Business Ideas for Nurse Practitioner Entrepreneurs
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Nurse Practitioners throughout the US and indeed throughout the world are coming into their own. Many NP’s, like many other individuals seem to have a burning desire to be entrepreneurs. Fortunately, there are numerous ways an NP can strike out on his or her own.

You may notice that several of the areas mentioned can be practiced in many locations and can be a clinical practice as well as a consulting business, educational business and the like. In other words, each of these arenas should generate at least three ideas on how you can carry this out.

The ideas below are just those…ideas. Read through the list and use it to jump start your own ideas. You can combine some of the practice ideas and add your own individual flare. Fine tune them to your own desires, clinical expertise and the practice rules of your state. There are no hard and fast rules. Truly, the sky is the limit…so dream on!

Clinical Practice:
- A practice providing drug screening (pre-employment, legal documentation, etc), DOT physicals, and the like.
- Aesthetics
- Corporate Practice
  - Wellness, Primary Care, Occupational
- Diabetes Specialty Practice
- HIV/AIDS Specialty Care
- Holistic/Alternative Health Care Practice
- House call Practice – where “house call” can be expanded to include work sites, hotels, day care, and retirement/assisted living facilities as well as the traditional home care practice.
- Independent Contractor – Locums
  - Private Practices
  - Correctional Health
- Medical Spa Practice
- Mental Health NP Private Practice
- Midwifery Practice
- Mobile Medical Practice – generally means the self contained mobile unit that may visit a rural community as well as the “street”. Can also mean practices that take the “health care visits” to the health care consumer, regardless of location – ie work, school, hotels, etc.
- Occupational Practice: Consider a practice devoted to workers compensation or a corporate practice offering your services to say large stores, warehouses, manufacturing firms and the like.
- Open a facility
  - Hospice
  - Adult Family Home
  - Assisted Living or Long Term Care Facility
  - Develop a continuing care community
- Other specialty practices such as Diabetes, Rehabilitation, etc.
- Pain Management | Palliative Practice
- Primary Care Practice – can take place in a variety of setting including your office, an individual’s work site, home, day care/adult day care, community centers, residential facilities of all kinds.
- Retail Health
- Travel Medicine – travel health and vaccines
- Urgent Care | Walk In Clinic
- Urology/Bladder Health Practice
- Wellness Care
- Women’s/Men’s Health care Practice.
- Wound Care Specialists (can also function as a consultant and educator in this arena)
- Surgical Center (consider a group practice with RN-1st Assist, CRNA’s and others.)

Consulting
- To businesses, public health agencies, health care agencies, schools, government agencies
  - Bioterrorism
  - Disaster Preparation
  - Day Care - children and adult or other specialty populations
  - Risk Management
- Corporate Wellness Consultant
- Infection Control Consultant
- Legal Nurse Consultant
- Occupational Health Consultant
- Business Startup
- Entertainment Consultant – TV Shows, plays, radio
- Case Manager – such as for Geriatrics, life planning, estate planning
- Health Coach – shouldn’t this emerging field belong to Nurses and Nurse Practitioners?
  - Wellness, Lifestyle changes, Menopause, etc.
- Staffing Agencies
- Senior Consultant to Nursing Homes, Assisted Living Facilities
- Life Care Manager
- Life Coach
- Transition Coach
- Fitness/Exercise Consultant
- Patient Care Navigator
- Mentor to new Nurses and Nurse Practitioners
- Practice Management Consultant
  - Practice Issues
  - Compliance Issues
  - Billing Issues
- Health Policy Consultant to government, businesses, insurance companies, etc.

**Educational**
- Continuing Education Provider – yourself as the teacher, bring in other providers to do the teaching.
- Prep Courses for certificate and or licensing exams
- Training of nurses, NP’s (AED, PALS, ACLS, EKGs, Specialty Procedures, etc)
- Public Health Education to the public
  - Childbirth, Lamaze
  - CPR/AED
  - Diabetes Education
- Teaching Caregivers, CNA’s, and the like.

**Retail**
- Health and Beauty Spa providing aesthetic skin care treatments and other services
- Nutritional and Herbal Supplements
- Physical location
- Online
- Health Food Retail Store
- Direct Marketing for any sort of health care product.
- Fitness Facility/Spa
- Online retail store, supplements
- Own a retail health clinic

Other
- Author
- Speaker
- Writer – books for the public, health related columns for magazines and newspaper, copywriter
- Radio Show Personality/Own health care show (and/or consultant to one)
- TV Show Personality/Own TV Show (and/or consultant to one)
- Begin a second career as a lawyer, veterinarian or, business owner
- Children’s Sick Day Daycare
- Adult Day Care business
- Legal consultants
- Product Developer (Do you have an idea for the next “have to have” invention, such as Velcro?)
  - Pharmaceutical, Toys, personal care items, therapeutic devices
  - Tools for clinical use in practice
  - EMR’s or a platform for personal health records
  - Software that solves a clinical problem
- Professional Development
- Personal Development
- Associations for Emerging Practice Niches
- Consultation to Business Owners
- Internet Marketer – writing health related material, selling health related product

You may also want to consider combining any of the above into your own unique business and company. Another thing to consider is that any of the above may be self owned, group owned and even franchised.
Are you ready to get started, but unsure of what to do next?

Here are some steps to get you started.

1. Write down exactly what is you want and why you want it. Dig deep.
2. Write down your goals. What do you want out of this new venture? Look at it from a professional, personal, spiritual, family, lifestyle and financial aspect. What speaks you to you?
3. Make a plan for success
4. Implement the plan
5. Continue to fine tune your business

Resources:

• Small Business Administration – [www.SBA.gov](http://www.SBA.gov)
• SCORE – [www.score.org](http://www.score.org)
• Entrepreneur Magazine – [www.entrepreneur.com](http://www.entrepreneur.com)
• The Nurse Practitioners in Business Blog – [www.NPBusiness.ORG](http://www.NPBusiness.ORG)
• The Nurse Practitioner Business Startup System – [www.NPBOStarterKit.com](http://www.NPBOStarterKit.com)
• For private consultation and coaching, contact Barbara C. Phillips, NP at [www.BarbaraCPhillips.com](http://www.BarbaraCPhillips.com)