

More Than Skin Deep: Mastering Regimens to
Prevent MASD and IAD
A Live “Ask the Expert” Webinar Connect, Reflect, Share.

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Skin Integrity, University
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About the webinar:

Skin is the body's largest organ when skin integrity is impaired the protective function is compromised, increasing the risk of complications and delayed healing. This essential webinar explores the critical role of structured skin care regimens in preventing skin breakdown, with a focus on Moisture-Associated Skin Damage (MASD) and incontinence Associated Dermatitis (IAD). Learn how proactive assessment, evidence-based prevention, and optimal product selection can protect skin integrity and improve patient outcomes across care environments.

Learning objectives:

By attending this webinar, attendees will enhance their knowledge and skills in the following areas:

- Understand the role of the skin barrier and how it is affected by moisture and irritants
- Define MASD and IAD, including their causes, presentations and differences.
- Recognise early signs of skin compromise
- Implement effective skin care regimens
- Select prevention strategies tailored to individual patient needs
- Promote interdisciplinary collaboration to ensure consistent skin care across all settings.

Who should attend:

Nurses, Tissue Viability Teams, Allied Health Professionals, Community and Acute settings.

Date: 8th of December 2025

Time: 6:00pm – 7:00pm

How to register:

Scan the QR code or click the link to access the event registration page. If you don't yet have an Academy Online login, you'll need to create one by following the prompt on the page. Once logged in, simply click “Register” to secure your spot.