



Donna "Joy" Hooper

BSN, RN, WOCN, WCC, AWCC, OMS

Spotlight on Donna "Joy" Hooper: Innovator, Educator, and Advocate for Ostomy Care

Donna "Joy" Hooper, BSN, RN, WOCN, WCC, AWCC, OMS, has dedicated over 30 years to the healthcare field, where her passion for wound and ostomy care has shaped her career and her impact on the community. Currently, she serves as a clinical instructor for the Wound Care Education Institute and is the proud owner of [MedicalCraft LLC](#), where her innovative ideas have transformed patient education.

Early in her career, Joy had a life-changing experience while observing an ileostomy procedure. As the surgeon explained each step, Joy realized how critical this procedure was in saving the patient's life. This experience sparked her passion for ostomy care and set her on a new career path.

Determined to deepen her knowledge, Joy returned to school to complete her bachelor's degree and soon began working in acute care. Here, she encountered many patients preparing for ostomy surgery. One patient, in particular, was shocked and overwhelmed by the news of becoming an ostomate, struggling to understand how it would impact his life. In that moment, Joy recognized the need for a simple, visual way to explain the procedure, something beyond words.

Driven by this realization, Joy returned home and got to work with whatever craft supplies she had on hand. Her creation? An anatomical apron that visually demonstrated the gastrointestinal tract, allowing patients to see and understand the ostomy procedure clearly.

From that first apron, Joy's idea blossomed into something bigger. She refined her design, creating multiple prototypes and updates. What began as a helpful tool for patient education evolved into a thriving business: MedicalCraft LLC, home of "Anatomical Aprons by Joy." Her aprons are now used by hospitals, educators, and

nursing homes across the country to help patients and clinicians alike better understand complex surgical procedures.

MedicalCraft LLC is a true labor of love, rooted in Joy's home state of Georgia. A group of Mennonite women handle all the sewing for MedicalCraft, and Joy sources her fabric locally, supporting her community while making a difference on a national scale.

When she's not traveling to teach, Joy dedicates her time to giving back. She provides free ostomy care and consultation services throughout southern Georgia, helping patients adjust to life after surgery. She also collects and redistributes unneeded ostomy supplies to those who can't afford them, offering crucial support to individuals in need.

NAWCO® is proud to have Joy as a credential holder. Please join us in congratulating her on being an outstanding WCC and OMS and thanking her for her unwavering dedication to improving lives.

If you know someone making an impact in the wound care community like Joy, we would love to hear their story. [Click here](#) to share their journey with us.