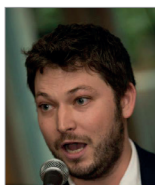


Patient engagement matters



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There are few things in life that can be used to measure how quickly time flies more effectively than by using wound care conferences as a marker. I measure my time in my role at Omniamed in *Wounds UK* annual conferences; for instance, for anyone interested, last year marked my seventh. I could've sworn it was no more than five!

During my time here, I've also had the pleasure to have attended three European Wound Management Association (EWMA) conferences — 2014 in Madrid, 2015 in London and 2018 in Krakow. This year's iteration of the conference has the theme 'Person-centred Wound Care. Who is in Charge of the Wound?' The topic couldn't be more apt as the days of the patient merely being a passive receiver of care are long gone.

We see this sea change in a number of initiatives across the UK, with primary care networks (PCNs) being a case in point. Aimed at fostering a culture of person-centred, coordinated care in the community, the networks will take "a proactive approach to their population, and collaborating with others to solve people's problems rather than just providing tests, prescriptions, diagnoses and referrals," according to the Director of Policy at National Voices, Don Redding (Redding, 2019). National Voices' aim to help support the primary care networks is proving fruitful, with Redding explaining that his organisation is intent on "encouraging the national programme to keep people and communities at the centre of PCN design; and helping to outline a 'small steps' development approach to community engagement" (Redding, 2019).

As Redding acknowledges, however, there is still a way to go, which underlines how important it is that EWMA will shine its influential light on person-centred wound care. A multidisciplinary, inter-professional team and person-centred wound care approach has been highlighted by EWMA as being integral in supporting the wound healing process, increasing patients' quality of life and proving to be more cost effective. As it is the patient that must live with the wound, they thereby qualify as being a key member of the team. The common goal of the EWMA 2019 conference in Gothenburg is the improvement of the standard of care of wound patients; a noble aim, I think you'll all agree.

This follows on from the creation of the EWMA Patient Outcome Group (POG) over a decade ago in 2008. The group members all have a clinical scientific background and the group's objective is to address numerous topics, including treatment structure and the quality of traditional clinical trials, as well as evidence in wound care.

Underlining the strides being taken in this sphere is the recent report published by Zion Market Research in April 2019 that values the global patient engagement solutions market at approximately US\$12.62bn in 2018 and it is anticipated to amount to around US\$48.24bn by 2025 (Zion Market Research, 2019). The increasing global demand for fostering more active involvement of patients, caregivers, families and healthcare providers in self-care, allied to more and more government initiatives and regulations to promote and implement patient-centric care is the key driver of growth in the patient engagement solutions market.

This is fifth time we have created a hybrid issue, which combines content of *Wounds International* and our sister publication *Wounds UK*, and which will be available to delegates attending the EWMA 2019 conference in Gothenburg. We hope you all have a fantastic conference and enjoy reading this issue.

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References

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- Zion Market Research (2019) *Patient Engagement Solutions Market by Component (Hardware, Software, and Services), by Delivery Mode (On-Premises and Cloud-Based), by Application (Health Management, Social and Behavioral Management, Home Health Management, and Financial Health Management), by Therapeutic Area (Chronic Diseases, Women's Health, Fitness, and Others), and by End-User (Providers, Payers, Individual Users, and Others): Global Industry Perspective, Comprehensive Analysis, and Forecast, 2018–2025*. Available at: <https://bit.ly/2YBoK4j> (accessed 20.05.2019)

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