

Driving Innovation in Wound Care Summit



Executive Summary

June 2024



Program Summary

On May 13, 2024, Symposium on Advanced wound Care (SAWC) Spring | Wound Healing Society (WHS) and the Wound Care Collaborative Community (WCCC) hosted its first invite-only event. Driving Innovation in Wound Care Summit brought together thought leaders from the WCCC, FDA, and CMS along with key opinion leaders, and representatives from industry, health systems, and payers to evaluate the barriers to wound care innovation and how we can learn and overcome those barriers together.

The goal was to foster the development and availability of innovative and effective wound-healing therapies to drive advancement and outcomes.

Agenda

7:30 AM – 8:30AM	Registration and Welcome Breakfast
8:30 AM – 8:40AM	Summit Opening: Moderator Remarks
8:40 AM – 9:00AM	Keynote Address: Breaking the Barriers to Achieve New Discoveries and Innovation in Wound Care
9:00 AM – 9:30AM	Opening Remarks: Disrupting the Barriers to Innovation with Evidence and Collaborations
9:35 AM – 10:35AM	Panel 1: Drilling Down on Disrupting Barriers in Wound Care Innovation: Buy-in and Collaboration
10:35 AM – 10:45AM	Break
10:50 AM – 11:50 AM	Panel 2: Alternative Primary and Co-primary Endpoints
11:50 AM – 12:35 PM	Lunch
12:35 PM – 1:05 PM	Q&A with Program Chair: Vickie R. Driver, DPM, MS and Session Chairs
1:10 PM – 2:00 PM	Panel 3: Generating and Reporting Evidence
2:10 PM – 3:20 PM	Panel 4: Real-world Evidence in FDA and Payer Decision-making
3:20 PM – 3:30 PM	Break
3:30 PM – 4:20 PM	Panel 5: Defining Standard of Care in Wound Care Clinical Trials and Clinical Practice
4:20 PM – 5:00 PM	Q&A and Closing Remarks
5:00 PM – 6:00 PM	Invitation-only Reception for Panelists and Sponsors

Event Logistics

65
Attendees

22
Sponsors

36
Faculty



Faculty

- Vickie R. Driver, DPM, MS Chair, Board of Directors, WCCC
- Yi Arnold, PhD, MBA, Integra Life Sciences Corporation, SOC and RWE Work Group, WCCC
- John Azeke, PhD, FDA CDRH
- Phalan Bolden, MSN, MBA, FNP-C, Business and Professional Development, WCCC
- Marissa Carter, PhD, Workstream Chair, WCCC
- Cynthia Chang, PhD, FDA CDRH
- Yu-Chieh Chiu, PhD, FDA CDRH
- Peggy Dotson, RN, BS Treasurer/ Secretary, WCCC
- Bill Ennis, DO, MBA Member, WCCC
- Caroline Fife, MD Co-Chair, RWE Work Group, WCCC
- Sharon Gabrielson, RN, MBA, Board of Directors, Chair Business and Professional Development Committee, WCCC
- Lisa Gould, MD, PhD, Vice-Chair, WCCC
- Beate Hanson, MD, MPH, Convatec Inc
- John Harper, PhD, MIMEDX Group, Inc
- Maribel Henao, DPM, MSPT, BCMAS Organogenesis Inc Chair, SOC Work Stream, WCCC
- Tim Jacobson, CFANOxy Health Products RWE and GAPS Work Group, WCCC
- Dheerendra Komala, MD, ECRI, RWE Work Group, WCCC
- John Lantis, MD, Co-Chair, RWE Work Group, WCCC
- Amy Law, MBA, Solventum
- William Li, MD Board of Directors, WCCC
- Katie Mowry, PhD, Organogenesis Inc
- Alisha Oropallo, MD, Board of Directors and Chair Tools Work Group, WCCC
- Matt Pine, Intellicure, LLC
- Monique Rennie, PhD Mölnlycke Health Care Tools Work Group, WCCC
- Joseph Rolley, MS, Chair, RWE Work Group, WCCC
- Kira Rupprecht, MBA Reaplix, Inc, RWE Work Group, WCCC
- Randy Schwartz, Board of Directors and GAPS Work Group, WCCC
- Michael Steadman, Urgo Medical
- Cristin Taylor, MSHS, PA, Convatec Inc
- William Tettelbach, MD, RWE Group, WCCC
- Marjana Tomic-Canic, PhD Chair, Pre-Clinical Trials Work Stream, WCCC
- Shabnam Vaezzadeh, MD, MPA, RWE Work Group, WCCC
- Dev Verma, MD, FDA CDER
- Lucian Vlad, MD, RWE Work Group, WCCC
- Howard Walthall, JD ProgenaCare Chair, GAPS Work Group, WCCC
- Emma Wright, PhD, BSc Mölnlycke Health Care

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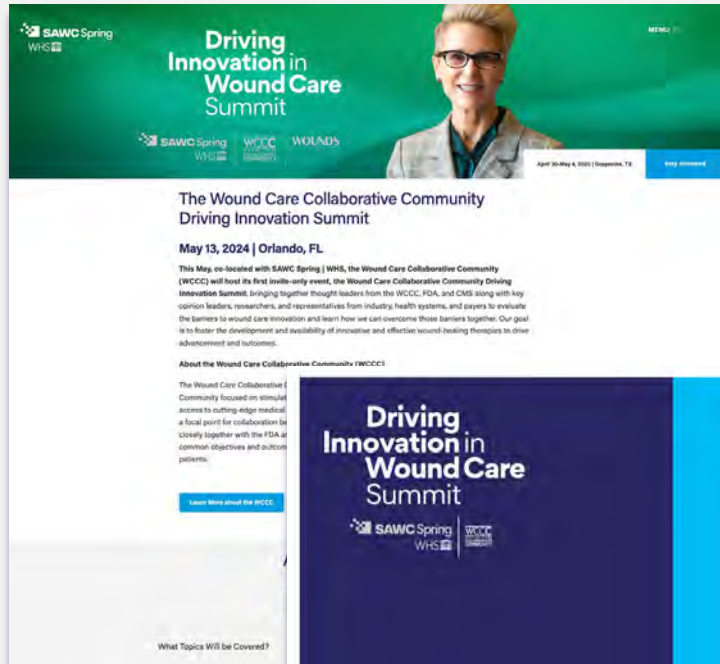
Supporters



Contributors



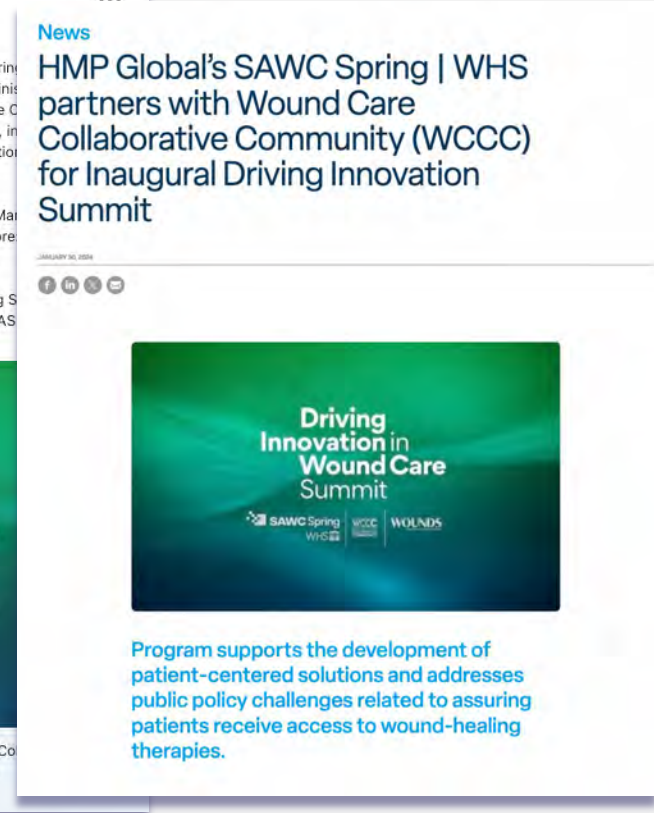
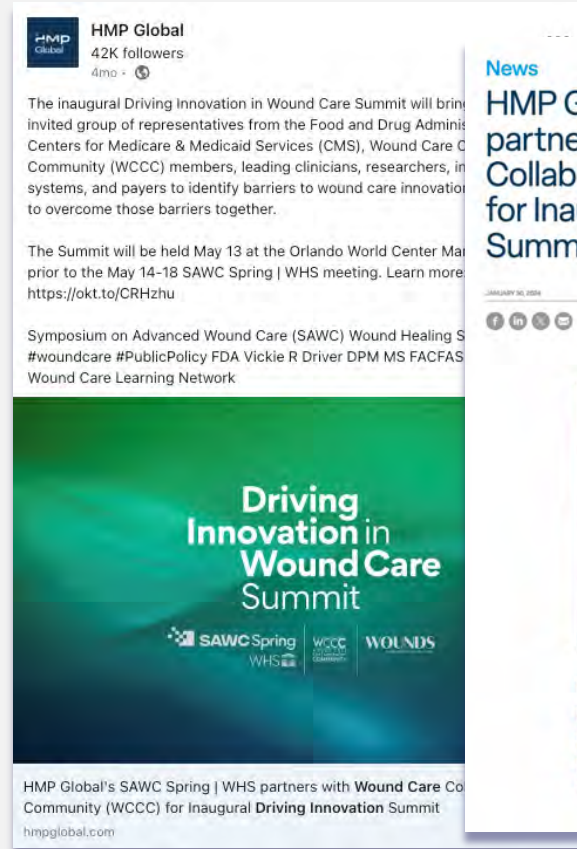
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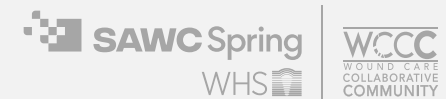
Driving Innovation in Wound Care Summit



Website and logo creation



Press Release Announcing Summit (January, 2024)



Event Materials

Driving Innovation in Wound Care Summit
SAWC Spring WHS | WCCC COLLABORATIVE COMMUNITY | WOUNDS

Meet the Panelists

WCCC

Vickie R. Driver, DPM, MS
Chair, Board of Directors, WCCC

Peggy Datson, RN, BS
Treasurer/Secretary, WCCC

William Li, MD
Board of Directors, WCCC

Bill Ennis, DO, MBA
Member, WCCC

Carmelita Fife, MD
Co-Chair, RWE Work Group, WCCC

Marijana Tomić-Canis, PhD
Chair, Pre-Clinical Translational Work Stream, WCCC

Industry

Amy Law, MBA
Solventum

Emma Wright, PhD, BSc
Mölnlycke Health Care

Monique Bantle, PhD
Mölnlycke Health Care
Tissue Work Group, WCCC

Michael Steadman
Urgo Medical

John Harper, PhD
MIMEDX Group, Inc.

FDA

John Azalek, PhD
FDA CDRH

Cynthia Chang, PhD
FDA CDRH

Dev Varma, MD
FDA CDER

Yu-Chieh Chia, PhD
FDA CDRH

Shabnam Vaezzadeh, MD, MPA
RWE Work Group, WCCC

Lucian Vlad, MD
RWE Work Group, WCCC

William Tetterbach, MD
RWE Group, WCCC

Lisa Gould, MD, PhD
Vice-Chair, WCCC

John Lantini, MD
Co-Chair, RWE Work Group, WCCC

Alisha Drogalis, MD
Board of Directors and Chair Tool Work Group, WCCC

Katie Masary, PhD
Organogenesis Inc.

Maribel Henao, DPM, MSPT, BCMA
Organogenesis Inc.
Chair, SOC Work Stream, WCCC

Howard Walkhall, JD
ProgeniaCare
Chair, GAPS Work Group, WCCC

Cristian Taylor, MSMS, PA
Convatec Inc.

Kira Popprecht, MBA
Reapplied, Inc.
RWE Work Group, WCCC

Moderators

Sharon Gabrielyan, RN, MBA
Board of Directors, Chair Business and Professional Development Committee, WCCC

Phain Belden, MSN, MBA, FNP-C
Business and Professional Development Committee, WCCC

Joseph Rolley, MS
Chair, RWE Work Group, WCCC

Randy Schwartz
Board of Directors and GAPS Work Group, WCCC

Marissa Carter, PhD
Workstream Chair, WCCC

Beate Hanson, MD, MPH
Convatec Inc.

Dharenendra Kemmalu, MD
ICDR
RWE Work Group, WCCC

Yi Arnold, PhD, MBA
Integra LifeSciences Corporation
SOC and RWE Work Group, WCCC

Tim Jacobsen, CFA
NOXY Health Products
RWE and GAPS Work Group, WCCC

Matt Rine
Intellark LLC

Panelist Bio Sheet

Driving Innovation in Wound Care Summit
MAY 13, 2024 | ORLANDO, FL

SAWC Spring WHS | WCCC COLLABORATIVE COMMUNITY | WOUNDS

Custom Name Badges

Driving Innovation in Wound Care Summit
Presented by The Wound Care Collaborative Community (WCCC) at SAWC Spring/WHs 2024

SAWC Spring WHS | WCCC COLLABORATIVE COMMUNITY | WOUNDS

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9:00 AM-9:30 AM

9:35 AM-10:35 AM

10:35 AM-10:45 AM Break

10:45 AM-11:20 AM

11:20 AM-11:30 AM Break

2:00 PM-3:20 PM Panel 4: Real-World Evidence in FDA and Payer Decision-Making

Panel Chair: Joseph Rolley, MS, Chair, RWE Work Group, WCCC

Panelists: Cynthia Chang, PhD, FDA CDRH; Charlene MIA, MD, Co-Chair, RWE Work Group, WCCC; Bill Ennis, DO, WCCC Member; William Li, MD, Board of Directors, WCCC; Shabnam Vaezzadeh, MD, MPA, RWE Work Group, WCCC; Matt Rine, Intellark LLC; Kim Nagayoshi, MBA, Convatec Inc.; Beate Hanson, MD, MPH, Convatec Inc.

3:30 PM-3:50 PM Break

3:50 PM-4:20 PM Panel 5: Defining Standard of Care in Wound Care Clinical Trials and Clinical Practice

Panel Chair: Marissa Carter, PhD, MSPT, BCMA, Organogenesis Inc., Chair, SOC Work Stream, WCCC

Panelists: Cynthia Chang, PhD, FDA CDRH; John Lantini, MD, Co-Chair, RWE Work Group, WCCC; Shabnam Vaezzadeh, MD, MPA, RWE Work Group, WCCC; Matt Rine, Intellark LLC; Yi Arnold, PhD, MBA, Integra LifeSciences Corporation, SOC and RWE Work Group, WCCC; Tim Jacobsen, CFA, NOXY Health Products, RWE and GAPS Work Group, WCCC

4:20 PM-5:00 PM O&A and Closing Remarks

PROGRAM CHAIR: Vickie R Driver, DPM, MS, and Sharon Chan

5:00 PM Invitation-Only Reception for Panelists and Sponsors

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Program Agenda

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Contributors

ARO A, **aranzmedical**, **BioGenCell**, **CONSULTING**

Imbed BIOSCIENCES, **medaxis**, **ONENESS**, **SolasCure**, **URGO MEDICAL**

Sponsor List


Successes	Learnings
<ul style="list-style-type: none"> • We surpassed our sponsorship goals for this inaugural event. • We had nearly full capacity attendance, generating buzz throughout SAWC and receiving positive feedback from all attendees. • FDA members attended and stayed for the entirety of the event. • Attendees were actively engaged during the entirety of the event. Participating in discussions and networking during breaks. • The event garnered significant attention thanks to our strategic marketing efforts through targeted eblasts and social media. 	<ul style="list-style-type: none"> • Focus on physical comfort in the space key (temperature, noise, beverages). • Improvements to stage design, particularly as it relates to lighting, should be explored. • Important to separate event from SAWC in order to improve clarity of event communications to attendees.

News

WCCC, HMP Global's SAWC Spring | WHS host inaugural Driving Innovation in Wound Care Summit

MAY 21, 2024

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Meeting addressed barriers to care and patient-centered solutions; 130 participants included thought leaders from the FDA, CMS, NIH, health systems, industry, clinicians, and payers.

Press Release Recapping Summit
(May, 20 24)