

Entrepreneurship in Nursing of Minas Gerais

DOI: 10.5935/1415-2762.20130055

Nursing has many challenges, being the biggest one to transform the invisible power of this professional area in visible power. How to do it? I consider three important axes: legislation, with implementation of the Systemization of Nursing Assistance – SAE, to seek entrepreneurial alternatives and to have representation in the political sphere.

I have been concerned with the present scenario, it is of great technological advances, of market expansion identified nowadays and also, I consider that exists a need to make progress in discussions that rise up new theoretical conceptions about the competences and potential that underlie and support the entrepreneurship in the market.

Ahead of the Regional Nursing Council, which progresses through a NEW TIME, to ensure greater visibility to Nursing Professionals is fundamental. Believing in another type of concept to labor activities and market management is essential.

I am aware that entrepreneurship is configured as one of the main factors which promote economic and social development of a country and its performance is evidenced by identification of opportunities and achievement of transformation between possibility and potentially profitable activities. Therefore, this administration has been pursuing business opportunities, attributing promising and proactive actions for Nursing, envisioning a world of multiple directions, spaces and work opportunities.

Entrepreneurial practices in Nursing are able to verify advances and challenges. Those practices are a broad and unraveled field, in which the Nurse can act promoting health to a population or working in their recovery, can operate through care assistance at clinics, home care and in cooperatives (outsourced labor), can also work in consultancy and audit services as a autonomous or in companies, care assistance at events (dairy care), education (owner) or providing specialized services as: vaccinations, breastfeeding, sterilization of hospital medical equipment, patient transportation, equipment rentals, commercialization of medical equipment. These are some of the modalities that allow Nurses an autonomous and entrepreneurial performance.

One of the professionals who chose this path was the Nurse Juliana Simmons. According to her, which is owner of the Simmons Consultoria, a company specialized in quality management consultancy and training of multidisciplinary teams, the market saturation and scarce job opportunities made her see entrepreneurship as an alternative path. However, the lack of knowledge about the subject and the absence of orientation in related courses taught in higher education institutions caused some difficulties. Thus, it is necessary an education that also directs professionals to the possibilities offered by an entrepreneurial activity.

Another successful example of Nursing professional, which has been conquering her place in the job market, is the nurse Martinha Regina de Oliveira, owner of Curar, a company specialized in hospital medical equipment sterilization. To succeed, the professional highlights the importance of having dedication and attention to all aspects involved in the business. In Curar, equipment tests are checked directly by the nurse owner, in order to guarantee quality in the process. The company also has qualified employees to do maintenance of equipment, an aspect fundamental to the business success.

The Nurse Anderson Alexander do Nascimento, from Divinópolis, also managed to unite Nursing to entrepreneurship and founded the company Home Care – Saude Humanizada, that has as aim to provide care assistance at homes. The work is performed by a multi-

disciplinary team, which acts together seeking significant improvements in a patient health status within the framework in which the patient lies. At the beginning the company suffered some difficulties, such as the local population lack of knowledge about this type of service. But today, the Home Care grown and the Nurse used its good results to invest in other projects. Besides Home Care, Anderson Nascimento owns the store Biocenter that sells and rents hospital supplies, and the Pousada Recanto da Felicidade, a lodging house that works as a Long Term Care Institution for Elderly (ILPI).

Joining Nursing to entrepreneurship was not an easy task to those professionals, but with interest, study and, majorly, focus on their choices, Nurse professionals are able to achieve results that can overcome their own expectations. For that, the Nurse Anderson Nascimento states that it is indispensable to know how to identify opportunities and transform them into a lucrative business. In addition, it is necessary to have leadership skills, technical and scientific knowledge and, above all, like the area of practice to obtain success in the project.

Therefore, we believe in a promising future through greater entrepreneurial initiative in Nursing. To do this, we will work and fight on behalf of valorization of Nursing in Minas Gerais.

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