



PUBLICATION REBRANDING: Wound, Ostomy and Continenence Nurses Society™ (WOCN®)



THE CHALLENGE

The WOCN Society wanted provide members with meaningful stories and information on all aspects of wound, ostomy and continence (WOC) nursing while also providing a new member benefit. Their newsletter had not been refreshed in several years and members disliked the e-magazine format in which it was published twice a year.



THE SOLUTION

The MarCom team rebranded the newsletter as *In It For You* magazine and published it twice a year as a printed piece. The new magazine includes features and standard articles twice a year that touch every aspect of WOC nursing and provides relevant and timely information.

To further engage members, key subject matter experts within the membership were identified to provide tips and resources to support each initiative.



RESULTS

Feedback from members has been overwhelmingly positive. This positive feedback and a growing readership has translated into advertising revenue. The second issue of *In It For You* will include paid advertisements to help offset the costs.

BEFORE



AFTER





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