

Advanced practice nurse business plan research paper examples

[Business](#), [Management](#)



Executive Summary

Studies have indicated that health care facilities that develop well-informed, health-conscious personnel will reduce costs, lower absenteeism, and fit nurses who will attend patients effectively. The responsibility of the advanced practice nurse abbreviated as APN is to offer preventative care, treatment as well as management of chronic as well as chronic illnesses utilizing advanced diagnostic reasoning, clinical skills, and advanced therapeutic interventions. Moreover, APNs exhibit a high level of autonomy as well as clinical proficiency in the management of rheumatic illnesses (Buppert, 2008).

APNs integrate education, leadership, management, research, and consultation into their clinical responsibilities. Therefore, this means that nurses through the APN though nursing practice has a vital role to play in making sure that they apply their skills effectively while attending their clients. The practice is designed to improve service delivery in hospital settings among nurses. The APN evaluates patients' health status via all-inclusive physical examinations, health histories as well as different interpretation of diagnoses. The APN designs diagnoses and fashions a treatment arrangement to manage health problems, optimize functional capabilities, avert or minimize disabilities, and support health maintenance. The APN utilizes team technique while developing a treatment approach for the patient by cooperating with the patient as well as other health care experts. A growing number of people who require nursing services will boost the demand of advanced nursing services. Most of the populations are aging, which means that they comprise the largest group that will need primary

care services offered by APN. The target market in this case is mainly adults aged over 65 years. This group will be the target customers for the business. The APN plan will seek funds from various that include financial institutions and the government. The APN services and programs will be marketed through television, radio, mails, and fliers (Fitzpatrick et al, 2007).

Objectives

- Equip nurses with necessary skills to attend effectively to the customers through constant training.
- Start development implementation for the ongoing financing needs of year's two to five (In Hamric et al, 2013).

Mission Statement

APN as a nursing practice offers preventative care, treatment as well as management of chronic diseases utilizing sophisticated clinical skills, diagnostic thinking, and highly developed restorative interventions. Thus, APNs exhibit an elevated degree of independence as well as clinical proficiency in the management of aching diseases. Therefore, APN programs will be geared towards a promotion the dignity and self-worth of all of the residents, and endeavor to give them outstanding quality of life, as defined by the residents, individually and as a group (Fitzpatrick et al, 2007).

Background

APN is a Registered Nurse (RN) who has attained the specialist knowledge base, multifaceted decision-making skills, as well as clinical proficiencies for extensive practice. The APN must have at least three years experience in

their elected clinical specialty as well as finished advanced education, which is at the masters' degree level. APN are trained in the diagnosis as well as management of universal medical conditions, comprising chronic illnesses. APNs offer a broad range of healthcare services. They collaborate with doctors and other healthcare professionals to offer intricate nursing care to patients. APNs use advanced assessment and clinical skills to foresee and manage multifaceted situations, administering therapies for managing of real and potential health issues (Buppert, 2008).

Studies have indicated that effective APN programs among the nurses have led efficiency amongst the nurses in hospital settings. Research has shown that companies who develop well-informed, health-conscious personnel can lower costs, decrease absenteeism, and raise efficiency among nurses. This is because healthy, fit workers have less health care expenses; less work - related injuries, fewer sick days, and a bigger productivity. The American Journal of Preventative Medicine published a study in 2005 suggesting that APN programs might be the best way to keep health care costs down and augment employee productivity. Their study argued a \$3 to \$4 return on every one dollar invested in worker health, training and wellness. This would imply an even greater return-on-investment at the national level. The study shows that training nurses and promoting the advantages of an advanced nursing could mean massive financial and other benefits for nurses and the greater health care sector. Furthermore, if employers may be encouraged by rewarding measurable outcomes to implement considerate, progressive wellness programs, which are accepted and utilized by nurses the most reasonable and effective version of health care reform, would be attained.

The place of work is an ideal environment for health promotion activities due to the amount of time that people spend at work. Majority of U. S. health care providers understand that equipping nurses with advanced skills is their most important economic asset, and for that reason, there is a growing need for most of the providers to equip nurses with advanced nursing skills. They have made a promise to persuade advanced training by creating a culture of constant learning within their organization. APN validates the quality of its certification programs by maintaining full present authorization from the National Commission for Certifying Agencies (NCCA), the certification arm of the Institute for Credentialing Excellence (ICE) (Fitzpatrick et al, 2007).

Marketing Plan and Economic Feasibility

An increasing number of people over the age of 65 years provides a sufficient market for the APNs. This is because an aging population will mean that there will be a need to equip nurses with better skills to deal with these situations. According to the 2000 U. S Census report there are many people who are 65 years and older. This population constantly seeks nursing services from different facilities. The number of older people is expected to increase in the future, which implies that this population will make up a bigger market for the APN. In addition, this market segment constitutes a population who has retired from the jobs, and they enjoy their retirement benefits. This means that the target market have considerable income. Though residents with lower revenues might have a need for the service, they are conventionally less probable to seek out alternative care. The market segment has been designed in a way that it will meet the different

needs of the patients and their families (Buppert, 2008).

The APN will make sure that they use different strategies to promote the business. This will build brand awareness among their customers. As a result of the increasing use of Smartphone's, social media will be an ideal avenue to reach different people. Television and radio ads will be used to promote the nursing products and services. Based on the target market, the plan will charge its customers affordable prices in order to increase its competitive advantage among the nurses. Charging customers, reasonable prices, will mean that the customers will continue using the APN services, thus creating a loyalty group of customers. The APNs will be located in several locations to increase accessibility by the clients. There will be mobile APNs to attend to those who cannot access nursing services as a result of their condition. The plan recognizes the fact quality products and services are essential to APN services competitive in the market. The services and products will be of high quality due to high competency skills (Fitzpatrick et al, 2007).

Management Plan

The organization of the management will be based on the number of personnel in the organization. The chief executive officer will be on the top of the management. He will be charged with overall management of the organization. The APN will be the primary caregivers, and they will work as self-managed team, meeting with the medical director and the nurse on-call each morning to coordinate care the following day. There will be also assistant medical director who will act on behalf of the director. Though, the medical director will have the ultimate role for the well-being as well as

health of the patients as well as visitors, APNs with vast knowledge concerning patient' social, physical, health, and mental well-being will be expected to provide high quality and satisfactory care services. There will be also a financial manager who will ensure that resources are used effectively in the organization. Furthermore, human resource manager will be employed to ensure that the right APNs are recruited, and due processes are followed (Buppert, 2008). The resource manager will oversee regular training of the personnel so that their skills are updated regularly. The organization will outsource its recruitment process to ensure a competent team is recruited.

References

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