

Statement

Journal of Wound Care's Campaign for Pressure Ulcer Prevention and Care: educating and empowering healthcare professionals in pressure ulcer care

Pressure ulcers (PUs) are a critical health issue in Europe and the UK, affecting over 4 million people, and costing up to €70,000 per case annually.¹ In the UK alone, around 700,000 people suffer from PUs, making it essential that active mattresses used in treatment meet safety and regulatory standards to reduce risks and costs.² However, reports indicate that many hospitals, care homes and community settings are using substandard PU treatment (in areas such as support surfaces, mattresses and ointments) raising significant concerns for industry, caregivers and patients, and contributing to the prevalence and disease burden of PUs.^{3,4}

It is time for industry, health services and the government to unite in educating health systems on proper PU care and ensuring the procurement of the right care to reduce burden of this disease. The Journal of Wound Care (JWC), with its extensive healthcare service and professional reach, is uniquely positioned to lead this effort. Spearheaded by Jacqui Fletcher OBE (Clinical Lead, Tissue Viability and Pressure Ulcers, NHS England), the JWC is launching an awareness campaign together with stakeholders—JWC's Pressure Ulcer Prevention and Care. The campaign aims to educate healthcare professionals (HCPs), guide procurement teams, and raise awareness of effective PU care and procurement, in areas including ointments and dressings, static and active mattresses, seating, cushions, device-related care.

Campaign objectives:

- To educate HCPs on their responsibilities in PU care and to purchase effective products, highlighting the risks of substandard equipment and treatments, and associated liabilities
- To provide procurement guidance to healthcare decision-makers on sourcing safe, and effective PU care products
- To recommend the purchase of effective products for PU care, directing HCPs to the industry's leading PU products.

Key deliverables:

To achieve these aims, JWC will launch a trust and confidence microsite—an interactive platform designed for HCPs. It will include:

JWC PU product (PUP) dictionary: launched November 2025 [here](#)

A comprehensive listing of effective PU care products, bringing together top solutions to support HCPs with procurement decisions. Each entry includes key product details, usage and procurement information within PU care.

JWC procurement guide + smart guides: available on the microsite from February 2026

Providing HCPs with education and procurement guidance on PU care, directing them to the most suitable products and services, as well as to the international guidelines for further information. A guide will be created for each of the chosen pressure care areas including ointments and dressings, static and active mattresses, seating, cushions and device-related care.

JWC PUP resource hub: available on the microsite from January–March 2026

HCPs will have access to PU care providers, helpful links, content, research and resources—offering further education on appropriate products, services and the latest developments in PU care.

Reach and impact:

Leveraging Mark Allen Group's leading healthcare engagement platforms, the campaign will be promoted bimonthly to over 137,000 healthcare professionals, making JWC PU Prevention and Care Campaign the largest and most influential PU initiative of recent years, and likely for years to come. Since its launch meeting at the National Wound Care Conference in London on 14 February 2025, the campaign has engaged 60+ pressure care organisations and over 120 PU providers and thought leaders. Momentum and support continue to grow.

How to get involved:

Pressure care companies have been contacted directly by the JWC using our healthcare company database and through outreach to relevant collaborators at leading wound and pressure care events, including JWC conferences and European Pressure Ulcer Advisory Panel (EPUAP) conference, the European Wound Management Association (EWMA) conference, and MEDICA—the World Forum for Medicine. Other pressure care companies have been informed via JWC media channels and can request involvement by contacting the JWC commercial team.

To ensure a fair landscape for the pressure care sector, all pressure care companies are offered free product listings in the JWC PU Campaign directory.

This reflects our duty to our HCP audience to provide balanced industry representation, so that both start-ups and sector leaders can be seen as potential collaboration partners and suppliers by our monthly audience of 137,000 HCPs.

To submit products, raise content queries or corrections, or learn how to advertise, sponsor products, publish or connect with the campaign's 137,000 engaged HCPs, please email the Campaign Lead and Medical Projects Manager Jake Harrison at jake.harrison@markallengroup.com

Are you a provider of PU care looking to showcase your solutions? Or a healthcare professional seeking the latest guidance and resources? Contact Jake Harrison to learn more.

Together, we can raise standards and improve outcomes in PU care. We hope you will join us in this critical mission to improve standard of care in PUs.

Yours sincerely,



Rob Yates
Managing Director,
Mark Allen Healthcare

Reference

- 1 European Pressure Ulcer Advisory Panel Business Office. Time to move for pressure ulcer prevention. YouTube. 2018. <https://tinyurl.com/7wdwe58v> (accessed 25 December 2025)
- 2 National Institute for Health and Care Excellence. Pressure ulcers: incidence. NICE Clinical Knowledge Summaries. <https://tinyurl.com/2wrkzad9> (accessed 25 December 2025)
- 3 National Institute for Health and Care Excellence. Pressure ulcers: prevention and management. CG179. 2014. <https://tinyurl.com/uvrecj5> (accessed 25 December 2025)
- 4 Shi C, Dumville JC, Cullum N, Rhodes S. Beds, overlays and mattresses for preventing and treating pressure ulcers: an overview of Cochrane Reviews and network meta-analysis. Cochrane Database Syst Rev 2021; 8(8):CD013761. <https://doi.org/10.1002/14651858.CD013761.pub2>