



Tissue
Viability
Society

Tissue Viability Society Strategy 2020 – 2022 Summary

A future plan for the Tissue Viability Society (TVS) –
where we are going and how we will get there...

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EXECUTIVE SUMMARY

OUR MISSION STATEMENT AND GOAL

Our mission is “to disseminate information, promote research and increase awareness of all aspects of good clinical practice in wound prevention and management.”

Our goal is “to provide expertise in wound management.”

HISTORY AND GOVERNANCE

The TVS started as a regional group of the Wessex Rehabilitation Association in 1979 becoming a national society in 1980 and gaining its charitable status in the mid 1990s. In 2018 the Charitable status of the TVS was changed to that of a charity CIO resulting in a new charity registration number 1180844. Annual reports and financial information about the TVS can be found on the charity commission website. [Click here for 2014 - 2018](#). The 2019 reports will be available after the TVS AGM in July 2020.

The TVS is run by a Council of Trustees who are appointed by the Council or elected by the membership. The TVS Trustees are bound by the code of the Charity Commission to carry out the business of the Society for no personal gain and to achieve the TVS mission with good governance and financial scrutiny.

The Trustees of the Society at May 2020 are:

- **Linda Primmer (Chair)** - Tissue Viability Nurse Specialist, NHS Lothian Edinburgh.
- **Dr Jeannie Donnelly (Vice Chair)** - Lead Nurse Tissue Viability, Belfast Health and Social Care Trust.
- **Tina Chambers** - Tissue Viability Consultant, Educator and Advisor.
- **Ina Farrelly** - Director of the Centre of Excellence and Innovation, Lead Podiatrist, Accelerate CIC.
- **Sarah Gardner** - Clinical Lead, Community Tissue Viability Service, Oxford Health NHS Foundation Trust.
- **Dr Jemell Geraghty** - Nurse Consultant Tissue Viability, Turning Point.
- **David Hibbitt** - Global Marketing Director, ActivHeal - Advanced Medical Solutions.
- **Rachael Lee (Treasurer)** - Quality Lead - Adult Business Unit, Leeds Community Healthcare NHS Trust.
- **Natasha Levy** - Senior Lecturer, Department of Health Sciences, University of Huddersfield.
- **Dr Liang Qin Liu** - Research Fellow/Lecturer in Centre for Critical Research in Nursing and Midwifery (CCRN), Adult, Child and Midwifery, Middlesex University, London.
- **Sharon Neill** - Tissue Viability Nurse Specialist (Trust Team lead), Northern Health & Social Care Trust
- **Fran Spratt** - Lead Nurse Tissue Viability, Southampton University Hospitals NHS Foundation Trust.
- **Nikki Stubbs** - Clinical Pathway Lead, Leeds Community Healthcare, NHS Trust.
- **Joanna Swan** - Lead Tissue Viability Nurse, University Hospitals Birmingham NHS Foundation Trust.
- **Gill Sykes** - Advanced Podiatrist, Harrogate and District NHS Trust.
- **Connie Traynor** - Tissue Viability Nurse/Plastics, BMI Ross Hall Hospital, Glasgow.

- **Kate Williams** - Wound Clinical Nurse Specialist, Leeds Community Wound Prevention and Management Service.
- **Hayley Wright** – Tissue Viability Nurse, Bedfordshire Hospitals NHS Trust

Co-opted TVS Board Members

- **Clare Greenwood** – Clinical Nurse Specialist, Leeds Teaching Hospitals
- **Victoria Murray** – Clinical Specialist – North Europe Region, 3M United Kingdom PLC
- **Prof Jane Nixon** - Deputy Director of the Leeds Institute Clinical Trials Research, University of Leeds.
- **Samantha Wharton** – Tissue Viability Nurse, Buckinghamshire Healthcare NHS Trust

Other Board Members

- **Dan Bader - (Editor of the Journal of Tissue Viability)** - Professor of Bioengineering and Tissue Health, University of Southampton.

The Society also has an Administrator, **Charlotte Hurdman** who manages the day to day running of the Society as well as all aspects of membership.

In addition the TVS uses external independent vendors to help with secretariat function, conference organisation and marketing.

To understand more about how the society operates you can read our full Constitution and Annual Reports here <https://tvs.org.uk/society-documents/>

FINANCIAL CONSIDERATIONS

The TVS generates income by undertaking the following activities and relationships with key strategic partners:

- Sponsorship from our Corporate Sponsors
- Membership subscriptions
- An annual conference
- Foundation and Advanced Study Days
- Educational Endorsement Programme
- The *Journal of Tissue Viability*
- Online advertising
- Charitable donations

Our full financial reports are available on the Charity Commission website. [Click here for 2014 - 2018](#). The 2019 report will be available after the TVS AGM.

OUR OBJECTIVES FOR 2020 AND BEYOND

The objectives for which the Society is established are to promote learning and advance public education in the study of tissue viability and do all such things as may be conducive to improve standards in tissue viability as a multi-professional activity.

The Society achieves this by:

- Encouraging new people to become members and encouraging existing members to continue their membership of the TVS
- Providing a high-calibre annual conference
- Offering a range of educational events and supporting those organised by peer organisations
- Endorsing high-quality education from industry and not-for-profit organisations
- Financially supporting relevant projects
- Financially supporting research and research networks
- Contributing to and supporting the Society's official journal - the *Journal of Tissue Viability*
- Working in partnership with industry to share ideas and expertise as well as generating income to enable us to fulfil our mission

KEY STRATEGIC AREAS

1. Membership

AIM: To encourage people working in skin health and wound healing to become members of the Society, and to ensure that membership delivers relevant benefits including opportunities for members to engage in the diverse range of Society activities.

Our strategic objectives for our membership

1. To promote membership of the Society to all those with an interest in skin health and wound healing to increase the TVS membership by 20%. **Timescale - end 2022**
2. To develop and implement a robust contacts database for the TVS that will include the capacity to record members' interests, their past and current participation in Society activities and interest in participating in the future. **Timescale – End 2020**
3. To identify opportunities for engagement with members and to actively monitor their involvement in Society affairs and activities. **Frequency – ongoing**
4. To review the current member benefits and update. **Frequency – ongoing**
5. To increase the number of members from different professional backgrounds to ensure that the Society has an multi-professional base. **Timescale – Ongoing**
6. To undertake a membership survey at least every 2 years to ascertain the wishes of the membership in relation to the value of Society activities and to seek suggestions on new areas of activity. **Frequency - ongoing**

2. Publications

AIM: To ensure that publications supported by the TVS are of benefit to the membership and wider readerships, are fit for purpose and further knowledge, practice and care delivery in skin health and wound healing.

Our strategic objectives for our publications

1. To work with the Editor and publisher of the *Journal of Tissue Viability* (JTV) to develop a journal strategy that:
 - Further develop the JTV's market share and increases its impact factor
 - Maintains and improves links to develop the potential between Society activities and the journal
 - Enhances the impact of the JTV as a leading international journal for research and theoretical evidence on skin health and wound healing
 - Identifies how the quality and diversity of articles submitted to the JTV can be maintained and further improved
 - Encourages and supports first time authors to submit articles to the JTV Frequency – April 2021
2. To enhance the impact of the JTV through more effective use of websites, online resources and social media to highlight seminal papers to the membership and all stakeholders. Frequency – ongoing

3. Education

AIM: To prepare and deliver a programme of activities to educate, inform and serve the continuing professional development of health- and social-care professionals who have a responsibility for the delivery and provision of skin health and wound healing related care.

Our strategic objectives for our education programmes and activities

1. To deliver an annual conference that is multidisciplinary in nature and addresses current issues in skin health and wound healing with a full scientific programme and post conference outputs. **Frequency – annually**
2. To deliver a robust programme of Foundation and Advanced Study Days which meet the evolving needs of people involved in the fields of skin health and wound healing. **Frequency – ongoing**
3. To develop a 'Skin Care Champions' scheme for care homes and home carers where the TVS facilitate the education and development of these Champions. Any facility who signs up to the package will have a 'Skin Care Champion' who has an agreed addendum to their job description and objectives to champion skin care including pressure ulcer prevention and care of the lower limb. Frequency - **Initial pilot to be in progress by End 2020**
4. To financially support educational grants which fund HCPs to attend the TVS, EWMA and EPUAP conferences. **Frequency – annually**
5. To identify opportunities to collaborate with other organisations and key stakeholders to share expertise and support educational initiatives, with specific reference to key elements of skin health and wound healing in order to maximise the benefits for patients and society. **Frequency – ongoing**

4. Research and Innovation

AIM: To support relevant research opportunities which will raise the profile of tissue viability related research.

Our strategic objective for research and innovation

1. To financially support the Wounds Research Network (WReN) until December 2021 to:
 - Provide a platform for shared learning and support for the design, conduct and delivery of wound prevention and treatment research throughout the UK
 - Develop a network that increases opportunities for inter-professional collaboration on research between clinicians, scientists, researchers and academics at their scientific meeting - **Frequency – ongoing**
 - Use WReN to help develop the research stream of the TVS's annual conference and share speakers
 - Share updates and information via the TVS's communication channels, helping to position the TVS as a leader in supporting tissue viability research

5. Working with Industry

AIM: To develop mutually beneficial relationships with companies and not-for-profit organisations in the healthcare sector that will help contribute both financially and from a skills/knowledge perspective in delivering the mission of the TVS

Our strategic objectives for our collaborations with industry

1. To engage more corporate sponsors for the TVS enabling the Society to fulfil its goal of providing expertise in wound management through educational grants and other initiatives. **Frequency – ongoing**
2. To work with industry and not-for-profit organisations to endorse high-quality education both online and face to face using Education Endorsement Programme, developing a range of educational tools for healthcare professionals which are TVS approved. **Frequency – ongoing**

6. Leadership, Communication and Engagement

AIM: To provide leadership for and contribute to existing and innovative national, regional and global initiatives relating to the TVS mission.

Our strategic objectives for leadership, communication and engagement

1. To ensure that the Legs Matter campaign is clearly seen as a Tissue Viability Society initiative and was born of the TVS's desire to raise the importance and profile of wounds in the lower limb. **Frequency – ongoing**
2. To develop and foster strategic alliances and make reciprocal agreements with relevant organisations. **Frequency – ongoing**
3. Undertake a re-branding exercise for the TVS which includes a full research phase, development of a new look and feel and tone of voice based on feedback from the research which truly represents the Society as it is now. **Timescale – April 2021**
4. To further develop the TVS website so that it is dynamic and easy to access and is the first port-of-call for all with an interest in skin health and wound healing. **Frequency – annually**
5. To have a communications strategy that delivers on all of the above objectives and that covers all platforms including web, e-news, social media channels and face to face. **Frequency – annually**
6. To actively engage with key national and international policy makers and stakeholders by providing advice and, where appropriate, seek to influence national policy and legislative processes relating to skin health and wound healing. **Frequency – ongoing**
7. To establish a new, creative forum of 'TVS activists' through which to encourage increased participation by existing members, and encourage new members, wishing to contribute to ongoing TVS projects or the TVS strategic direction - enabling successful succession planning and development of new leaders to the speciality for the future. **Timescale - end 2022**
8. To promote and support national and international activity for International Stop Pressure Ulcer Day. **Frequency – annually**
9. Promotion of the TVS mission and values to a wider audience whilst building relationships and affiliations with like-minded organisations. **Timescale – ongoing**
10. To develop a network of TVS advisors from previous trustees and society officers who have valuable experience to support mentorship of new Trustees and maintain an organisational memory. **Timescale – April 2021**
11. To financially support practice and research awards. **Timescale – April 2021**

KEY STAKEHOLDERS

Key stakeholders are people, organisations and members of the public who have an interest in or role to play in ensuring the consistent delivery of safe, high-quality skin health and wound healing related care which delivers the best possible outcomes for individuals and their families.

<ul style="list-style-type: none">• The Charity Commission• Clinical Commissioning Groups (CCG)• Clinical Research Nurses• Department of Health and Social Care• Elsevier (publisher of JTV)• European Pressure Ulcer Advisory Panel (EPUAP)• European Wound Management Association (EWMA)	<ul style="list-style-type: none">• Healthcare lecturers• Healthcare students• Industry and corporate sponsors• International wound societies• <i>Journal of Tissue Viability</i> editorial board• National Institute of Health and Care Excellence (NICE)• National Institute of Health Research (NIHR)	<ul style="list-style-type: none">• National wound societies• Non-specialist nurses• Other multidisciplinary team (MDT) members• Patient associations• Pink Marketing• QNI and Queens Nurses• Regional Allied Healthcare Professional (AHP) groups• Regional Tissue Viability Nurse groups• Researchers	<ul style="list-style-type: none">• Royal College of Nursing (RCN) and other societies• Senior NHS managers• Service users• Tissue Viability Nurses• TVS members
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TIMETABLE FOR FUTURE STRATEGY DEVELOPMENT AND REVIEW

This document is a summary of the TVS full strategy which is continuously reviewed. A new full strategy document will be produced and issued in March/April each year and presented at the TVS Trustee meeting and AGM during the annual conference.