



AARNIPP News

Supporting entrepreneurship, professionalism, and nursing innovation

www.privatepracticenurses.ca

January 2011

President's Message

I hope that you have had a relaxing holiday season and have had a chance to spend some quality time with your family and friends. At times as an entrepreneur it is very difficult to achieve balance in our lives. As the owner of a health care business, you become very focused on providing a superior service, attracting clients, managing the business overhead, using ethical internal and external marketing strategies and developing short and long-term business plans. We need to embrace the concept that our business is only as healthy as the owner.

The AARNIPP Executive met in Red Deer on October 17, 2010 at Martha Winchell's home. Thank you Martha for your great hospitality. It was a meeting filled with positive energy and commitment. The major issue discussed was third party billing for Registered Nurses. We devised a plan of action to access the appropriate information and to begin the process to confront this major hurdle. A teleconference with the executive and the members interested in this issue was planned.

On October 18, 2010, CARNA (Barbara Waters) hosted a focus group for nurses in private practice. This was an information gathering forum to achieve a more positive working relationship between CARNA and nurses in private practice, while honouring all professional mandates. Most people attending voiced their honest feelings and felt heard. Barbara did a great job of hosting the day. I am looking forward to receiving the minutes of the meeting as well as how the information will be used to achieve positive outcomes.

On November 3, 2010, the executive and interested AARNIPP members had a teleconference to start the process of addressing third party billing. We identified all the insurance companies and each participant has phoned them to obtain specified information. We are also obtaining information about the third party billing process for RNs in other provinces. We have reconvened and are now summarizing the results in order to take the next step of the process.

I am so excited about this process and the difference third party billing could make to nurses in private practice and to our clients. The executive and the participating members of our general membership are equally excited and committed. This is a huge undertaking and it takes many hours. It is a project that requires strong individuals and a commitment to make a difference. Thank you to everyone who has jumped on the "Third Party Billing for Nurses in Private Practice" boat.

We will continue working on this project and other issues as an executive. I would ask that as a New Year's resolution, you consider being more active in your local AARNIPP chapter and the provincial council as well. We need your participation, your vision and your energy!

Respectfully,
Pat Casey Jurgens
President, AARNIPP

We have always held to the hope, the belief, the conviction there is a better life, a better world, beyond the horizon.

Quote from Franklin D. Roosevelt

MEET YOUR COLLEAGUE IN PRIVATE PRACTICE

This was an informative and empowering interview. **RUTH GRAHAM** was born in Calgary, Alberta. She shared that she always wanted to be a nurse.

Ruth graduated from Calgary General's three-year program in 1966. She worked one year bedside nursing. Ruth was interested in public health and took her diploma in public health nursing at the University of Alberta. She then worked with VON in Regina for two years and then returned to the University of Alberta to complete her BScN with a VON bursary. Ruth continued with the VON and worked in Grande Prairie as Nurse in Charge for two years. This was a challenging position. Ruth realized the need for meals to be taken to the home to assist the elderly. During this time, Ruth, working with a small group of women, started a "Meals on Wheels" program. Ruth's passion toward gerontology was ignited.

Following this Ruth worked in Sudbury, Ontario for five years as Nurse in Charge, manicuring her management skills. Then it was on to Kingston as District Director, where she developed some of the first foot care clinics. During this time, Ruth realized that program development was an empowered part of her skill set.

Ruth wanted more education. She completed her Master's Degree in Environmental Studies at York University. This was a self-directed program and you could pick the environment that you were most interested in pursuing. Not surprisingly, Ruth chose Human Services Management for the Elderly. She then went to Newfoundland as Assistant Executive Director for Patient Services at a brand new hospital. Ruth's description of this experience was most intriguing. There were no patients, no furniture and no policies and procedures. There was about ten staff at the beginning. Ruth promised she would stay in this position until the hospital achieved full accreditation. This was accomplished in seven years thanks to Ruth's planning, consistency and organization.

Ruth then became a nursing consultant for the Government of Newfoundland and Labrador and worked in projects like co-chairing a committee on midwifery and developing policies and procedures for nursing homes.

Then came the downsizing of the 1990s. Ruth was Site Manager in a hospital in Newfoundland and Labrador for a couple of years and downsizing hit again!

Ruth moved to Alberta and worked at the AARN as a continuing competence consultant for a three year term. Following this she attempted private practice, but did not have the required network being so new to Alberta. Ruth worked for Extendicare for two years as a long-term care consultant and then moved to Capital Health as a Continuing Care Practice Leader for four years. She started her private practice part-time, assisting individuals and organizations in policies and procedures development, program development and best practice initiatives.

Pat Casey Jurgens

Edmonton Chapter – Ruth Graham

Edmonton chapter had 2 meetings this fall. We have appreciated the use Barbara Zerbin's board room for our meetings. Our treasurer, Sharon Robertson, recently moved to Grande Prairie. We appreciate her support of the chapter. We are currently looking for a volunteer to fill the position.

We are currently planning our *Business Know-How* educational day. It will be held on March 19th at the Providence Renewal Centre in Edmonton. The topic will be **Marketing Your Practice**. The focus of this workshop will be on marketing strategies that will enhance your nursing practice – mindful of the essential component of ethics in professional nursing practice. Registration information will be sent out soon. We hope to see you there.

Our next meeting will be January 27th. We look forward to seeing you.

Central Chapter – Shirley Froese

The Central Chapter has tried to meet during the fall – it seems like distances challenge the members to attend meetings but we keep trying. One of our members is participating in the Third Party Billing project which is very challenging and interesting. If anyone has suggestions related to being able to connect on a regular basis please let me know.

We wish Margaret all the best as she continues her long journey of recovery from her car accident.

Calgary Chapter – Kathleen Chury

Meetings continue about every two months with an enthusiastic group of nurses. Our meeting on January 20 will continue with discussions and perhaps some project work. If you have ideas for other guest speakers, that would be greatly appreciated. Do come and join us!

WHAT'S HAPPENING

Business Know-How for Nurses – Managing Your Marketing – March 19 at the Providence Renewal Centre in Edmonton. Contact 780.438.7107 or info@privatepracticenurses.ca for more information and to register.

AARNIPP Annual General Meeting – May 28, Red Deer at the Black Knight Inn. Mark your calendars now and plan to attend.

CARNA Annual Meeting and Conference – June 9-10 at the Hyatt Regency Hotel in Calgary

CONGRATULATIONS

AARNIPP has nominated Ruth Graham for the CARNA Lifetime Achievement Award. Ruth continues to use her expertise in the promotion of excellent nursing practice.

Bobbi Stobbart-Owens was featured on the CARNA communication blitz.

*Build for your team a feeling of oneness, of dependence on one another and of strength to be derived by unity.
---Vince Lombardi*

EXECUTIVE – 2009-2010



AARNIPP Executive (left to right) Ruth Graham, Shirley Froese, Natalie Shipanoff, Martha Winchell, Robin McKay, Pat Casey Jurgens, Kathleen Chury, Elnora Hibbert Missing from photo: Carol Secondiak

2010-2011 AARNIPP EXECUTIVE

President Pat Casey Jurgens
Vice-Pres. Carol Secondiak
Secretary Martha Winchell
Treasurer Natalie Shipanoff
Edmonton Area - Ruth Graham
Central Area – Shirley Froese
Calgary Area – Kathleen Chury

Executive Assistant – Elnora Hibbert Phone 780.438.7107

Check out the web-site at www.privatepracticenurses.ca

You may contact any member of the executive at info@privatepracticenurses.ca with your comments or questions.