



ACCOMPLISHMENTS 2018-19

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

Thursday October 3, 2019 | 8am – 12 noon
1150 Wellington Rd, London, ON N6E 1M3 519-681-0600

IBSIG has been busy during the 2018-19 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:** 150 current members. 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 – LEADERSHIP ROLES

- **Available Positions: Leadership roles are a large part of what we as Nurses and with RPNAO need to participate in to grow. Consider offering your skills.** IBSIG is seeking to fill the Secretary, Event Coordinator and Marketing/Website Assistant positions along with others. More information here: <http://ibsig.ca/join-ib-sig/board-opportunities>

ADVOCACY INITIATIVES

- **CNA (Ottawa):** Canadian Nurses Association CEO Mike Villeneuve and Catherine Arnott, President IBSIG have met to gain education/advice with regard to lobbying the MOHLTC **to meet our goals outlined in IBSIG's Request for Action** and to collaborate on issues which include **recognition by all Insurance Companies to recognize Nurses as Professionals in Independent Business to pay Service Claims** for our clients plus assistance to **change the Government Medical Practitioners' List [alphabetical] to include all levels of Nurses under the title "Nurse"** then bullets to designate the individual registrants versus listing alphabetically where we are lost in the list.
 - The good-news story is that CNA which has had RNs only since its founding in 1908, are now inclusive of RPNs/LPNs. The fee for membership is \$60. This is a huge ship to turn around when it comes to recognition for RPNs/LPNs and by insurance companies.
 - [nursing as a profession would have a stronger voice with RPNs/LPNs included as members.](#)
 - See letter from CNO Mike Villeneuve - link

NEW WEBSITE: Thank you to Sinan, owner of Dream Concepts based out of Pickering, ON who will assist all members in developing their own website for an excellent price Dreamconcepts.ca, and **Dianne Scott our Membership person has spent countless hours entering all current and past members contact info into our new FIND A NURSE** section therefore, Bless you and overwhelming thanks for all this diligent work. We also have an interactive **Calendar of Events for you to peruse and know what's happening throughout the year.**

-Old website was outdated and needed to be replaced with new website due to technical limitations.

New Website benefits:

- SSL Security
- User friendly, easy to read and navigate.
- Better layout, design and graphics.
- Up to date features and functionality _ **FIND A NURSE!**
- Professional membership plugin provides far better member management, updated member listings and protected members only content – **MEMBER PERSONALIZED LOGIN**

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.

NEW: Volunteer MBC Thank you to Janette Strong, Public Relations for researching this unique company whom IBSIG is now a member of and they have created and posted on their website a request for us to have a volunteer from their data base to be our Social Media, Marketing person. We anxiously await resume's.

Health Insurance Industry, IBSIG interact with Joan Weir, CLHIA for assistance

-- Research Project "Ontario's Health Insurance Industry and the Treatment of IB Nurse Service Claims":

- IBSIG's four sectioned "Summary Report: The Health Insurance Industry, Nursing & Independent Business RPNs in Ontario", is a working document of the Request for Action, IBSIG Position Paper which 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;
- The Executive, represented by Janette Strong, Public Relations and Catherine Arnott, President, moved forward by sharing and discussing this Summary Report Paper with Joan Weir of the Canadian Life & Health Insurance Association (CLHIA) who agreed to organize a teleconference with lead Canadian Health Insurance providers to address Executive action points in the paper. Date pending.

Ongoing outreach with health insurance companies:

- The findings of a member survey, along with extensive information gleaned through outreach with Insurance Companies previously were used in discussion with CLHIA via teleconference.
 - Based on the outcome of the CLHIA teleconference, we shall continue further discussions directly with each major health insurance company contact with a goal to expanding nursing coverage offerings to include RPN IB nurses' services.
- **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.**
- **Presentations to Community College PNs:** President, Vice President and Member at Large continue to speak to nurse graduates at the various Colleges in Ontario e.g. George Brown, Seneca and Centennial about IBSIG raising awareness of nurses in independent business with peers.
- **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 liaise with RPNAO on implementing best practices regarding SIG administration (record keeping, bylaws, meeting guidelines, etc.) and is grateful for RPNAO's excellent leadership.

PROMOTIONAL ACTIVITIES

- **Season's Greeting:** IBSIG Board wrapped up the 2018 year by posting and emailing a Christmas Greeting to members <http://ibsig.ca/seasons-greetings> (Dec 2018).
- **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:** . 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 2019 AGM is being held in conjunction with RPNAOs AGM at the Four Points Sheraton in London, ON October 3 & 4.
 - o **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
 - o **AGM page on IBSIG Website:** Advertised all details of the IBSIG AGM and Education Session on the website <http://ibsig.ca/agm/>. Promoted the 2019 theme: “*EntrepreNURSEship®: Leading the Way*” 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.
 - o **RPNAO Journal Ad:** Promoted IBSIG AGM in the RPNAO Journal in the Summer edition (June 2019).

IBSIG MEET & GREETINGS

- **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.
- **‘blast’ emails to IBSIG membership, were sent by our Public Relations, Janette Strong and our Membership person, Dianne Scott to add to your ‘basket of possible Therapy offerings’ in your business** such as:
 - o Ruth Ruttan and Manny Moniz Conference Prevention Convention Sept 27, 2019 – Understanding the Etiology of diabetic Foot Pain and more. See IBSIG Calendar
 - o Canadian Nurses Association, CNA in Ottawa votes positively to include RPNs in the Association
 - o Response of Mike Villeneuve, CEO of CNA March 22, 2019
 - o Sterilization Protocol and Autoclaves, February 9, 2019
 - o Rock Tape Training and development Opportunity, February 7, 2019
 - o Health Insurance Coverage concerning Clients and Providers, January 11, 2019
 - o Lymphedema’s educational post and conference.
 - o Season’s Greetings – ‘words’ creating IBSIG stylized Christmas Tree
- **Mentorship via phone requests and emails:** concerning the “how to” of being in Independent Business took place with a few being multiple discussions and personally meeting at conferences.

INFORMATION/EDUCATION/NETWORKING ACTIVITIES

- **Conference Exhibit Table:** IBSIG attended various conferences and set up an exhibit table to introduce/educate RPNs about IBSIG: Footnotes, Ottawa, May 31, 2018 | CAFCN Canadian Association Foot Care Nurses New Brunswick May 2018 | Ruth Ruttan Conference September 28, 2018 | IBSIG AGM, Sudbury in August 2018 | PDFCC-Professional Development Foot Care Conference, CPC Healthcare Inc., London, April 27, 2019 | Footnotes, Ottawa, May 31, 2019 |

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 2019 AGM IN LONDON, ONTARIO.SUPPORTING INDEPENDENT BUSINESS

- Manny Moniz, Managing Director of Manny Moniz.com offers his experience and expertise to all nurses engaging in 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.
- Specialized CGL – Commercial General Insurance (must have business insurance) KW Insurance Brokers, Louise Engler meets the needs of nurses who are Sole Proprietors. For more information contact <http://www.kwbroker.ca>