

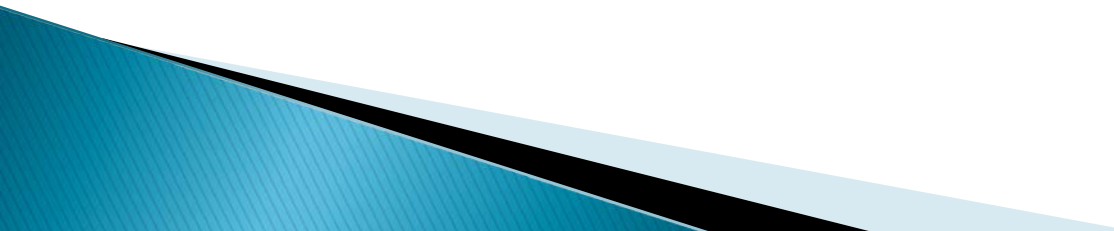
BEYOND THE BEDSIDE: UNLOCKING NURSE-LED ENTERPRISES FOR GREATER IMPACT AND ECONOMIC GROWTH



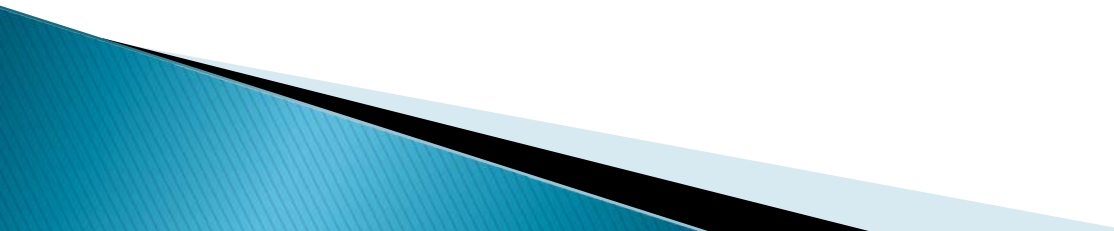
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OBJECTIVES

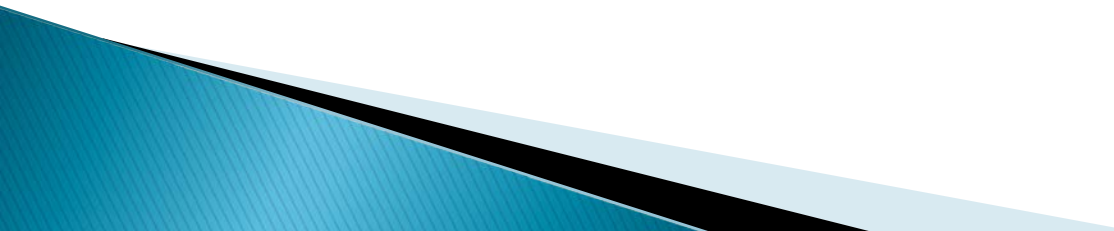
- Explore how nurse-led enterprises extend the role of nurses beyond the bedside
 - Inspire nurses and midwives to recognize their potential as entrepreneurial leaders who can drive innovation, transformation beyond traditional roles and contribute to economic growth.
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DEFINITIONS

- **REBRANDING:** means (modernizing) changing the public perception of nursing from just bedside care to a higher skilled autonomous, and entrepreneurial profession
 - **PROFESSIONAL ASCENDENCY:** refers to the advancement or elevation of nursing as a profession. Moving it up the professional ladder to positions of greater influence and responsibility
 - **CONSUMER SATISFACTION:** Is the degree to which patients (consumers) are happy with the healthcare services they receive
 - **UNLOCKING:** means removing barriers and creating opportunities for nurses to fully explore their potential in entrepreneurship, leadership, and innovation.
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ROLES OF PRIVATE NURSE PRACTITIONERS (PNPs) IN NIGERIA.

Our roles include:

- Primary care delivery
 - Health education and prevention
 - Entrepreneurship
 - Bridging gaps with health system
 - Innovation in service delivery
 - Advocacy and Policy input
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WHAT IS A NURSE-LED ENTERPRISE?

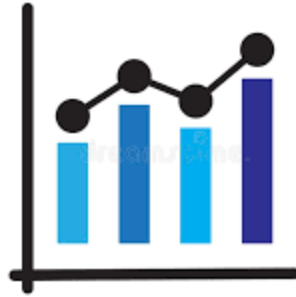


A type of business or organization that is initiated, owned, and/or operated by a registered nurse(s), typically aimed at delivering healthcare services, improving patient care or addressing gaps in healthcare industry.

Leverage on:

- Nursing knowledge - Clinical expertise
- Leadership to provide patient-centered care and operate independently or in collaboration with other health professionals.

STATISTICS



Statistically 15495 Nurses left Nigeria by February 2025 according to **NANNM**, citing poor welfare and as a result of poor wages and lack of decent work environment.

WHY POSITION/LEAD BEYOND THE BEDSIDE



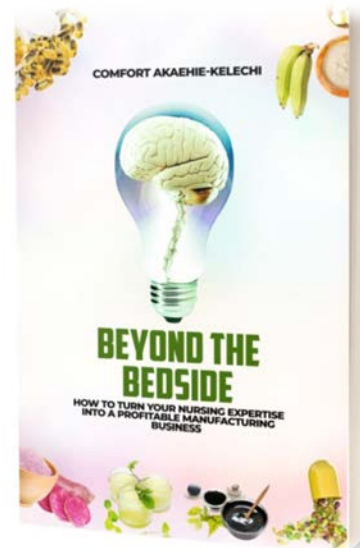
- We know what works
- Nursing/midwifery knowledge + skills = Business, better patient care, more autonomy, increase income generation and job creation
- Address care gaps government/hospitals are struggling to overcome
- Uplift our profession, build legacy and financial independence

EXAMPLES OF NURSE-LED ENTERPRISES

Beyond community clinic, maternity centers, and patent medicine stores, nursing today spans a wide array of specialized fields (niches) such as:

- Pediatric, geriatric, oncology, nutrition, dermatology (skincare), trichology (hair care).

These areas open up growing opportunities for innovation in clinical practice, healthcare technology, research, education and entrepreneurship, reflection the profession's evolution far beyond the bedside.



FINDING A BUSINESS IDEA BEYOND THE BEDSIDE



Nursing is no longer confined to the bedside - it is a dynamic multidisciplinary force shaping the future of healthcare.

To find a business idea:

- Study trends in healthcare: tele-health, wellness, aging population, personalized medicine etc.
- Reflect on your strengths and interests: Are you passionate about skincare, mental health, elder care, tech or education?
- Identify unmet needs you've observed: What problems do patients, families or colleagues frequently face?

CONT...



- What solution could you create with what you know already as a nurse/midwife?
- What role can you play in addressing global health challenges?

Note! You don't need to launch big-start small locally, but think global.

PATHWAY TO UNLOCKING NURSE-LED ENTERPRISE

- Reinvent your mind
- Reinvent your career
- Identify your niche
- Validate your idea
- Launch small / test run your idea
- Register your business legally
- Build brand visibility and trust
- Join a community of nurse entrepreneurs
- Sharpen the skills you already have
- Be a life long learner
- Grow intentionally



OVERCOMING BARRIERS



Note! The most successful entrepreneurs failed many times. The key is starting anyway!

- Enable your innovative mind to tackle business challenges effectively

Do you have a fixed mindset or a growth mindset?

- Don't stick to what you know, nothing to change
- Unlock creativity/Practice innovative thinking (meditation)
- Resist the instinct to kill new idea
- Don't give up easily rather re-strategize



- Choose one unmet need in the nursing field to focus on
- Set a 30-day entrepreneurial goal
- Get more informed
- Believe and invest in your idea
- Take a leap and stay resilient
- Collaborate with others-don't underrate any idea, compete/work alone!

CONCLUSION



Ponder over this-You market and recommend everyone else's health products everyday - ranging from supplements, medical devices, wearable, tech products. When will your own brand be recommended by others?

Remember, you have the knowledge and skills. You have the trust. Now is the time to be more enterprising...let's position ourselves and build beyond the bedside!

THANK YOU!

QUESTIONS!



REACH OUT



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RESOURCES

- Nurses: <https://thesun.ng/15495-nurses-leave-nigeria-for-abroad-by-february-2025-nannm/>
 - Article: Role of Private Nurse Practitioners in Nigeria – Retrieved from www.nigeriannursingpractitioners.com
 - Nursing and Midwifery Council of Nigeria – www.nmcn.gov.ng
 - Photos: <https://startuptipsdaily.com/lucrative-business-ideas-nigeria-africa/>
 - <https://www.shutterstock.com/discover/unlimited?>
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