Empowering, Inspiring and Dignifying Caregivers Through Education
Nora Laughlin RN, CEO

- Business owner
- Registered Nurse
- Educator
- Mother
- Grandmother
- Great Grandmother
Nurse Delegation from 1996 to 2019

1996 – Could only delegate a few tasks

2019 – Only three tasks we cannot delegate
Late '60s, Nebraska
What are you most proud of in your role as a Nurse Delegator?
Guiding Practices

- PROJECT MANAGEMENT
- RISK MANAGEMENT
- MANAGING RELATIONSHIPS
Building Blocks of the Nursing Process

ASSESSMENT

PLANNING

EVALUATION

IMPLEMENTATION
Choose your car

- Sunroof
- Heated seats
- Sirius music etc

- Wheels
- Engine
- Heater
Why have you chosen to lease or own your car?
24 Hours in a day

- Visit time
- Documentation time
- Billing process time
- Administrative time
- Calendaring time
- Family and Personal time
- Other employment time
- Continuing education
What are your time considerations?
Building your client base

- Case Manager referrals
- Private Pay sources
- Assumptions
Retaining your client base

- Meet and greets
- Multi-tasking
- Intentional service
- Speaking engagements
- Vendor booths
- Business organizations
Share with your partner what your structures for retention of clients are.
Risk Management

- Comprehensive Assessments
- Negotiated Care Plans
- RN Consulting
- Formal Education
- Legal Nurse Consulting
- Technical Development
What services are you currently providing for your communities?
Managing Relationships

- Self Awareness
- Managing your Emotions
- Motivating Yourself
- Recognizing Emotions in Others
Have fun designing and creating your own business!
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