

Matthew J. Davis BSN, RN, CWON, CFCN
35201 Drake Heights Drive Farmington, MI 48335
313-445-1924
mjdavisrn@gmail.com

EDUCATION

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| <i>R.B. Turnbull Jr. School of Enterostomal Therapy at The Cleveland Clinic Foundation</i> | |
| Enterostomal Therapy/ Wound, Ostomy, Continenence Nursing | 2007 |
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| <i>University of Detroit Mercy</i> | |
| B.S. of Nursing | 2006 |

CERTIFICATIONS

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| <ul style="list-style-type: none"> • Certified Wound, Ostomy, and Continenence Nurse (CWON) 2008 - Present <li style="padding-left: 20px;">Dropped Continenence Certification 2018 2013 - Present • Certified Foot Care Nurse (CFCN) • Registered Nurse (State of Michigan) 2006 - Present |
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WORK EXPERIENCE

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| <i>Integra Lifesciences (Aquired Dermasciences)</i> | 2014- Present |
| Advanced Wound Care Account Manager | Present |
| Area Director of Clinical Education and Resources | Nov 16 – Aug 17 |
| Clinical Resource Specialist | Nov 15 – Nov 16 |
| TCC Specialist | April 14 - Nov 15 |
| <ul style="list-style-type: none"> - Developed largest plastic surgery customer in region and working on abstract publication for ASPS Conference. - Worked in OR mostly covering cases with Plastic, Vascular, and Podiatric Surgery - Covering outpatient/OR sales of full line advanced wound care products (TCC-EZ, Medihoney, Omnigraft, Xtrasorb, Amnioexcel, Primatrix). - Have grown Tissue sales from \$0 average sales to month over month growth. Finished top 5 in the company for growth percentage of tissue sales year over year 2018 | |
| Area Director of Clinical Education and Resources: | |
| <ul style="list-style-type: none"> - Covered four sales regions with 75-85% travel (South, Central, Great Lakes, and Canada). - Developed and delivered evidence based Educational programs including lunches, dinners, CE programs with specific sales objectives to increase sales across various product lines. - Provided business review and strategy planning for each territory included with each visit. Interacted with marketing and sales organization upper management on brand strategy and key account targeting. Maintained relationships monthly with Wound Care Management Companies (Healogics, Restorix, WCA, etc.) - Represented company at major trade shows (SAWC, ACFAS, etc) Developed abstracts for submission with KOLs for trade shows. Typically averaged 2-3 accepted posters per show. - Developed new KOL including speaker training across the region and product lines with all physician specialties including Plastic, Vascular, and Podiatric Surgery - Worked as Reimbursement support to sales organization for billing and coding questions. Developed training programs for customers as well as internal sales reps. - Performed New Hire training from development and implementation. Conducted multiple presentations/lectures for audiences in upwards of 200+people. - 2017 Clinical Excellence award winner | |
| <i>St Joseph Mercy Oakland Center for Wound Healing and Hyperbaric Medicine/ Restorix Health</i> | 2012- 2014 |
| Program Director/ Wound, Ostomy, and Continenence Nurse | |
| <ul style="list-style-type: none"> - Worked hand in hand with Plastic Surgeon/medical director for clinical and business practice management - Responsibilities include 50% marketing, 50% clinic management. - Services marketed include HBO and Wound Care presented to hospital inpatient departments and private physician offices. - Conducts education programs/lectures to physician specialties, nursing staff and community outreach. - Managed referral pathways - Produce yearly marketing plan with monthly goals and budgets. - Grew business to become the highest volume wound care clinic in region on a consistent monthly basis. - Manages staff of 7 physicians, and 6 support staff - Finished Q1 2014 with highest new patient volume and monthly visits (400+) ever achieved at clinic. | |

- Nominated for Center of Excellence.

Providence Park/ Providence Southfield Wound and Hyperbaric Center

January 2012-July 2012

Clinical Care Manager/ Wound, Ostomy, and Continence Nurse

- Organized patient and physician scheduling to increase patient visits and decrease patient wait times. Standardized procedure, bandaging techniques, and dressing selection.
- Provided marketing and networking for Providence Park and Providence Southfield. Opened Providence Park Wound and Hyperbaric Center and increased patient census beyond initial goals within one month.
- Managed staff and provided physician orientation to EMR and wound care clinic.
- Developed ostomy clinic with patient referrals from local colorectal surgeons.
- Worked with Plastic surgery and vascular surgery to direct proper wound care management

Botsford Wound Care Center

Lead Wound, Ostomy, and Continence Nurse

2010-2012

- Managed direct patient care, maintaining standard of care throughout specialty physicians.
- Worked with Plastic, Vascular, General, and Podiatric Surgery for care needs and resident and fellow education
- Supervised resident rotations for teaching services such as geriatrics, podiatry, dermatology, family practice, surgery, and internal medicine. Provided educational programs for med students, residents, and nurses.
- Oversaw billing, coding, and charting compliance for procedures and treatments based on CMS and private pay guidelines.
- EMR super-user responsible for physician and support staff training and EMR utilization. Developed formulary and product implementation based on evidence-based practices and procedures.
- Solely maintained physician relationships for referral pathways.
- Negative pressure therapy and ostomy support for center as well as three surgical based private practices.
- Complete care management for all patients.

Botsford Hospital

Wound, Ostomy, and Continence Nurse

2008-2010

- Deeply involved with every aspect of inpatient and outpatient care. Integral part of opening the Wound Care Center from inception including staff implementation (Physician/Support staff), training, protocol development as well as marketing to hospital physicians and staff. 1 of 3 WOCN's saw 57% of inpatient consults as well as outpatient clinic.
- Resident Education liaison for Plastics, General, and Vascular surgical and podiatric services.
- Patient Pre-operative and Post-operative education specialist for stoma site marking, maintenance, and complications.

Registered Nurse

2006-2008

- Provided direct patient care as Registered Nurse on Medical-Surgical unit specializing in dialysis, diabetes, and alcohol detoxification. Served as a preceptor for newly hired staff.

Nurse Tech/ ER Tech

2003-2006

COMMITTEE INVOLVEMENT

- University of Detroit Mercy College of Health Professions Alumni Council 2007-2012
 - President 2009-2012
- Wound and Skin Committee Botsford Hospital 2006-2012
- Nursing Leadership Committee Botsford Hospital 2007-2010
- Nursing QI Committee Botsford Hospital 2007-2010
- Diabetes Committee Botsford Hospital 2009-2010
- Student Nurses Association at University of Detroit Mercy 2004-2006
 - President 2005-2006
 - Vice President 2004-2005

LECTURES/POSTERS/ABSTRACTS

- TCC-EZ implementation lecture CCAC launch at Canadian Association of Wound Care Mississauga & Niagara Falls Canada 2016/2017
- TCC-EZ Lecture and hands on demonstration to Federation of International Podiatrists (Greek National Conference) Athens, Greece 2016
- FIP CE Presentation Total Contact Casting: The Gold Standard (Montreal, Quebec Canada) 2016
- Clinical Applications of Total Contact Casting: A Hands on Lecture/Workshop for Dermasciences (Troy, MI, Kalamazoo, MI) 2014
- "Thinking Out of the Box with TCC" Lecture at 37th Annual Midwinter Seminar: Dr. William Scholl College of Podiatric Medicine 2015
- "Thinking "Outside of the Box" using a unique Off the Shelf Total Contact Cast system for Unusual or Unique Foot Ulcers" Abstract/Poster Diabetic Limb Salvage Conference, Washington DC 2014, American College of Wound Healing and Tissue Repair Chicago, IL 2014
- Diabetic Foot Considerations for newly diagnosed diabetics for St Joseph Mercy Oakland Diabetes Education Program (Monthly)
- Building Granulation with Triple Helix Collagen: National Webinar for MPM Medical and Advanced Tissue
- Guest Lecturer University of Detroit Mercy Nursing Fundamentals Class: Fundamentals of Wound Healing and Dressing Selection

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- Ostomy Education for Staff at Hawthorn Center (Michigan Department of Community Health): Ostomy Pouching Fundamentals and Troubleshooting Guidelines
 - Ostomy Education for Staff at Mercy Home Healthcare: Ostomy Pouching Fundamentals and Troubleshooting Guidelines
 - Wound Care Fundamentals and Techniques lecture for Evergreen Home Health Care staff
 - Negative Pressure Wound Therapy Application and Problem Solving Techniques lecture for Evergreen Home Health Care staff
 - Collagen: Safe n Simple Collagen sales force lecture on collagen's performance in wound healing with Q & A

MEMBERSHIPS

- Wound, Ostomy, and Continence Nursing Society
- Association for the Advancement of Wound Care
 - SAWC Fall 2014 AAWC Nursing Scholarship Recipient
 - 2019 AAWC Board of Directors Nominee