KEYNOTE SPEAKER PRESENTATION ABSTRACT

TITLE: Nurses Elevate your Expertise Beyond the Bedside!

INTEREST AREA/TRACK: Nursing Innovation

SUB CATEGORY: Nurse Entrepreneurship

KEYWORDS: Business, Nursepreneur, Healthcare, Nurse Leaders

LEVEL OF DIFFICULTY: Intermediate

LEARNING OBJECTIVES: During this presentation I will discuss the following:

1. Nurses Increase their professional presence beyond traditional healthcare settings.
2. Through entrepreneurship nurses gain a voice to improve nursing practice.
3. How nurses use their skills and knowledge to create a healthier population and promote quality of care through Business.
4. The need to participate in efforts to elevate more nurses into leadership and business.

ABSTRACT TEXT: Nurses are overworked, underpaid and lack the flexibility and freedom to have a satisfying work life balance. There are an increasing number of nurses who are with using their talents and expertise to transition into entrepreneurship. This transition from what we know as traditional nursing has become the new aged business model for nursing practice. The current state of healthcare in the United States and the climate of healthcare reform have led nurse entrepreneurs to focus on alternative models of care to provide patients and clients with a higher quality of life at more affordable prices and often with quicker access. This presentation will address how nurses leverage and transform their expertise into a profitable business. Going from the bedside into business can be challenging and many nurses need a proven system on how to use their skills and ideas to build a solid foundation for business. The Wealthy Nurse Business system teaches nurses how to leverage their nursing knowledge into a product or service that they can sell to increase their influence.

SPEAKER BIOGRAPHY: Lakel Ebb BSN, RN, CM/DN is a nurse entrepreneur, founder/CEO of The Wealthy Nurse Institute and new host of "The Wealthy Nurse Hour" on Voice America Radio (coming January 2020). Having worked in the nursing profession for many years, she understands deeply the enormous role nurses, aides and caregivers play in providing quality healthcare to patients in hospital and at home. Recognizing how undervalued and underpaid these dedicated professionals often are, she established The Wealth Nurse Institute to offer consulting services, education, business strategies and coaching for nurses and aides looking to succeed and advance.

Whether she's providing one-on-one guidance or teaching a lecture at one of the local colleges, Ms. Ebb boosts morale and offers invaluable insight on leadership and business strategy, reimbursement methods, regulations, management principles, delegation, conflict resolution, persuasion and more. She promotes creativity and flexibility, encouraging others to welcome challenges while maintaining the highest levels of trust, patience and exceptional care.

Lakel Ebb' journey from bedside to boardroom began when she entered healthcare as a nurse's aide. She earned her Bachelor of science degree in Nursing and is currently continuing her education to earn her MSN and MBA at the University of Maryland school of business. Throughout her nursing career she has worked as an ER nurse, case manager and nurse instructor. Lakel has gained most of her experience from some of the most prestigious facilities such as Johns Hopkins Hospital, George Washington University Hospital and Howard University Hospital.

Lakel Ebb believes in working hard and staying humble. To stay centered, she writes and listens to daily affirmations on peace, purpose and wisdom. And when she's not working, Ms. Ebb enjoys quality time with her husband and four children.



For more information on how to connect with Lakel Ebb. Please contact her by email at well.inc@live.com or lebb@wellmanagedcare.com or by phone at 443-393-6035.