

EUROPEAN PRESSURE ULCER ADVISORY PANEL PRESIDENT'S MISSION AND VISION FOR 2020 – 2022

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PREAMBULE

The European Pressure Ulcer Advisory Panel (EPUAP) was established in 1997 with the aim to provide relief for persons suffering from, or at risk of, pressure ulcers, through research and education of the public and by influencing pressure ulcer policy in all European countries towards an adequate patient centered and cost effective pressure ulcer care. Through its conferences, educational events, research funding, networking, patient advocacy, international guideline projects and other activities, EPUAP provides clinicians, scientists, decision makers, industry, and the public with evidence- based perspectives on science, policy, and the potentials, achievements, and the limitations of basic and applied science related to pressure ulcers. Its members work in clinical environments, universities, industry, government agencies, in the medical, scientific, and engineering professions. EPUAP is a professional association serving over 1.000 individual members and organisations around the world. Since 2013, EPUAP is growing and expanding. EPUAP's leadership has been working very hard to better understand the international needs, its trends and cultures, to adapt to local and European government policies and regulations, and to become more innovative and proactive. Previous EPUAP Presidents developed short-term strategies in times of uncertainty while at the same time they developed long-term strategies and processes being flexible and adaptive to rapid changes in healthcare complexity. The increasing diversity of professionals and patients that EPUAP is serving enforced the organisation to foster the expansion of different ideas and viewpoints and to develop cross-cultural communication strategies to deal with complexity and diversity. We are very grateful to the Past- Presidents for building the foundations of a strong and vital EPUAP. This mission and vision for 2020 -2022 could not have been developed without their invaluable contributions to the society.

MISSION

As President of the European Pressure Ulcer Advisory Panel it is my mission to create a warm and sustainable organisation working in and for the whole of Europe.

VISION

The European Pressure Ulcer Advisory Panel (EPUAP) provides a platform for clinicians, researchers, educators, policy makers, industry, and the public to collaboratively work on improved health outcomes for those at risk or suffering from pressure ulcers. EPUAP provides EU wide education and campaigns with accessible resources for clinicians and the public and supports international and interdisciplinary research activities and partnerships. An important focus is the development of cross-continent international clinical guidelines to support practitioners in making informed decisions about interventions for prevention and treatment (visit www.epuap.org/). In the period 2020 – 2022, EPUAP will focus on:

- 1. Collaborative partnership**
- 2. Transparency and communication**
- 3. Digitalization and sustainability**

1. Collaborative partnership

EPUAP will represent the whole of Europe. The whole of Europe will be represented in EPUAP. EPUAP will develop more collaborative partnerships with national, regional, local associations, especially in the Eastern European region.

1. EPUAP will explore partnership options and become more proactive in interaction with national associations around Europe, with a focus on Eastern Europe;
2. EPUAP will explore the local needs in each country (through the Trustee network) and support local initiatives and events (e.g. by sending EPUAP trustees to speak at events or supporting associations upon request);
3. EPUAP will consider the organization of educational events or other activities in Eastern Europe, to allow local partners from these regions to get more involved. These activities should be organized in a financially sustainable way. EPUAP Business Office will elaborate an economic model to support this initiative;
4. EPUAP will discuss with Eastern European associations how can we support them to come to the EPUAP conferences and other events;
5. EPUAP will strengthen the partnership and collaboration between EPUAP trustees by supporting the organisation of (online/remote) meetings for the committees and executive board;
6. EPUAP will work towards a more effective and efficient model for industry interaction at the annual meetings and corporate sponsor meetings;
7. EPUAP will allocate funding for the establishment of educational partnership and educational activities and projects (funding scheme similar to the research funding);
8. EPUAP will continue the partnership with EWMA regarding patient safety and advocacy, and explore other partnerships with other (European and global) associations to increase the awareness towards pressure ulcers in Europe and globally.

Transparency and communication

EPUAP will improve transparency and communication within and between the committees, between the Board of Trustees and the Executive Board, and with EPUAP members.

1. EPUAP will develop and implement a transparent nomination process to membership of the EPUAP Executive Board and Chairs/Co-chairs of the Committees.
2. EPUAP will develop and implement a more transparent information transfer/communication process about decisions made by the EPUAP Executive Board to the Committees and vice versa. First steps were taken by including the chair of the Educational Committee in the Executive Board and the organisation of (online/remote) meetings for the Committees and Executive Board members (See 1.5).

Digitalization and sustainability

EPUAP will improve information dissemination about activities among EPUAP members and other networks and communities through more effective and efficient social media activities. Key dissemination actors will be trained in social media activities. Sustainability will be reflected both at economic and environmental level.

1. EPUAP will develop a more comprehensive social media policy and will encourage and support EPUAP stakeholders (Executive Board Members, Trustees, Members, etc.) to be more active in the virtual space;
2. The EPUAP Business Office will develop and disseminate a focused educational presentation on how to use Twitter/Social media to increase awareness about pressure ulcer prevention;
3. EPUAP will promote following key activities:

- International guidelines;
 - Conferences;
 - Research funding;
 - Patient safety and advocacy work;
 - Membership; and
 - Stop Pressure Ulcer Day activities.
4. EPUAP will work towards a more efficient and digital application process for research funding. The process will be more user-friendly. The options will be explored early 2020 and proposed by the Business Office;
 5. EPUAP will closely monitor the financial stability and sustainability of the organisation and will develop strategies to keep the organisation economically healthy for future challenges. Guidelines for local conference/focus group/masterclass chairs will be developed and venue decisions will be done based on objective and transparent data about financial impact.
 6. EPUAP will work toward more environmental responsibility:
 - Conference destinations and venues will be evaluated for environmental impact (travel impact, social event, catering, etc.)
 - EPUAP will work towards a “paper-free conference” - although completely “free paper” might be very challenging and expensive, the amount of paper and plastic used at EPUAP meetings will be reduced significantly (e.g. only digital abstract book, conference app, association app, etc.) and waste management at conferences will be improved;
 - EPUAP will raise awareness among their conference delegates about how they can contribute to improving the EPUAP congress’ impact on the environment;
 - EPUAP will inform industry partners and exhibitors about the new policy and request them to consider environmental friendly materials and to prioritize digitalization of their marketing activities;
 - EPUAP will continue to investigate new ways of becoming more sustainable in all operations.



Access to healthcare, well-being and quality of life remains the main concern in a society like EPUAP. Access to quality and free healthcare is also a fundamental right as defined in the UN sustainable development goals under Goal #3: Good health and well-being. We propose to keep this as a reference point for all EPUAP efforts and initiatives in pressure ulcer prevention and treatment.