



## NURSE ENTREPRENEUR: A UNIQUE CAREER OPPORTUNITY FOR NURSING GRADUATES

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### ABSTRACT

Many Nurse Entrepreneurs have used their nursing skills and knowledge to start business. Yet on the whole, nurse entrepreneurs are still largely unknown. Entrepreneurial nurses are influenced by the support they get and challenges they face in health care system. Nurse entrepreneurs pose a huge potential development of the nursing role and identity, as they challenge the current view on nursing profession. The work of nurse entrepreneurs carries the potential to make a profound impact on healthcare. By independently working to create new and innovative tools and systemic industry advances, they can help lay the foundation to move the concept of care delivery forward in many ways.

### KEYWORDS :

#### INTRODUCTION

Nurses are reclaiming their traditional right to independent practice in small but growing numbers. Nurses are expanding their clinical roles and offering range of innovative services, with the focus primary on health promotion, illness, chronic palliative care, rehabilitation and support services, clinical specialty practice and management consultancy. These nurses are providing quality and effective services creating a positive public images as patient advocates, caregivers, counselors and educators. This independent minded group of nurses includes entrepreneurs. Entrepreneurship promotes innovation in health care. Entrepreneurship eradicates the feeling of powerlessness.

#### What is an Entrepreneur?

An entrepreneur is a person who assumes the responsibility and risk for discovering or creating unique opportunities to use personal talents, skills and energy and who employs a strategic planning process to transfer that opportunity into marketable service or product (Vogel & Doleys ). The entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services and business/ or procedures.

#### What is Nursing Entrepreneur?

A nurse entrepreneur is a proprietor of a business that offers nursing services of a direct care, educational, research, administrative or consultative nature. The self-employed nurse is directly accountable to the client, to whom, or on behalf of whom, nursing services are provided. Nurse entrepreneur is a nurse who leverages their healthcare background along with creativity, business systems, knowledge and successful investment strategies to develop their own business in the healthcare industry. The clinical services of the self-employed nurse may be provided by direct arrangements with clients or through sub contracts administered by another official or private sector organization.

#### Scope of Entrepreneurial Practice

The broad scope of today's health sector allows for a wide range of activities in which nurses may potentially become professionally self-employed and expert. Basically, nursing entrepreneurship involves nurses owning and selling, for example, the following products and/or services:

- Nursing services;
- Development, assessment and sale of health care products and devices;
- Legal services;
- Health care/policy consultation; and
- Health care/policy publications.

#### Nurse Entrepreneurs: Attitudes and Characteristics

Schulmeister (1999) recommends that nurses examine their goals and resources and answer several important questions:

- Why does starting a business interest me?
- What are my clinical strengths?
- What are my personal strengths and weaknesses?

- How well do I cope with uncertainty?
- How essential is a steady income?
- Do I have necessary financial, emotional and physical reserves?
- Do I have the support of those closest to me?
- Do I have the time and energy required to get the business started?
- What sacrifices am I willing to make to pursue this activity?

This type of honest self-examination will provide a clearer understanding of one's motives and determination, as well as the demands that starting a business will make on the nurse and her resources.

Beneficial attributes for entrepreneurs include the ability

- to make decisions independently;
- to take risks in order to achieve a clear set of goals;
- to plan ahead;
- to be flexible and adaptable to unexpected changes and opportunities, ready to deal with failure, ambiguity and uncertainty;
- to get things done on time;
- to take advice from others;
- to be persistent;
- to communicate well; and
- to know when and when not to compromise.

#### Role of nurse entrepreneur

Nurse entrepreneurs can provide a wide range of services, such as:

Clinician	Teacher
Consultant	Therapist
Researcher	Case manager
Supervisor	Owner
Partner	Employer

#### CONCLUSION

Nurse entrepreneurs pose a huge potential development of the nursing role and identity, as they challenge the current view on the nursing profession. This development is important for patients and health professionals, as future health challenges call for new ways of thinking and acting. Nurse entrepreneurs employ creativity, investing, business strategies, and problem solving to create, promote and implement new technologies. They develop a wide diversity of healthcare technologies to improve professional's and patient's lives. Ultimately, nurse entrepreneurs can make it possible for patients to have better control over their health and health care costs, which could go a long way toward helping them improve their quality of life.

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