*

We are writing to request your company's support and involvement with the Association for the Advancement of Wound Care (AAWC) as a new or continuing Corporate Sponsor in 2018.

The AAWC, a 501c (3), not-for-profit organization, strategically supports projects and initiatives that maintain our mission "to advance the care of people with and at risk for wounds" and strengthens a more collaborative wound care community.

AAWC Corporate Sponsorship provides lucrative benefits based on level of support, as well as an exclusive opportunity for industry sponsors to meet with AAWC officers and other key wound care industry leaders at quarterly Corporate Advisory Panel (CAP) teleconferences and meetings.

As a multi-professional membership organization, we are uniquely positioned to spearhead overarching initiatives important for the wound care industry. These projects address issues paramount to continued access to evidence-based products, devices, care therapies and treatments for the patients we serve:

**Initiative 1. Create the "AAWC Podium to Practice Track" for SAWC Spring conferences.**

Entering its fourth year, the 2018 AAWC Podium to Practice Track sessions will be back by popular demand at SAWC Spring, providing evidence-based, patient-centered, multidisciplinary, practical information for clinicians. AAWC's track sessions are highly rated and sought after, as they bring key concepts and practice pearls to clinicians, which can be implemented shortly after returning home.

**Initiative 2. Develop evidence-based clinical endpoints, in conjunction with the FDA Intra-Agency Wound Healing Group.**

Endpoints will be incorporated into an update to the FDA's *Guidance for Industry, Chronic Cutaneous Ulcers and Burn Wounds – Developing Products for Treatment*. These clinical endpoints will be instrumental with the CMS and other payers for coverage and payment policy discussions.

**Initiative 3. Consolidate clinical guidelines from various associations/medical societies into one evidence-based wound care community guideline.** Guidelines include pressure ulcers, venous ulcers, wound infection and diabetic foot. The *International Consolidated Guidelines Task Force* works with partner associations from around the world.

**Initiative 4. Host Regional Meetings**

The first regional meeting is planned as a Pressure Ulcer Summit. The Summit Organizing Committee is working to schedule the regional meeting in 2018 and develop the educational curriculum.

These initiatives are coupled with our ongoing involvement with **healthcare policy** issues through our Healthcare Public Policy Committee, addressing patient education needs with our evidence-based brochures,

and interacting with our corporate sponsors to impact policy decisions with input from our Corporate Advisory Panel (CAP).

Your participation as a corporate sponsor will allow us to continue our collaborative initiatives, as well as:

- Maintain our support of wound care specialists
- Help expand our educational reach to the generalist (those not certified or trained in wound care)
- Provide patient educational support and expand our fast-growing patient /lay-caregiver group
- Participate internationally at major conferences and meetings

AAWC accomplishes its objectives from the funding received through membership dues and corporate sponsorship. Our request for your participation as a corporate sponsor will ensure our ongoing success to provide a voice and resource to clinicians, patients, legislators, payers, the FDA and the Centers for Medicare and Medicaid Services.

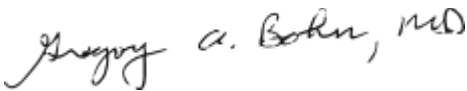
We invite you to be an active, involved and collaborative sponsor with AAWC. Together, we can continue to improve the care and lives of people who suffer with wounds.

Please access the corporate sponsorship benefits and agreement form using the link below:

[2018 AAWC Corporate Sponsorship Benefits and Corporate Sponsorship Agreement](#)

We would appreciate your company's support now and for the coming years.

Sincerely,

A handwritten signature in cursive script that reads "Gregory A. Bohn, MD".

Greg Bohn, MD, UHM/ABPM, MAPWCA, FACHM  
AAWC President