

A new year, reasons to cheer

Well, here we are in 2019 and welcome to the first issue of *Wounds Middle East* of the year.

I always find this time of year interesting. For those of us working in health care, it's normally the start of a new budget year and the inevitable discussions about resources and demand, together with the constant drive for greater productivity and improved healthcare outcomes rage strong.

As with all other healthcare disciplines, wound care is increasingly being driven by cost and health economic modelling — that's true here in the Middle East, as well as around the globe. Our understanding of health economic models continues to grow and the use of data-driven protocols should, as we move forward over the next few years, help us to refine practice and service delivery still further. For example, the delivery of services in the community, rather than in expensive hospital-based units, offers us in wound care enhanced opportunities to improve care for our patients, yet it also comes with its challenges in terms of resourcing and consistency of care, which we must overcome.

It's not just service delivery models that drive the economics of delivering wound care services. To support our enhanced understanding of wound care, we have seen huge developments in dressings and other technologies, such as negative pressure wound therapy, pressure-relieving equipment, topical oxygen delivery devices, HBOT etc, all of which come with considerable cost, but enhanced benefit and nearly always with strong health economic arguments. Industry is well aware that we are fast moving to a value-based healthcare system, where only products with demonstrable improvements in efficacy or cost in comparison to those already available, will be considered for formulary inclusion; all

of this is a positive step and a further driver for innovation and improvements.

As practitioners, we can also continue to drive change and value. I have been mentioning for some time now in my editorials that we are looking forward to the biggest global event in the wound care community taking place in Abu Dhabi from March 8–12, 2020. The World Union of Wound Healing Societies (WUWHS) conference is only held every 4 years and brings together the most prominent practitioners in wound care, to foster the sharing of knowledge and best practice. I look forward to seeing many of you there for a truly unique learning experience.

Wounds International, who also publishes *Wounds Middle East* and *The Diabetic Foot Journal Middle East* are the medical education partner to WUWHS 2020. We will be developing and publishing a number of guidance documents to support your educational needs and development of local protocols and pathways. These documents will be available to delegates at the conference and via the *Wounds Middle East* website. You can also access the documents from WUWHS 2016 and earlier on the *Wounds International* website. Please visit www.woundsinternational.com and click on the 'World Union Resources' link on the homepage to download the various documents that are readily available, free of charge.

Finally, *Wounds International* and *Wounds Middle East* will be attending the 10th Annual Abu Dhabi Wound Care Conference from March 23–24 as guests of the WUWHS President Elect Gulnaz Tariq and will have many of the WUWHS 2016 documents available for attendees to take away with them, including the imminent launches of two new WUWHS documents for exudate management and management of donor site wounds. We hope to see you there!



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