

Gill Allen

Independent Nurse Case Manager

Customers and clients

Clients

- People who have complex health and social care needs.
- And their families.
- Usually resulting from:
 - Medical negligence.
 - RTCs.
 - Industrial accidents.

Customers

- Solicitors specialising in personal injury.
- Insurance companies.
- Courts.

My Product

- Assessment of needs.
- Planning treatment, care and rehabilitation.
- Organising treatment, care and rehabilitation.
 - NHS and independent practitioners.
- Monitoring progress.
- Solving problems.
- Writing reports for the Court.
- Giving evidence in court.

Planning a business

- What is your product or service?
- Who are your potential customers?
 - People who want your service and who can pay your bills!
- How will you reach your customers?
- How will you persuade your customers to buy your service?
- How much income do you need/want?
- What will your costs be?

Pros and Cons

- I really enjoy the independence.
- I can make things happen for my patients.
- I can control my own time BUT....
- I earn enough to live the way I want.
- I don't waste time going to work or "being at work".
- I am always on call.
 - My choice.
- It is not as financially secure as a regular salary cheque – BUT how secure is employment?
- I have to deal with some very difficult issues and conflicts.
- Workloads can be very variable.

My top tips

- Have at least 3 month's money in reserve.
- Get a good accountant.
- Get a partner you really trust if you can.
- Become a limited company.
- Think about insurance – professional liability.
- Don't employ anyone!
- Network like crazy – CMSUK etc.
- Present yourself very professionally.

**Have confidence
In yourself!**

