



ACCOMPLISHMENTS 2017-18

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

Saturday, August 11, 2018 | 12 noon – 4pm

Pioneer Manor Long-Term Care, 960 Notre Dame Ave., Sudbury, Ontario, P3A 2T4

IBSIG has been busy during the 2017-18 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 145 members. Some members forget to renew and did so later in year. Please outreach to your RPN friends whom you know are sole proprietors and/or in business, and help us grow our membership!

IBSIG EXECUTIVE COMMITTEE

- **Available Positions:** Please consider offering your skills. IBSIG is seeking to fill the Secretary, Event Coordinator and Marketing/Website Assistant positions. More information here: <http://ibsig.ca/join-ib-sig/board-opportunities>

PROMOTIONAL ACTIVITIES

- **Season's Greeting:** IBSIG Board wrapped up the 2017 year by posting and emailing a Christmas Greeting 'photo collage' greeting to members <http://ibsig.ca/seasons-greetings> (Dec 2017).
- **Registered Trademarking:** Registered trademarking of the word "EntrepreNURSEship®" was completed (fall 2017).
- **IBSIG Facebook Page:** There continues to be occasional posts made to <https://www.facebook.com/IBSIG>. Additional help is needed (see Executive Positions above) to expand this social media channel with more regular posts.
- **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. The 2018 AGM is being held in Sudbury on August 11 at the Pioneer Manor Longb Term Care home. <http://ibsig.ca/agm/> In preparation, the following has been completed:
 - **AGM Banner Ads:** Created "Save the Date" and "AGM Notification" and have been posted on IBSIG website and emailed to members (Spring 2018): http://ibsig.ca/wp-content/uploads/2013/08/AGM_2018_SaveTheDate.jpg
 - **AGM page on IBSIG Website:** Advertised all details of the IBSIG AGM and Education Session on the website <http://ibsig.ca/agm/>. Promoted the 2018 theme: "**EntrepreNURSEship®: Growing Community Roots and Connecting with Peers**" where panel members discuss and take questions about methods of connecting with local business and health care representatives to leverage their support in promoting your business, as well as topics of business start-up, city licensing, registration, taxation, business promotion without conflict of interest as a nurse, etc.
 - **RPNAO Journal Ad:** Promoted IBSIG AGM in the RPNAO Journal in the Summer edition (June 2018).
 - **AGM Sponsorship Promotion:** Circulated a Sponsorship Letter resulting in several financial Gold and Silver level AGM sponsors for 2018. We are grateful to KW Insurance, Superior Medical Ltd. and CBON – Allpresan. Funds go toward defraying the cost of holding and promoting the FREE event to you (Thank you!). IBSIG Executive members also called businesses to donate prizes and give-aways for AGM attendees. A full list of sponsors and donors are on IBSIG website: <http://ibsig.ca/agm>. Corporate and small business generosity is greatly appreciated.
- **IBSIG Website Content:** The IBSIG website continues to be updated as information becomes available to inform members of important issues, and the public about RPNs running an Independent Business www.ibsig.ca.

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: Kitchener, Ottawa, Windsor, London, Toronto-GTA.
- **President emailed numerous 'blast' emails to IBSIG membership, such as:**
 - CNO's Q&A request on self-assessment.
 - Neubourg medical - Network News in November.
 - Lymphedema's educational post and conference.

- **President answered numerous phone requests and emails:** about “how to” of being in Independent Business. Some calls last 2 hours!

INFORMATION/EDUCATION/NETWORKING ACTIVITIES

- **Conference Exhibit Table:** IBSIG attended various conferences and set up an exhibit table to introduce/educate RPNs about IBSIG: IBSIG AGM, Ottawa, Oct 2017 | RPNAO AGM, Ottawa, Oct 2017 | Professional Development Foot Care Conference, CPC Healthcare Inc., London, March 2018 represented by L. Heber.
- **IBSIG Mid-Term Meeting:** IBSIG held mid-term Executive Committee meeting via email and teleconference in April involving VP, Public Relations and President to discuss IBSIG goals, set priorities, and prepare for 2018 AGM in Sudbury.

ADVOCACY INITIATIVES

- **Request for Action, IBSIG Position Paper:** IBSIG continues to advocate on behalf of nurses in independent business to educate all levels of government and other stakeholders in the following ways:
 - Distribute the Request for Action position paper: <http://ibsig.ca/consumer-resources/request-for-action> (adding a clear message that the thoughts therein are the ideas of IBSIG research and are not the official views of RPNAO).
 - On-going contact with local, provincial and federal government representatives and insurance company contacts to further IBSIG’s interests in legislation changes, acknowledgement of nurses scope of practice, inclusion of nurses as an allied health professional and having a level playing field with regard to eligible practice locations.
- **Research Project “Ontario’s Health Insurance Industry and the Treatment of IB Nurse Service Claims”:** For several years, IBSIG (Public Relations) has been investigating how IB Nurses are viewed by health insurance companies and whether claims for their services are processed or denied. Included in the investigation was a survey recently sent to IBSIG members to learn about claims problems they have encountered. The findings of the member survey, along with extensive information gathered through outreach with insurance companies have been summarized in a four-section draft Summary Report. The report makes recommendations about what IB Nurses need to know and do professionally for themselves and their clients and what IBSIG Executive can do for members regarding this matter going forward. Highlights from the draft report will be presented at the 2018 AGM. Once the report is finalized, it will be shared with members via email and the website. It is anticipated to be ready this fall.
- **Ongoing outreach with health insurance companies:**
 - Developed a good rapport with Manulife that has helped illuminate IBSIG’s understanding of private health insurance from their view, plan offerings, and the health insurance industry as a whole.
 - Continued discussion with R. Bartman of SunLife regarding how their health insurance plans are structured and how they are favourably different than other companies vis-a-vis coverage for foot care nurses in IB.
- **CNA (Ottawa):** IBSIG President discussed with Canadian Nurses Association, Ottawa for education/advice with regard to lobbying the MOHLTC to meet our goals outlined in IBSIG’s Request for Action. CNA acknowledged that we are connecting with the right levels of government to discuss this initiative. We also discussed whether CNA is still considering to expand its membership of just RNs to include RPNs. They confirmed that adding “all nurses” is still on their agenda to explore.
- **Presentations to Community College PNs:** President and Member at Large spoke in the spring to nurse graduates at George Brown College and Seneca College about IBSIG raising awareness of nurses in independent business with peers. Working to present to nursing students at Centennial College, Scarborough in 2019.
- **IBSIG Collaboration with RPNAO:**
 - 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.
 - IBSIG continues to place advertisements in RPNAO Journal Magazine to raise awareness of all RPNs about IBSIG.
 - IBSIG continues to work with RPNAO to help advance the work and recognition of RPNs as nurses in Independent Business throughout Ontario.
 - IBSIG continues to liaise with RPNAO on implementing best practices regarding SIG administration (record keeping, bylaws, meeting guidelines, etc.) and is grateful for RPNAO’s excellent leadership and professional advice.

SUPPORTING INDEPENDENT BUSINESS

- **IBSIG Member Phone Call Outreach:** IBSIG Executive continues to call members to clarify and update their info and get to know them individually so as to offer advice and a sounding board for business matters.
- **Standing Offer of support:** Manny Moniz, a Director with CBON – Allpresan, offers his experience and expertise to all nurses engaging in IB and using complementary therapies. For more information, call our AGM sponsor at 647-293-5820.
- **Specialized Business Insurance:** Catherine Arnott continues to work with Gore Mutual through KW Insurance Brokers, Louise Engler to develop and obtain a package of business insurance that meets the needs of nurses in independent business. The policy is called “Nurses Commercial Insurance Program”. For more information, contact our AGM sponsor: <http://www.kwbroker.ca>