



ACCOMPLISHMENTS 2015-16

Annual General Meeting (AGM) of the Independent Business Specialty Interest Group (IBSIG)

To be held Thursday October 27, 2016

IBSIG has been busy during the 2015-16 period mentoring members and advocating for RPNs in Independent Business at events and through publications. Below is a list of accomplishments.

IBSIG MEMBERSHIP

- **Membership Growth:** IBSIG grew to over 150 members. Some members forget to renew and do so later in year. Please outreach to your RPN friends whom you know are sole proprietors and/or in business, and tell them about this group. Help us grow our membership!

IBSIG EXECUTIVE COMMITTEE

- **New Marketing Coordinator:** Julie Quizon RPN, filled new Executive Committee's Marketing Coordinator position in 2015 with an endeavor to connect with all members via a personal telephone survey to learn who they are, what business services and skills they are providing and how IBSIG can serve them (through mentorship, education, etc.) Position also focuses on getting IBSIG out there in a creative way, e.g. Facebook, attractive email designs, etc.
- **Available Positions:** IBSIG hopes to fill the Event Coordinator and Website Assistant positions. Please consider offering your skills. More information here: <http://ibsig.ca/join-ib-sig/board-opportunities>

PROMOTIONAL ACTIVITIES

- **Season's Greeting:** IBSIG Board posted and emailed a Christmas Greeting 'tree' and 'star' greeting to members <http://ibsig.ca/seasons-greetings> (Dec 2015)
- **New Pull-up Branding Banner:** *EntrepreNURSEship™, How to Build Your Business: You are NOT alone* (March 2016)
- **New Trademarking "EntrepreNURSEship":** Process is complete. *EntrepreNURSEship™* has now been trademarked. IBSIG members can use this term with [™] in superscript.
- **New IBSIG Facebook Page:** Set up new Facebook page <https://www.facebook.com/IBSIG>, and promote to members via email and website ad banner http://ibsig.ca/wp-content/uploads/2013/08/IBSIG_Facebook.jpg. Please help us raise the profile of this and ask your colleagues to "like" us. Also visit the page frequently and add content (July 2016)
- **Spotlight Promotion to Members:** "Let your Business be the Spotlight" email was sent to members reminding them of the opportunity for FREE business promotion by submitting a Spotlight for posting on the IBSIG website. Easy downloadable Spotlight Form was created (Aug & Sept 2016) <http://ibsig.ca/member-spotlights>
- **Member Mail Out:** An envelope containing the following materials was sent by Canada Post to all members and previous members. Read and pass on! If you did not receive, please contact membership@ibsig.ca and provide your new mailing address.
 - o **New Join Flyer:** Design and print new flyer highlighting the benefits of IBSIG membership (Sept 2016)
 - o **New Faces of EntrepreNURSEship Poster:** Design and print poster showcasing 10 IBSIG members who have posted a spotlight on IBSIG website (Sept 2016)
 - o **AGM Invitation Postcard:** Create and print advertising the Date, Place, AGM theme, and Speakers (Aug 2016)
 - o **General IBSIG Flyer:** Reprinted flyer that highlights purpose of IBSIG (Aug 2016)
- **IBSIG AGM & Education Session Promotion:** Great efforts are being made to notify a broad audience about the annual FREE Education Session. Please support our group and make an effort to attend. It is a great way to meet one another, and learn about important topics that affect nurses in independent business. It is FREE to all members and guests who wish to become a member – So bring your colleagues! Watch spring 2017 for confirmation of next AGM date (held concurrently with RPNAO event).
 - o **AGM Banner Ads:** Created "Save the Date" and "AGM Notification" http://ibsig.ca/wp-content/uploads/2016/08/IBSIG_AGM_SaveTheDate_2016_ol-930x340.png posted on website and emailed to members (Aug/Sept 2016)
 - o **Education Session Signage at RPNAO:** Created and printed for handout at RPNAO Reg table to advertise FREE education session at 10:00hrs, and to direct participants to room (Oct 2016)

- **AGM & Education Session on RPNAO Online Itinerary:** Advertise IBSIG AGM and FREE Education Session and speaker information on the RPNAO website: <http://www.rpnao.org/news-issues-events/agsm-conference/agsm-conference-2016/schedule>
- **AGM page on IBSIG Website:** Advertise all details of the IBSIG AGM and Education Session. Promote the 2016 theme: *EntrepreNURSEship™ You're NOT alone. How to build your business. Speakers: "Start-up, City Licensing, Registration, Taxation, Business Planning and more"*, Canada Business Ontario, Federal Economic development Agency, Southern ON/Gov. of Canada AND *"EntrepreNURSEship™: The Ethical Dilemma of how to promote your business as a Nurse without conflict of interest"*, Julie Quizon RPN, MBA, IBSIG Marketing Coordinator
- **RPNAO Journal Ad:** To promote IBSIG AGM published in the RPNAO Journal late Summer (June 2016)
- **AGM Sponsorship Promotion:** Sponsorship piece to medical equipment and product supplies soliciting support for AGM; Manny Moniz of Superior Medical Ltd. Agreed to be gold sponsor of IBSIG's 2016 AGM. Funds go toward defraying the cost of holding and promoting the FREE event (Thank you!)
- **IBSIG on RPNAO Website:** IBSIG advertised on RPNAO website and in Newsletter <http://www.rpnao.org/ibsig>
- **Practical Nurse (PN) Student Flyer:** "Remember Your Options When Graduating" (Reprinted & Distributed)
- **IBSIG Website Link:** Continue to provide easy link from Membership Registration BUTTON on <http://ibsig.ca/join-ibsig/apply-renew> to RPNAO online membership form
- **Annual RPNAO Registration Card:** Continue to have at the bottom of card that you are a member of IBSIG
- **Website Promotional Opportunity: Dreamconcepts,** a GTA-based website company, is offering a discount to IBSIG members to create a 'simple' website and provide hosting to those who wish to have an Internet presence for their business. Details will be forthcoming.

INFORMATION/EDUCATION/NETWORKING ACTIVITIES

- **2015 AGM:** Held Annual General Meeting October 2015 in London, ON with speakers:
 - Brendan Gray, Health Law Counsel of the Office of the Information and Privacy Commissioner of Ontario speak concerning *Overview of the Personal Health Information Protection Act, 2004*
 - Manny Moniz of Superior Medical Ltd. *"Mine Your Own Business"*. Offers his experience and expertise to "all" Nurses engaging in independent business and using Complementary Therapies. Call him 416-635-9797 for assistance with latest technology, equipment and assistance if needed, in importing products you may need.
- **RPNAO Queen's Park Lunch:** IBSIG Executive Member attended Queen's Park RPNAO lunch with MPs to advocate for Independent Business nurses and what is happening for our future
- **Conference Exhibit Table:** IBSIG attended various conferences and set up an exhibit table to introduce/educate RPNs about IBSIG:
 - Ruth Ruttan's Footcare Conference, Woodbridge, Sept 2015 & 2016
 - IBSIG AGM, Oct 2015
 - RPNAO AGM, Oct 2015
 - NEFCA Education Dayz, Kitchener/Waterloo, April 2016
 - Footnotes 2016, Ottawa, May 2016
- **IBSIG Mid-Term Meeting:** IBSIG's mid-term Executive Committee meeting held via email and teleconference(s) April/May and Aug/Sept to discuss IBSIG goals, set priorities, and prepare for AGM Sept 2016

IBSIG MEET & GREETS

- **President Outreach with Members:** As IBSIG President travelled and attended various meetings in Ontario, she met with members who were available at the time, chatted, caught up on their business and learned who they were both professionally and personally:
 - 2015.04.17-18 Holiday Inn during NEFCA AGM & Education Dayz, Kitchener
 - 2015.05.30 Light Therapy & Photodynamic Therapy for the Treatment, Fungus
 - 2015.05.21 Footcare Seminars of Eastern Ontario, Ottawa
 - 2015.06.04 Schroeder's Market/Restaurant 11-2pm, Picton
 - 2015.07.25 AMICA Quinte Gardens, Belleville
 - 2015.10.2-3 Chateau Le Jardin during Ruth Ruttan's Foot Care Conference, Woodbridge
 - 2015.10.29-30 Four Points Sheraton, IBSIG AGM held concurrently with RPNAO AGM, London
 - 2015.11.11 Cobourg Hospital met/discussion with K. Kay RPN former CPNA executive/PN Canada now
 - 2016.01.30 Ottawa South, met with a member to discuss/assist with business challenges/LTCF
 - 2006.08.31 Vice President of CAFCN, Ottawa

ADVOCACY INITIATIVES

- **CNO Interaction:** Meeting at Canadian Nurses Association, Ottawa about how IBSIG can work with them, including “all nurses” not only RNs (which is CNAs current mandate) and advocate for Nurses in Independent Business in Ontario for recognition and respect across Canada! Had numerous prior telephone and email discussions followed by an in person/teleconference with executive concerning the 5Ws of CAN.
- **PN Canada Meeting:** Met with PN Canada, RPNAO, conjointly with CNA advocating for PNs recognition and respect across Canada!
- **Presentations to Community College PNs:** Contacted PN Program Coordinators at various community colleges to set up presentation dates; spoke in the Spring/Fall to graduating classes at George Brown College and Seneca College about IBSIG raising awareness of nurses in independent business with peers.
 - o Julie Quizon, RPN, IBSIG Marketing Coordinator created a presentation video “Do It with Passion or Not at All” for the PN Students which was played and discussed
- **IBSIG Position Paper (Revised):** IBSIG Executive, President, Catherine Arnott and PR Janette Strong updated RPNs “Request for Action” position paper <http://ibsig.ca/consumer-resources/request-for-action/> re: RPNs in Independent Business with the aim of having definitions of RPNs and their scope of practice expanded in federal and provincial legislation with the goal of having recognition and standing for coverage by private health insurance plans for our services. They contacted, briefly discussed, and sent position paper to various health professionals and advocates and will follow-up in 2015-2017.
 - o President has been in contact with Councillor Joe Mihevc’s office councillor_mihevc@toronto.ca as he is also the Chair of Board of Health (March-June and Aug-Sept)
 - o Meeting at RPNAO with Searle Schonewille, MA, Director, Policy Development and Government Relations <https://www.rpnao.org/about/staff> concerning IBSIG Request for Action Paper – advocate through insurance companies, as we won’t get anywhere with Provincial/Federal Government
- **Collaboration with RPNAO:**
 - o RPNAO continues to advertise all the Specialty Interest Groups (SIGs) in their “getting to know us” The Newsletter for RPNAO Members under Member Benefits and Special Interests
 - o IBSIG continues to work with RPNAO to help advance the work and recognition of RPNs as nurses in Independent Business throughout Ontario
 - o IBSIG placed advertisements in RPNAO Journal Magazine June & Sept 2015 and Aug 2016 towards raising awareness to all RPNs who may be independently running their own nursing business to consider the benefits of being a member of our organization, and attending IBSIG AGM in Oct
- **Indian and Northern Affairs Canada:** IBSIG inquired about how members can become a provider of nursing services to this important client group. Suggestions to IBSIG Members:
 - o Contact individual “Band” offices or the Chiefs of Ontario to enquire about providing nursing services in your area
 - o Contact First Nations Reserves: (oversee health/non-insured programs) in Ottawa 613-952-6023
 - o Contact SOADI: The Southern Ontario Aboriginal Diabetes Initiative is funded by the MOHLTC for the development, and enhancement of programs and services focusing on the education, prevention, and management of diabetes in Aboriginal communities, both on and off-reserve
 - o Contact: Ontario Region Aboriginal Affairs and Northern Development Canada: 8th Floor 25 St. Clair Avenue East Toronto, ON M4T 1M2 Tel: (416) 973-6234 Fax: (416) 954-6329

SUPPORTING INDEPENDENT BUSINESS

- **IBSIG Member Phone Call Outreach:** IBSIG Executive split the list and called all IBSIG members (coordinated by Julie Win, Marketing Coordinator). The purpose was to learn about members’ businesses, nursing practice issues, and how IBSIG can support. Thank you for your input! It was suggested that an online Survey be conducted in 2016-17. Watch for that!
- **Offer of support:** Manny Moniz of Superior Medical Ltd. Offers his experience and expertise to “all” Nurses engaging in independent business and using Complementary Therapies. Call him 416-635-9797 for assistance with latest technology, equipment and assistance if needed, in importing products you may need.

NEWS UPDATES

- **Canadian Anti-Spam Law (CASL):** Mandated to all who email in bulk. IBSIG registration on RPNAO website states clearly that we communicate via email and our By-laws state the same. Thus, know, as a member of IB SIG you are agreeing for us to use your email address and receive educational independent business and association information.
- **Commercial General Insurance:** Be aware, Protect Yourself and Your Business with Professional Liability and General (Commercial) Liability. As a sole proprietor and running an independent nursing practice/business you are mandated to have business insurance. Why? Protect your business in the event you are sued; cover claims against your business for injury or property damage, i.e. if a customer is injured at your location, or if an employee damages property at a client's site. Without CGL you leave yourself and company vulnerable to lawsuits that could have a devastating impact on your business.
- **Other topics:** Benefits of Being a Member; How do I advertise my business? Equipment Sterilization as per PIDAC and Public Health of Ontario; Member Spotlights, and more.

WEBSITE RESOURCES AND PUBLIC INFORMATION

- **IBSIG Website Revisions:** The IBSIG website content continues to be updated for IBSIG members and the public.
- **"Public" Side of IBSIG website:** www.ibsig.ca and/or <http://www.ibsig-rpnao.ca> continues to be updated to inform members of important issues, and the public about RPNs running an Independent Business and how they can help bring about changes to government, insurance companies:
 - o Designed and posted banner to advertise IBSIG AGM: http://ibsig.ca/wp-content/uploads/2016/08/IBSIG_AGM_SaveTheDate_2016_ol-930x340.png (June 2016)
 - o Designed and posted banner to advertise Membership Benefits: http://ibsig.ca/wp-content/uploads/2013/08/IBSIG_Benefits.jpg (July 2016)
 - o Designed and posted banner to advertise new Facebook page: http://ibsig.ca/wp-content/uploads/2013/08/IBSIG_Facebook.jpg (Aug 2016)
 - o Moves Member Spotlights over to public side to provide FREE advertising for members <http://ibsig.ca/member-spotlights>
 - o Revised "Join" Section to include membership benefits: <http://ibsig.ca/join-ib-sig/membership-benefits> (Aug 2016)
- **"Members-Only" Section of Website:** The member side of the website continues to grow and contain helpful information (right side panel, different headings). If you have misplaced the login credentials, contact membership@ibsig.ca for login user name and password. There are two main sections:
 - Entrepreneurship section:**
 - o How to Start a Nursing-Based Business <http://ibsig.ca/entrepreneurseship/how-to-start-a-nursing-based-business>
 - o About Insurance <http://ibsig.ca/entrepreneurseship/about-insurance>
 - o Nursing Practice Resources <http://ibsig.ca/entrepreneurseship/nursing-practice-resources>
 - o Helpful Links for Independent/Sole Proprietors <http://ibsig.ca/entrepreneurseship/helpful-links>
 - Membership Resources section:**
 - o AGM Resources (file downloads) <http://ibsig.ca/membership-resources/agm-resources>
 - o Membership List (find members in your area to meet/greet!) <http://ibsig.ca/membership-resources/membership-list>
 - o Accomplishments for each year <http://ibsig.ca/membership-resources/ib-sig-accomplishments>
 - o Bylaws and Duties <http://ibsig.ca/entrepreneurseship/ib-sig-bylaws-and-duties>
 - o Board Opportunities <http://ibsig.ca/membership-resources/board-opportunities>
 - o Advocacy Issues <http://ibsig.ca/entrepreneurseship/advocacy-issues-ib-sig-is-working-on>
 - o The Request for Action Paper June 2014 updated 2015 is placed on the Advocacy Issues page also on Public FAQ page and sent to R.H. Trudeau, Eric Hoskins, Jane Philpott, Deb Mathews along with many others in government <http://ibsig.ca/consumer-resources/request-for-action>