

## Nurses' Experience Of Being A Nursepreneur In Independent Nursing Practice

Yunita Fitri Rejeki <sup>1</sup>, Andi Sudrajat <sup>2</sup>, Fitra Herdian <sup>3</sup>

<sup>1</sup>Sekolah Tinggi Ilmu Kesehatan Dharma Husada Bandung

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### Correspondence

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E-mail : [Yunita@stikesdhb.ac.id](mailto:Yunita@stikesdhb.ac.id)

### ABSTRACT

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Nurses have the authority to open an independent nursing practice as one of the health services. Nursepreneur is a business built based on the field of nursing. The high number of nurses and the lack of independent nursing practice land into a phenomenon why nurses do not build a business in the field of nursing. Descriptive qualitative research method, sampling technique used purposive sampling and snowball sampling, with the number of informants three nurses who open nursing independent practice instrument used semi-structured interviews with data validity triangulation method and data analysis obtained five main themes. The results showed that the type of nursing independent practice established was wound care practice with a group wound care practice model, the strategic stage of establishing nursing independent practice by analyzing patient characteristics and analyzing the work environment and the regional environment, the obstacles are in the licensing flow in opening a nursing independent practice land that has not been structured and takes a long time and opportunities in mandiri nursing independent practice by branding between health agencies and through social media. Suggestions in this study need to develop quality standards for services to establish independent nursing practices and increase the involvement of professional organizations in fostering nurses who want to open independent nursing practices.

## INTRODUCTION

Independent nursing practice is actually an opportunity and opportunity for nurses to carry out professionalism in accordance with their authority. However, in its development, at this time independent nursing practice is still difficult to develop even though there is a clear legal umbrella (Aulianah & Ismail, 2023).

Quoted in Nursing Law number 38 of 2014 which is strengthened by the Minister of Health Regulation number 26 of 2019 has provided legal certainty that nurses are allowed to establish independent nursing practice sites either individually or in groups (Widjadja & Putri, 2022).

Based on the results of preliminary studies of nurses' experience in opening independent nursing practices through several stages such as attending training, deepening theory and practice, and having the ability and courage to carry out nursing care or nursing actions, nurses' opportunities in opening independent nursing practices can be motivated nurses work not only in health facilities such as hospitals or clinics nurses can become entrepreneurs according to their areas such as entrepreneurship in the field of woundcare or homecare with a focus on treatment and services starting with small things until they gradually become contingent and can collaborate with various health services (Kereh & Rochmawati, 2022).

The implementation of nursing practice, cited in the regulation of the minister of health number 26 of 2019 article 8 paragraph 1 and 2 nurses to be able to carry out nursing practice must have a SIPP and for nurses who already have STRs and cited in article 8 nurses can only have a maximum of 2 (two) SIPPs in the event that the SIPP is issued by the district / city health office (Parlaungan et al., 2022).

The number of nurses in Indonesia in 2021 is 58,552 people who already have STR (Registration Certificate) as much as while the number of nurses who established

independent nursing practice sites in West Java is only 5% of the number of nurses in West Java, namely 674 independent nursing practice sites in 2019-2022 while the number of independent nursing practices in Bandung City is only 3% of 18 independent nursing practice sites (DPW PPNI West Java 2022) (Triana et al., 2023). Nursing practice services are an effort in the field of nursing to become nurses as entrepreneurs or nurses as entrepreneurs, the role of nurses wants a fundamental change in their professional activities, which initially only assisted the task of carrying out the duties of doctors, which became part of efforts to achieve the goals of medical care (Sureskiarti, 2022).

Entrepreneur in the field of nursing is also called Nursepreneur nurse which means nurse and Entrepreneur which means entrepreneur, so it can be concluded that Nursepreneur is defined as a business that is built based on the nursing field in the realm of the health profession Nursepreneur nurses as entrepreneurs, running a business or business without eliminating the values and code of ethics of nursing that they hold when they become nurses in health institutions (Prasetyo et al., 2023).

So from this phenomenon, the researcher is interested in conducting research on "Nurses' Experience of Becoming Nursepreneur in Nursing Independent Practice."

### A. Nurse

Law number 26 of 2019 article 1 paragraph 1 concerning nursing, a nurse is someone who has graduated from nursing higher education, both at home and abroad recognized by the government in accordance with the provisions of the laws and regulations. Nurses are divided into two cited in paragraph 2 vocational nurses are nurses who have graduated from nursing vocational education at the lowest nursing diploma three program and paragraph 3 professional nurses are nurses who have graduated from nursing professional

education which is a nursing profession program and a nursing specialist program.

### **B. Nursepreneur**

Nursepreneur is all about the activities carried out by nurse entrepreneurs in creating businesses to achieve profits by identifying opportunities that exist in the nursing field and integrating nursing values that can be accounted directly to clients for the business they run. Nursepreneur consists of two words, namely nurse which means nurse and entrepreneur which means entrepreneur, so it can be concluded that Nursepreneur is defined as a business that is built based on the nursing field. Entrepreneurial actors who are commonly called Nursepreneur nurse entrepreneurs, run a business or business without eliminating the nursing values that are held when becoming a nurse in a health institution (Srinadi et al., 2022).

The types of nursepreneur home care services housed in a home health and social services provided at home, Woundcare or modern wound healing system type of nurse business that has not so many opportunities to become a Nursepreneur travel nurse does not work permanently in an agency abroad. They only work on a contract basis according to the duration required by the client, independent practice nurse Complementary therapy, Consultant, Physiotherapy.

The nurse entrepreneurship model is divided into two groups: individual practice and group practice. The benefits of nursepreneurship can create a harmonious relationship between patients and nurses, provide protection if the patients they care for get unfair treatment, increase understanding of the relationship between a patient and other health workers, such as doctors, midwives, or pharmacists and develop skills and knowledge. Despite having graduated from an educational institution, a nurse must not stop learning.

### **C. Nursing Independent Practice**

The definition of independent nursing practice Law number 26 of 2019 article 1 paragraph 5 nursing practice is a service organized by nurses in the form of nursing care And the sound of paragraph 7 nursing services is a form of professional service that is an integral part of health services based on nursing science and tips aimed at individuals, families, groups, or communities, both healthy and sick.

Nursing independent practice is a form of nurse independent professional service which is an integral part of health services, based on nursing science and tips, in the form of comprehensive bio-psycho-social-spiritual services. Directed at individuals, families and communities both sick and healthy which includes the entire process of human life (Ponamon et al., 2023).

Legal basis and requirements for nursing independent practice Law number 26 of 2019 article 38 nurses who organize nursing practice independently at the nurse independent practice site must meet the requirements, in addition to the provisions of the requirements for obtaining SIPP including location requirements, buildings, infrastructure, equipment, and drugs and consumables.

The goals of nursing practice areas according to who should strive for primary prevention, improvement of patient, family and community health, self-care, and increased self-confidence. Curative efforts aim to care for and treat family members, groups suffering from diseases or health problems. Based on Law number 26 of 2019 concerning nursing, health efforts that can be carried out in independent nursing practice.

### **METHOD**

This type of research, researchers chose descriptive qualitative research. This research begins with the existence of a GAP in understanding with data that is presented or descriptive in a narrative approach face to face with participants the sample

technique used is purposive sampling and snowball sampling. Purposive sampling. The main instrument in this research is the researcher himself, supporting instruments used are semi-structured interviews, cameras, sound recorders and field notes. Data validation techniques used method triangulation.

## RESULTS AND DISCUSSION

Based on the results of research conducted on the type of independent nursing practice established by the three informants, the type of independent nursing practice is wound care, "The type of independent nursing practice ..... wound care or rumat as it is called" P1 "The type of independent practice is wound care ...." P2 "The type of wound care independent practice..." P3.

Wound care self-practice is one of the nursing actions carried out by nurses systematically and comprehensively. Systematic wound care is a sequence of care steps that must be carried out by professionals in the field of wound care, while comprehensive is a method used when independent nursing practice performs wound care by considering bio, psychological, social and spiritual conditions as a whole (Hutagalung et al., 2023).

"For Rumat T, I manage it myself with my team but there are pharmacists, nurses and I also work with the ambulance standby in each region or health agencies". P1

"For this wound nursing self-practice model, I certainly work with general practitioners and pharmacists to check if it is ...." P2

"For this independent practice model, I work with pharmacists only, there are several nurses ...." P3

Quoted in Nursing Law number 38 of 2014 which is strengthened by the Minister of Health Regulation number 26 of 2019 has provided legal certainty that nurses are allowed to establish independent nursing practice sites either individually or in groups.

"Licensing requirements, but indeed before that I did field research to make a SWOT field analysis, if we open this independent practice we have a good opportunity what in terms of planning is quite long too, approximately one year my independent practice SIPP came out." P1

"When I started this nursing independent practice until I was able to collaborate with doctors and until I was able to open a pharmacy, I conducted a field analysis in the S area whether or not there was an independent nursing practice with specialists especially wounds while taking care of the license, it was quite a long time too, approximately six months I took care of my practice license why it took so long because in the past opening a practice was not easy, first the licensing to open an independent practice was only a clinic, but I negotiated with the local party and my licensing came out on condition that it had to be accompanied by a doctor" P2

"When I started this nursing independent practice until I was able to collaborate with pharmacists and invite nurses, there were no nurses who were certified as wound care in the emergency room and there was also no wound care in my area My license was approximately six months to take care of the license to open a wound nursing independent practice" P3

Law number 26 of 2019 article 38 nurses who organize nursing practice independently at the nurse's independent practice site must meet the requirements, in addition to the provisions of the requirements for obtaining SIPP including location requirements, buildings, infrastructure, equipment, and drugs and consumables.

"The difficulty that I feel the most is when taking care of licensing documents, in the past taking care of licensing was not as easy as it is now, if now there is a SKEP PPNI, there are already draft guidelines, if in 2012 there were no guidelines, especially I still referred to the establishment of clinics in each region, other difficulties in the past we

advertised not as instant as now, if in the past we only put a benner and word of mouth for patients, if now we just put it on paid social media, it is easy to be recognized by many people." P1

"My obstacle at the time of inviting cooperation with doctors, I submitted several proposals to work together between collaborative wound care with doctors related to wound nursing independent practice related to licensing of wound care special practices with doctor's practices. you could say that it took approximately 3 months for the permit to come out because in the past the licensing of independent practice was not structured, what files had to be prepared, we did not know that now there are rules, what must be prepared first we refer to the regional regulations and the reference is not to independent practice but to the doctor's clinic, that's why I invited cooperation with doctors to open an independent practice of wound care". P2

"The difficulty during opening a nursing practice that I felt at the time of licensing, which in my opinion was quite long with a distance of 6 months taking care of licensing and not knowing what to prepare, unlike now that there is an online SKEP PPNI in opening an independent nursing practice, what files must be prepared. Another obstacle that I felt at the time of establishing this independent practice at the beginning of marketing because people know that this independent practice is alternative medicine, not many people know what this wound nursing independent practice is, not many people know more closely". P3

The inhibiting factors in establishing nurse independent practice are various negative thoughts and concerns that the existence of competitors or independent practice areas that have long been established to have nurse independent practice also means that they will compete with other health practices.

"Taking opportunities in establishing an independent practice of wound care is

indeed initially looking first at the prevalence of diabetic patients, it turns out that there are still a lot of patients, especially patients with gangrene wounds, actually the best marketing technique is in patients when there is already one patient who is successful in wound care it makes opportunities for us opportunities from word of mouth of larger patients, but when the real marketing trick is that we are branding to each work area and I also opened a pharmacy because by opening a pharmacy, the opportunities in the independent practice business are more complete in terms of tools and medicines, other opportunities from undergoing business in independent practice we also open home care but still in our realm of wound care". P1

"The initial opportunity for how to open this independent practice I want to create opportunities - opportunities for what nurses can be known in the community about nurses There is no independent wound care practice in the city of S this is an opportunity for me to open an independent practice and do branding at the hospital as well if you really want further treatment you can at my independent practice by giving my business card my location which is not far from the hospital is a big opportunity for my own patients". P2

"There are many opportunities - opportunities to open an independent practice, such as I have not yet opened an independent wound nursing practice in my area, there are also no nurses with wound expertise in my room, the second opportunity is how far we market our products, the term we trade, how far we market it, whether only in our environment or have widely spread in content on social media for marketing so that everyone knows this wound care practice, and marketing from patient to patient who is busy, there are patients who chat there is a great opportunity for patients and patients' families". P3



Changes occur when a nurse becomes a Nursepreneur the fact that changes occur in society is a further consideration why nurses become Nursepreneurs. Other supporting factors such as already well known and accepted by the surrounding community and family, getting support from colleagues with relationships in the health department and PPNI Policy support from PPNI The enthusiasm and good preparation of the founders of nurse independent practices that are well coordinated from PPNI, local health offices and APMPI organizations (Indonesian Nurse Independent Practice Association) will provide an injection of smooth management which is also a supporting factor for a nursepreneur to establish nurse independent practices.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **A. Conclusion**

Based on the results of the research conducted. presents research conclusions and suggestions that refer to the results of the research.

The type of nursing independent practice of the three informants is a type of wound nursing independent practice or woundcare type of service specifically in wound care.

The nursing independent practice model of the three informants with a group nursing independent practice model with nurses, pharmacies and general practitioners.

The strategic stage of establishing independent nursing practice from the three informants that the strategic stage of establishing independent practice is generally all Informants conduct field analysis of patient characteristics and patient prevalence in each area and analyze in advance whether there are nurses with expertise, especially wound care in the work area and in the area where each Informant lives, after conducting training the three Informants take care of licensing to open independent nursing practice land according to their expertise and cooperation

with various parties for patient care in marketing and marketing techniques.

Obstacles - obstacles in establishing an independent wound care practice on average - the obstacles and difficulties of each Informant in opening an independent wound care practice are the flow of licenses in opening an independent nursing practice land that has not been structured and takes a long time and in terms of marketing which is difficult because in ancient times social media was not so developed it was difficult to disseminate information about wound care for patients Informants' difficulties in marketing where people still think that independent wound care practices are alternative medicine not wound care not in terms of medical care.

Opportunities - opportunities in establishing an independent practice of wound nursing are by looking at the preferences of the characteristics of patients with wounds in each region, analyzing how the role of nurses in wound care expertise whether it already exists or not in the work environment and the environment around the area, and further opportunities to work with health ladders such as pharmacies and doctor's practices and cooperate between agencies - health and non-health agencies in each lingkungan area to improve quality in services and improve marketing systems or markets.

### **B. Suggestion**

#### **1. For nurses**

It is expected to create opportunities in establishing independent nursing practices by attending training and expertise seminars in order to increase the professionalism of the role of nurses.

#### **2. For STIKes Dharma Husada Bandung**

It is expected to be a reference material for STIKes Dharma Husada Bandung students in establishing independent nursing practice by attending training and expertise seminars to create opportunities in entrepreneurship with the scope of nursing.

#### **3. For future researchers**

Can pay attention to the time or duration when conducting interviews in order to increase the data obtained in accordance with the expectations of researchers, and can explore more in-depth information about independent nursing practice with different analysis techniques.

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