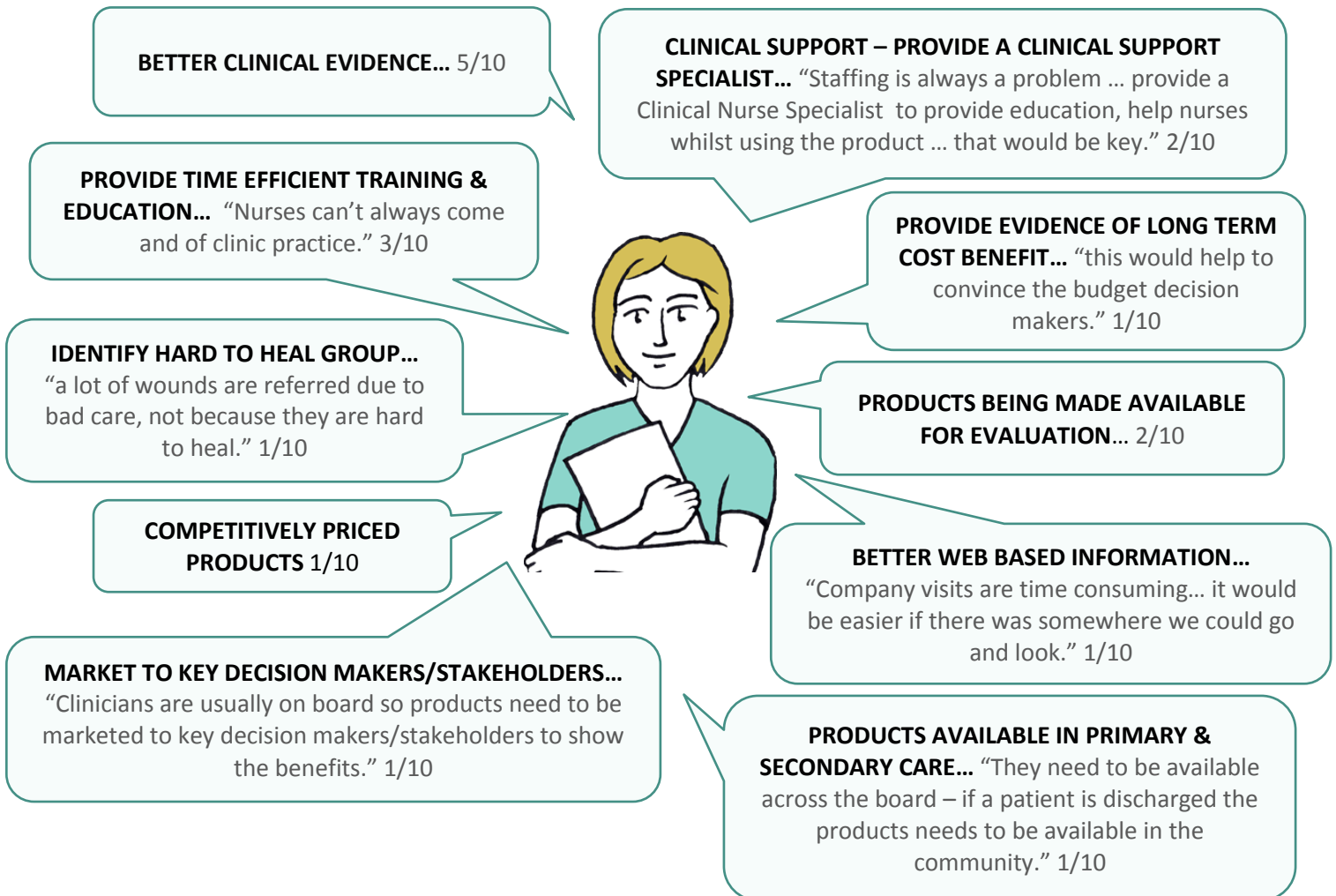


What the Clinicians Say... Insight # 1 of 5

10 Ways Suppliers Can Make it Easier for Clinicians to Adopt Innovative Wound Care Products

Summarised below are what 10 UK Senior Wound Care Nurse Specialists think suppliers of Innovative Wound Care Products (IWCP) could do to make it easier for clinicians to adopt such products.

Recognising the limitations of the small sample size of our survey it is still interesting to note that **evidence** remains a primary request followed by **training & education**, then **specialist clinical support** and **products being made available for evaluation**. These requests have changed little in recent years but are you fulfilling them **all** and is industry fulfilling them as well as it can?



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