

Tissue Viability Society (now known as Society of Tissue Viability)

Annual General Meeting

19th September 2023

Time: 6.00pm

Venue: Zoom video conferencing

Present:

Jeannie Donnelly (Chair)

Sarah Gardner (Vice Chair)

David Hibbitt (Treasurer)

Kate Williams (Deputy Treasurer)

Sarah Bradbury (Co-opt)

Madeleine Flanagan (Trustee)

Clare Greenwood (Trustee)

Paul Hardy (Co-opt)

Julie Hewish (Co-opt)

Sharon Neill (Trustee)

Connie Traynor (Trustee)

Samantha Rooney (Trustee)

Sharon Scattergood (Trustee)

Joanna Swan (Trustee)

Gillian Carnduff (member)

Tina Chambers (member)

Deborah Chester Bessell (member)

Jay Fairburn (member)

Jemell Geraghty (member)

Jay Fairburn (member)

Sarah Tompson (member)

Mazvita Chinbgande

Callum Housley

Charlotte Hurdman (Administrator)

Kerry Wiles (Pink)

Apologies:

Ina Farrelly (Trustee)

Natasha Levy (Trustee)

Ayesha Marshall (Trustee)

Vicky Murray (Trustee)

Gill Sykes (Trustee)

Peter Worsley (Trustee)

1) **Minutes of the previous meeting**

Chair Jeannie Donnelly (JD) introduced herself and, on behalf of the Council of Trustees, warmly welcomed all to the 2023 AGM of the Society of Tissue Viability.

JD shared meeting presentation on screen; all documents for the meeting were made available on the Society's website prior to the meeting.

Apologies for the meeting were received from Trustees: Ina Farrelly, Natasha Levy, Ayesha Marshall, Vicky Murray, Gill Sykes and Peter Worsley

No conflicts of interest were declared

JD reviewed the minutes of the 2022 AGM; no outstanding queries were raised and the minutes were accepted as a true account of the meeting; the minutes were proposed by Sharon Neill (SN), seconded by Sarah Gardner (SG) and were accepted as written by unanimous agreement of all members present.

JD began her presentation by reminding those present that the meeting was an opportunity to metaphorically travel back in time and review the Society's activities in 2022. The AGM is a time of transition and a time of reflection. The Council of Trustees is accountable to its members and reflecting on the Society's activities for 2022 is important way for members to understand how the Society met its stated objectives.

2) **Reports and Accounts**

Annual Report 2022

JD – the start of 2022 felt like déjà vu; once again the Pandemic threatened the Society's planned activities, particularly the annual conference due to take place in May in Glasgow. Trustees carried out a risk assessment and thought about factors such as strong enthusiasm for the conference, high educational grant applications, committed exhibitors and need to network face to face, considered against the financial risks if lock down was again imposed. With everything taken into consideration, it was decided to move forward at risk with a face-to-face conference and this proved to be the right decision. The 2022 conference at Hampden Park was a resounding success and once again the highlight of the Society's year.

The conference was also an opportunity to showcase the Society's new brand and ethos. Key findings from earlier stakeholder interviews and a membership survey showed that the TVS had some great strengths – integrity, credibility and trust but there was lack of clarity about the mission and role of the Society, there was no strong sense of the value of membership or who it was for, and a growing need to be more inter-disciplinary. We took positive action: our working name was changed to the Society of Tissue Viability, with the emphasis on 'Society', a subtle but very powerful change; our purpose was re-launched and we created a new visual identify with a new logo, a refreshed colour pallet, a range of illustrations to allow us to build recognition in a unique way and the launch of a new website with enhanced functionality.

The impact of the new brand has been considerable. Our social media channels have shown significant engagement and growth and the increase in website page views has been remarkable. Prior to the website re-launch, we typically had 200 to 500 page views per day. This has now increased to an impressive 500 to 1,000+ page views. I would like to thank the Trustees, the Society's administrator and Pink Marketing for their work on this important project.

In April 2022, Professor Dan Bader handed over the role of Editor in Chief of the *Journal of Tissue Viability* to Professor Declan Patton of the School of Nursing and Midwifery, Royal College of Surgeons, Ireland. Professor Bader remained on the editorial team as Emeritus Editor to assist in the handover and support the new editor. In addition, the Society's links with the journal were strengthened with the inclusion of Trustees Clare Greenwood and Natasha Levy on the editorial board, and the appointment of existing board member Peter Worsley as a Trustee of the Society. Dan Bader was very proud to hand over the journal in such good shape, with the JTV securing its highest ever Impact Factor of 3.374 in 2022. Very sadly, in November 2022 Dan unexpectedly died and this was not just a huge shock and loss to his family, but also to the Society. He is very much missed by all who knew him and in 2023, the Society launched the Dan Bader Memorial Award in order to honour Dan's work for the Society and we look forward to telling you more about this very special award at our next AGM.

As you will have noted, 2022 presented a number of challenges, but there were many highlights. Our membership has grown strongly and by the close of the year stood at over 700 members. We are proud that our community includes a range of clinicians as well as academics, researchers, clinical scientists and healthcare industry professionals. We view our diversity as our core strength.

In 2021 the Society set up an Alumni sub-group which is open to all Trustees after they stand down and allows the Society to continue to benefit from their wealth of knowledge and experience. In 2022 the Alumni idea expanded into the Associate Forum, which is open to all members who wish to become more involved in the work of the Society and we officially launched this new initiative at our conference in Glasgow. The Associate Forum had its first meeting in June 2022 and now has 26 Active Associate members and it is lovely to see some of them here today. We hope that in time Associates will become embedded in the work streams of the Society and that the Forum will be a stepping stone for members to ultimately take up the role of Trustees. We hope that the Forum will generate its own initiatives based on its members' interests and areas of expertise and that this in turn will go on to feed our educational programmes and conference.

Our 2022 conference was run in collaboration with the National Association of Tissue Viability Nurses Scotland (NATVNS). The two-day programme was packed with lectures, discussion forums and workshops, plus the Wounds Research Network's 7th Scientific Meeting and a full day 'Fundamental in Skin Health and Wound Healing' event. And for the first time we introduced industry sponsored breakfast symposia, which were a great success

While attending conferences is one of the very best ways to access the latest knowledge and build invaluable professional connections, we know the cost for individuals is prohibitive. That is why the Society created educational grants, a simple, transparent and cost-effective way for us, with the support of our industry partners, to fund healthcare professionals to attend our annual conference, as well as other conferences. 419 clinical delegates registered over the two days of the Glasgow conference and we had 67 speakers, 47 exhibitors and 135 industry personnel registered. Coming out of the Pandemic, this event was a great success and gave us a platform to build on for the 2023 annual conference in Peterborough.

A major focus of the 2022 conference was to continue our commitment to a greener way of working. The programme booklet was very much reduced with all information accessed through our website and any new conference materials that were purchased were commissioned with a view to their reuse. By filming many sessions we are building up a valuable library of on-demand assets for our members' future use which we believe will be invaluable to them in their everyday practice and teaching.

Unfortunately, due to the uncertainty of the Pandemic early in the year, we took the tough decision not to attend EWMA 22 in Paris. However, later in the year Trustees did attend EPUAP 22 in Prague and educational grants provided by the Society also supported two members to attend this conference.

The Society offers regular, virtual education sessions for all levels of experience. These educational sessions are an invaluable way of increasing knowledge, and all sessions are free for delegates to attend, and you do not have to be a member.

In 2022 we changed the format of our Foundation study days. Instead of a combined wound care and pressure ulcer study day we moved to a programme that offered three Fundamental half-day sessions on: pressure ulcer prevention and management; wound assessment and management; and lower limb care. We felt that this new format would provide more in-depth information to our delegates. In July 2022 we held a Fundamental study session on lower limb care specifically for our industry partners. The study session was designed to enhance their knowledge in order to support our members' practice.

Our Advanced study sessions are designed for those who are more confident in wound assessment and dressing selection, and for 2022 included full-day events on: prevention and management of pressure ulcers in people with complex physical and mental health needs; advances in lower limb and foot care; and advances in surgical wound management and reducing surgical site infection.

We also provided a series of Service Specific study days and feel that these are really important because specialties sometimes miss out on wound care that is particular to their service; service specific education included paediatric wound care, mental health care settings and optimizing skin health and wound healing in palliative care settings.

During 2022 we educated a total of 1,369 healthcare professionals, and from January to June 2023 we have so far educated a total of 930 professionals. All of our study sessions receive excellent feedback from both delegates and industry representatives.

The Society continues to run webinars both independently and in partnership with commercial organisations. Both options have resulted in extremely lively sessions with a valuable learning experience for all delegates and lots of questions. All of our webinars were viewable live on Zoom and streamed to Facebook Live. Following the event, recordings are made available to watch on-demand on the Society's website and YouTube channel. Over 2,000 people have viewed these events on various channels and they continue to get views.

In 2021, the Society created the Skin Care Champions programme and the idea was to provide people working in care homes and home care agencies with trusted, cost-effective and easily accessible education that supports skin health and wound healing. Our ambition is to create and empower a Skin Care Champion for every care home or care agency that joins the programme.

We ran a second cohort in 2022 with 34 champions enrolled. While at times the monthly meetings achieved relatively low attendance figures, our website's statistics clearly showed that the meeting recordings and module information were being viewed and downloaded regularly. The programme was again very well evaluated with participants particularly appreciating the supportive community of like-minded people and the opportunity to share experiences with the network.

Our Skin Care Champions programme is delivered by Heidi Sandoz, a highly respected leading educator in wound care. Under Heidi's guidance the Skin Care Champions programme has continued to gain momentum by word of mouth and on our social channels. This, combined with a noticeable increase in engagement shown by our second cohort, convinced Trustees to support a third cohort of champions. In addition, the financial model for the programme was rethought and we applied for a 3M grant, which we were awarded in April 2023.

I'm really pleased to report that a third cohort of Skin Care Champions commenced in May 2023 and we have 81 champions registered. It really feels like our Society's vision to 'ignite the potential for great skin care in the social care sector' is starting to come together.

Our Society is proud to work with its industry partners and other not for profit organisations, because we want to help bring more high-quality, independent education to people with an interest in skin health and wound healing. It is really important to note that we are led by science and the evidence; we never do or endorse anything that we do not trust or believe in and all programmes are scrutinised using a strict set of criteria. During 2022 we endorsed 7 educational modules for 2 organisations and so far during 2023 we have endorsed 3 modules for 1 organisation. We have many renewals and new materials to be endorsed in the pipeline for the second half of 2023.

I would now like to move on to review a number of projects that the Society supports, the first of which is the Legs Matter campaign.

Legs Matter continues to actively raise awareness of lower limb and foot health, gaining lots of interest from both patients and the public as well as healthcare professionals. In 2022 the coalition decided not to hold its annual awareness week, but instead to embark on a period of reflection and analysis, enabling the group to consider whether the campaign was delivering the right tools to the right people.

The Legs Matter website is the campaign's major tool, and in 2022 the coalition concentrated on improving the website and making it more accessible to a wide range of people. A Search Engine Optimisation analysis was carried out to identify specific sections of the website that required improvement, because if search engines (and therefore people) are to find the information they are searching for it needs to be easily worked through. Following the analysis, the coalition members began the process of updating these pages, a huge task which continues to be a work in progress.

Also in 2022 an extensive stakeholder feedback exercise was conducted to evaluate the success of the campaign so far and look at resetting the campaign's strategy for the future. Overall, those who provided feedback valued the campaign for raising awareness of leg and foot problems and for providing high quality, evidence-based information for patients and healthcare professionals. However, the coalition concluded that there were still hard to reach clinicians (such as GPs) and that raising our profile on various platforms such as social media would help the campaign filter through to these groups.

The coalition decided that a new campaign focus was required and agreed on switching the focus towards the 'harm that results from sub-optimal leg and foot care'. In partnership with Pink Marketing, a campaign strategy for the new focus was developed and a revised campaign objective set. This led into informing the range of activities for the campaign's 2023 awareness week, which took place on 12–16 June 2023 and aimed to raise the alarm on the hidden harm crisis in the treatment of leg and foot conditions.

The website's central importance to the Legs Matter campaign is revealed by its website statistics, with half a million page views over the past 12 months and an average time spent on the page of nearly three minutes, suggesting a very high level of engagement. Social media continues to play an important role in communicating the key messages of the campaign with an increase in followers across all key platforms.

The campaign continues to receive excellent support from Industry through corporate sponsorship and their contribution to the campaign's strategy. Legs Matter is fortunate to have this financial support, since without it the campaign would not be able to continue. At the time of writing, the Legs Matter campaign is in a positive financial position.

The Stop the Pressure campaign in 2022 became a four nations campaign, with representation from Scotland, Wales, England and Northern Ireland and the 4 nations were supported by the Society and the National Wound Care Strategy Programme. We

were also pleased to be supported by our media partners from the Mark Allen Group, Wounds UK and of course our very own *Journal of Tissue Viability*. All of these journals included editorials that related to Stop the Pressure and helped with the campaign.

The focus for the campaign was very much on risk assessment and the Purpose-T tool and our aim was to create a significant culture shift and eliminate avoidable pressure ulcers in all health and care settings. While the focus was on Purpose-T we made sure that all of our materials related to risk assessment in general.

There were a number of key elements to the campaign. We had a month-long social media campaign with a full 'social media pack' of downloadable assets and ideas to enable everyone to join in. We had short films that ranged from messages from all four Chief Nurse Officers of all four nations as well as patient stories and risk assessment advice. We ran virtual events including a full day of advanced pressure ulcer management training, and a Purpose-T webinar. All of these events were well attended and continue to attract significant views. We provided a range of activities, competitions including a Stop the Pressure quiz and word search and we designed a range of downloadable assets including posters, banner stands and PowerPoint presentations.

In relation to the results we saw increased activity across all of the Society's channels. Almost all top posts for the month related to Stop the Pressure, many people changed their avatar and profile photo to one of our graphics and our e-newsletter that was sent to the Society's database of over 5000 people, over half opened and read that newsletter. And our campaign videos have had over 1900 views.

Lots of people who joined in our Learning Resource competitions came up with amazing resources that could be shared with others no matter where they worked. We awarded prizes for some of the best ideas during the campaign.

The 7th annual Scientific Meeting of the Wounds Research Network (WReN) was held as part of our 2022 Conference in Glasgow. The theme of the meeting was around implementation, showcasing how research funded by the National Institute for Health and Care Research (NIHR) is changing practice. WReN's Scientific Committee continues to grow the NIHR portfolio on its dedicated website, highlighting NIHR programmes that are set up, actively recruiting or are completed.

Following feedback from the 2022 Scientific Meeting, the format of WReN's annual meeting was changed in 2023, whereby the focus on a research stream was run concurrently with the overall Society programme. It was felt that this approach made research more accessible to delegates and numbers on the day were encouraging, with more than 60 to 80 delegates attending the stream.

In 2022 the National Wound Care Strategy Programme (NWCSP) approached the Society to investigate developing a piece of work seeking to explore students' experience of wound care. We felt that this was really important – students are the future of wound care and, at the moment, their undergraduate experience seems to be hit or

miss. Following the NWCSP's approach, the Society developed a survey for newly qualified healthcare professionals in order to understand how the level of education students receive correlates with their level of preparedness and confidence at the start of practice. Also, the Society continued to engage with NHS Supply Chain, using the proper channels to raise clinicians' concerns around sourcing specialist products. Keen to ensure that the views of our members and other healthcare professionals were represented in a clear and unbiased way, we developed a survey around the procurement of wound care products and therapies and the evidence for their use. The Student Survey was launched in November 2022 and continues to be open for submissions because we are really trying to encourage more students to engage; the Procurement of Wound Care Products survey closed today and we hope to report on the results as soon as we can.

The Society continued collaborative working with Nurses Specialized in Wound, Ostomy and Continence in Canada (NSWOCC) around producing a joint consensus document on best practice in relation to sharp debridement. We hope that this collaborative document will be published in the latter half of 2023.

In 2021 the Society signed a memorandum of understanding with the International Skin Tear Advisory Panel (ISTAP) to form a partnership to raise awareness about the prevention and management of skin tears and skin breakdown. On 28 April 2022 the Society supported ISTAP's inaugural global 'A World Without Skin Tears' Day via our social media channels and website.

The *Journal of Tissue Viability* has seen a healthy increase in submissions over the past 4 years, with 293 articles submitted to the journal in 2022, an increase of 18% compared to 2021. Our journal is of interest to readers worldwide and its Science Direct portal broke the barrier of 200,000 users in 2022, with 45% of users originating in the United States. In addition, the usage in Clinical Key search engine increased by 30% in 2022, peaking at 11,896.

The journal was given an Impact Factor (IF) for 2021 of 3.374 due to a huge 41% increase in citations. The journal's rankings went up significantly, ranking 13th within the Nursing category and 24th in Dermatology. In 2022 the journal's IF was 2.5 and it ranked 34th in the Nursing category and 33rd in Dermatology. The journal's CiteScore increased from 3.1 in 2021 to 3.5 in 2022, with the journal ranking as 43rd out of 133 in Dermatology category and as 76th out of 193 in Pathology and Forensic Medicine category. The journal is very highly regarded and we continue to look at ways of including guidelines and potentially the use of Open Access.

The Society contracts Pink Marketing to support its wider administrative needs, including conference organisation, involvement in strategy and projects, and managing our digital presence. From 1 June 2022 to 31 May 2023, Pink Marketing secured support from 18 industry sponsors to provide financial support as corporate partners for the Society.

Pink manage the Society's social media accounts. By year end, followers of the Society's Twitter account had increased to 6,832, Facebook to 5,4341 followers, LinkedIn to 1,955 and Instagram increased to 295 followers. At the end of 2022 there were over 5,000 subscribers to the Society's e-newsletter.

This brought to an end the Chair's presentation on the Society's activities. JD then handed over to David Hibbitt (DH), the Society's Treasurer, for the finance report.

Financial Review 2022:

DH shared his presentation on screen.

The Tissue Viability Society (now known as Society of Tissue Viability) exits the post Covid period in a relatively strong position, with stable reserves thanks to the approach undertaken by Trustees. We have continued to have a flexible approach, with a strong plan and review process around the Society's funding and activities. The Society has not only continued to deliver most of its objectives during this time, but has managed to do so whilst continuing to maintain a healthy balance sheet over this difficult period.

During the year 2022 we have continued to focus on delivering value to both our membership and our sponsors and this has translated into a solid growth in membership through various initiatives, as well as ensuring we have a wider appeal to all professionals working within the inter-disciplinary teams who are striving to improve the lives of patients with wounds.

Our thanks go out to our industry sponsors, without whom we would not be able to fund the objectives and activities of the charity. We are pleased to say that the majority of our sponsors continued their support in 2022.

We have undertaken a number of activities to improve our financial governance in 2022 and this will flow into 2023 as we review how our reserves are held and protected under the government banking protection scheme and by improving the oversight and management of the TVS account held at Pink.

Challenges:

- The Covid pandemic continued to be one of the greatest challenges for the Society in recent times and this was still having an impact during the year 2022. However, a decision was made to move back to a live conference event versus the virtual one we moved to during 2021.
- A continual review of our conference financial position took place within 2022, alongside regular risk assessments, as post-Covid NHS and industry staffing levels were a challenge through this time. I am glad to say that the event was a great success and raised £26,711 to support the Society's objectives.
- Out of the Covid challenges, we have continued to adapt, with one of the learnings being that we continue to implement the use of virtual versus face-to-

face meetings. This proved to be more efficient for Trustees with busy schedules, as well as being cost efficient, whilst protecting the Society's valuable resources. There is a balance however, as the Trustees do need quality face-to-face time to build strong relationships alongside high levels of engagement and motivation.

- Increasingly we also have to be aware of the changes occurring within the NHS, as well as the impact on industry due to the current economic climate and the cost-of-living crisis. Due to this, the Trustees are happy to hold a higher level of reserve to protect the Society over this current period of uncertainty.

Successes and achievements:

- Through continued effective management the Society exits 2022 with a healthy balance sheet for investment in its future core objectives
- Plans are in place to reduce our risk around the level of monies held in Society bank accounts
- Improved governance of the Society's Pink@Pink bank account activity
- Increased membership numbers (inter-disciplinary)
- New refreshed branding launch
- Return to a face-to-face conference, with great success
- Increased engagement with our membership through investment in our digital and social channels

Overall 2022 demonstrated a solid performance, which could only have been achieved by the Society due to the dedication and support of the Council of Trustees, who have given a significant amount of their time during this challenging period for the benefit of the charity.

In addition, we recognise the importance of our ongoing relationships with our members and partners, who together allow the Society to deliver its goals and value to its members.

My thanks go to the team at Pink Marketing and Charlotte Hurdman, the Society's Administrator, who provide support to make the Society a success.

Reserves:

The Society continues to hold business and savings accounts with Lloyds Bank, however we are currently in the process of opening a second bank account to ensure that the Society's monies are protected under the £85k FSCS government compensation scheme. We hope to have this completed during 2023, although it has taken longer than anticipated due to requirements asked of us.

Following auditing of the Society's accounts, our reserves have increased from a year end forecast balance of £276,239 to £346,980. This reporting is in line with the recent change to the way the accounts are overseen, which now includes WReN, Legs Matter and the funds held within our Pink@Pink account.

The cost of running the Society for 12 months is seen as fulfilling our reserves policy, which is around £100k and we continue to hold this as a minimum reserve.

We have implemented better management of our restricted versus non-restricted monies (restricted funds are those that are raised for a specific purpose while non-restricted are free for the Society to use however they chose) and have received a number of recommendations, most of which I am happy to report that we are already actively reviewing.

- We have a clear understanding between restricted funds versus non-restricted
- We are close to completing the application for a second account
- We have improved our oversight of the Society's funds held by Pink Marketing within its dedicated Society bank account

To achieve the vision of the Society, which is to use the power of collaborative thinking and action to solve skin and wound challenges, the Trustees of the Society must maintain financial security and stability. I am pleased to report that the Society is in a solid position as it exits 2022.

Income generation is critical to enable the Society to continue the key objectives of the charity. In 2022 the Society maintained several new income workstreams, which will continue into 2023.

We are in good shape in terms of the amount of money held in the bank, we are in good shape in terms of our reserve policy and we continue to make improvements as we progress and improvements are identified.

Are there any questions? None were asked.

All members present at the 2023 AGM unanimously agreed to accept the accounts for the year ended 31st December 2022 as written and the financial reports of the Society's Treasurer and auditors.

3) **Appointment of Trustees**

As Chair of the council of Trustees, JD proposed the following appointments:

That the following Trustees be automatically reappointed as Board members:

Jeannie Donnelly (and also appointed Vice Chair)

Kate Williams (continuing in the role of Vice Treasurer)

That the following be reappointed as Board members
Ina Farrelly
Joanna Swan

That the following be elected as Trustees and Board members:
Madeleine Flanagan
Ayesha Marshall – elected during the course of the year

That the following be co-opted to the council:
Sarah Bradbury
Julie Hewish

JD also thanked past Trustees Gill Sykes and Samantha Wharton who had stepped down from the Board. Also a huge thank you to Paul Hardy who has stepped down as a co-opted trustee but will continue as an Active Associate and be involved with the Society's education initiatives.

No objections were made to the appointment of new members to the Council and their election was duly ratified by all members present at the 2023 AGM.

4) AOB

JD asked if there were any questions from those present; no questions were raised.

JD confirmed that she was stepping down in the role of Chair and handing over to Sarah Gardner, but will be continuing to support the new chair for as year as Vice Chair. JD offered a huge thank you to all of the Trustees over the past 2 years, also to Pink who have been absolutely amazing, thanking them for all their help and support, which is very much appreciated and thanked Charlotte Hurdman for all that she had done to support in role as chair. Also a thank you to all our Corporate Partners, without whom a lot of the Society's activities would not be possible; thank you very much for everything you have done for the Society as well.

Sarah Gardner (SG) was now stepping into the role of Chair and paid tribute to JD's steering of the Society over the last 2 years, praising her calmness and consideration that has meant she is very well respected and thanked her from her heart on behalf of all here and the wider membership. SG went on to say that it was a real privilege to take over the reins and that she was looking forward to moving forward with the strategy – exciting projects coming up, things will only get bigger and better because of the people that support the charity and membership as well. SG knew she was in good hands, and although a little apprehensive, she knew that it was going to be fine because of those around her. SG thanked all present for attending – great to see so many on the call and we should all be really proud of what we do to make the lives of patients better because of research and the care that we deliver and it's great to be part of this charity. Thank you.

5) **Meeting close**

JD closed the meeting by thanking everyone for their attendance which was very much appreciated.

The meeting closed at 6.47pm