

Unique times call for unique measures



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A wise man once said that “desperate times call for desperate measures”. While I couldn’t find attribution for this quote, it was allegedly the Greek physician Hippocrates who uttered the words “for extreme diseases, extreme methods of cure, as to restriction, are most suitable” in around 400BC (The Internet Classics Archive, 2009) and is where we can trace the derivation of the famous quote of the opening sentence.

This sentiment has played out across the globe since February 2020, with country after country clamouring to lock down and billions of people resigned to barracks as healthcare systems fought to control COVID-19. However, the huge push to create a vaccine has been crucial in the battle and in many countries, things are slowly returning to something resembling normality.

It will be a while yet before things return to complete normality; if they ever do. One area that has had to change with the times is the events industry. No-one has been to a conference in the flesh since early 2020 due to the risks of catching the virus and this ‘safety first’ strategy is a key reason why we at *Wounds International* feel the time is right to go virtual for our first conference in a decade, when we had a hugely successful event in South Africa.

If I can tweak the ‘desperate times’ maxim — unique times call for unique measures. We are delighted to announce that our event is something of a world first in the wound care world. We will be offering one unique programme across three time zones with three superb hosts. Aware that our audience resides all over the world, the *Wounds International* Virtual Event will take place on:

- Monday June 21 at 6pm HKT, covering the Asia Pacific region and hosted by HariKrishna KR Nair (Editor-in-Chief of Wounds Asia; Head and Consultant of Wound Care Unit, Department of Internal Medicine, Kuala Lumpur Hospital, Malaysia)
- Tuesday June 22 at 6pm EDT, covering the Americas and hosted by Dot Weir (Wound Clinician, Consultant/Saratoga Hospital Center for Wound Healing and Hyperbaric Medicine)
- And Wednesday June 23 at 10am BST,

covering Europe, the Middle East and Africa and hosted by Jacqui Fletcher (Independent Wound Care Consultant, UK).

The three time zones concept is designed so that the Wounds International Virtual Event will provide key global insight and guidance at a time to suit you. We are being supported by: the Institute Wound Infection Institute (IWII), International Skin Tear Advisory Panel (ISTAP), the International Surgical Wound Complications Advisory Panel (ISWCAP) and the World Union of Wound Healing Societies (WUWHS).

Our roster of speakers is second to none. We have sessions across all event days by: Kerlyn Carville (Australia), Kim LeBlanc (Canada) Tom Serena (US), Gulnaz Tariq (UAE) and Kylie Sandy-Hodgetts (Australia). Emily Haesler (Australia) and Theresa Hurd (US) will speak on the Monday, Lindsay Kalan (US), Rob Kirsner (US) and Karen Ousey (UK) on the Tuesday and Sian Fumarola (UK) on the Wednesday.

The exciting and varied programme will reflect on our shared learning and highlight changes in wound care service delivery that have resulted from the COVID-19 pandemic, with a strong focus on strategies and guidelines, particularly for challenging aetiologies, which can enable clinicians involved in managing wounds to deliver the very best care.

Lastly, we’d like to extend a huge thank you to the conference sponsor Smith & Nephew, whose support for this unique event is very much appreciated. If you want to attend the event online, please register your interest here: <https://events.woundsinternational.com/> We’d love to have as many of you involved as possible!

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References

The Internet Classics Archive (2009) *Aphorisms by Hippocrates*. Available at: <https://bit.ly/3uOmG9K> (accessed 14.05.2021)

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If you would like to contribute to a future issue of the journal, please contact Adam Bushby, Senior Editor, Wounds International, at: abushby@omniamed.com