


# Opportunities & Challenges in a Contemporary Health Context in Entrepreneurial Environment

*22nd Anniversary Symposium  
Hong Kong Society of Nursing Education*



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The image features a light blue background with a faint grid pattern. At the top and bottom, there are decorative wavy lines in a darker shade of blue. The word "Background" is centered in a bold, purple font.

# Background

# Hospital Authority



# Hospital Authority



Nurse  
Specialist

Wound  
Care

Stoma  
Care

Incontinence  
Care

# Nurse Specialist Career Pathway

## Today's Threats

- ☛ Economic constraints
- ☛ Manpower shortage
- ☛ 'Back to Basics' nursing

**Do you see threats or opportunities?**

An aerial photograph of Hong Kong, showing a dense urban landscape with numerous skyscrapers and residential buildings. The city is situated on a peninsula and is surrounded by a large body of water, likely the harbor. In the background, there are green mountains under a blue sky with scattered white clouds. The text is overlaid on the upper portion of the image.

**HONG KONG**

**Heart of business world**

**Centre of East & West Medicine**

# Independent Nurse Practice in Hong Kong

?

?

?

Possible

# Nurse Practitioners in US

- ✓ created in 1965
- ✓ registered nurse with specialized advanced education & clinical competency
- ✓ practice in primary care, ambulatory, acute care, specialty care & long-term care
- ✓ mostly within a physician practice / contracts with physicians
- ✓ registered provider in health plans
- ✓ prescription & admission privileges
- ✓ licensed & supported by the state

**Researches support that Nurse Practitioners are high quality health care providers**



# Market Analysis

## *Internal Strength*

- Two experienced specialists
  - clinical
  - marketing
- Finance
  - support by a parent organization

# Market Analysis

## *External Strength*

### ☛ Population

- shorten hospital stay
- no / minimal nurse specialist services in private sector
- high demand in community services

# Market Analysis

## *External Strength*

- Economic development & trends
  - private physicians
  - health insurance
  - economy status of Hong Kong
  - demand of high quality service

# Market Analysis

## *External Strength*

### • Competition

- 1<sup>st</sup> independent nurse clinic in community

## Advancement in Nursing Profession

# Market Analysis

## *Service Guarantee*

- ✓ appropriateness of treatment
- ✓ effectiveness of services
- ✓ timeliness of service provision
- ✓ accessibility to patients / clients
- ✓ continuity of care throughout diagnosis, treatment & aftercare services
- ✓ acceptability of service to patients / clients / health care providers
- ✓ code of ethic practice

# Market Analysis

## *Weaknesses & Threats*

- ☛ referral
- ☛ reimbursement
- ☛ prescription & admission privileges
- ☛ recognition by nursing colleagues, medical providers & the public

# Market Analysis

## *Opportunities*

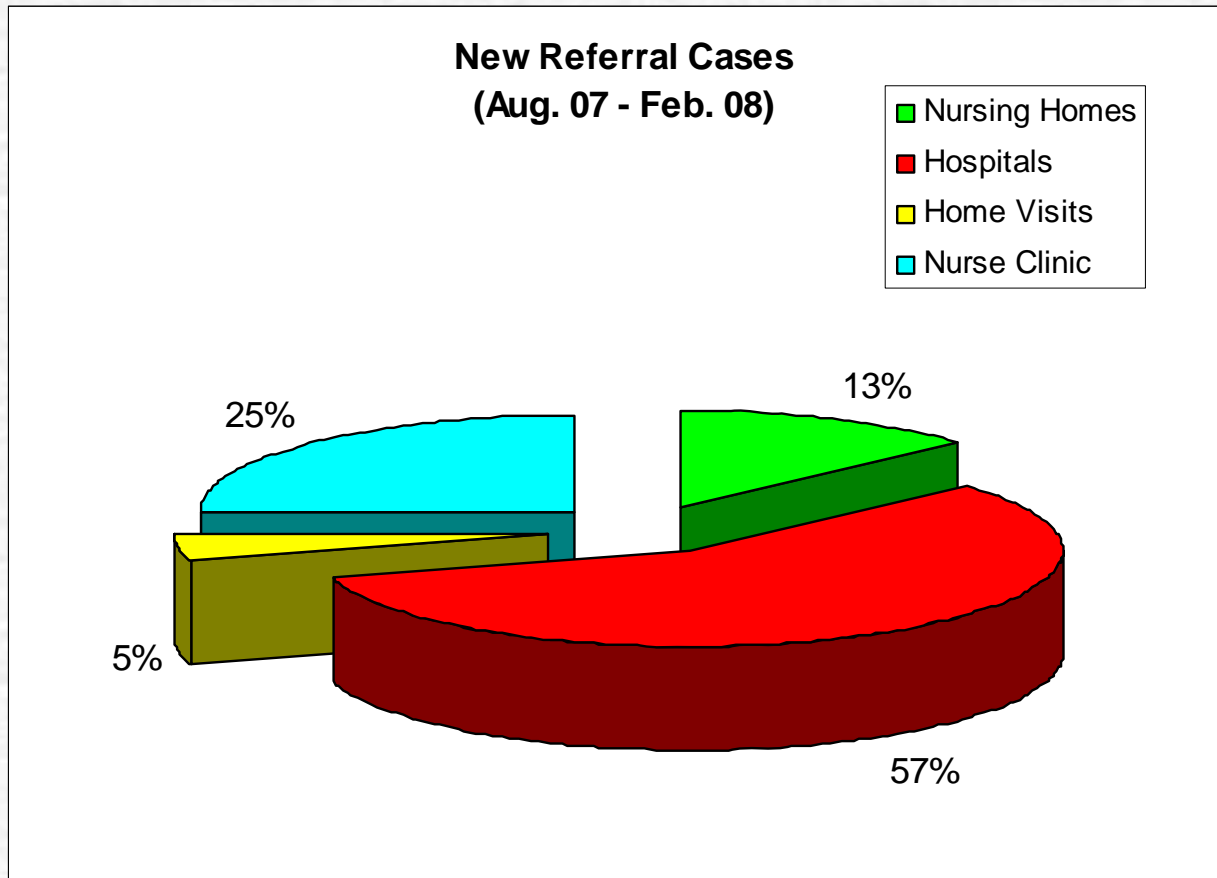
- ☛ open referral
- ☛ recognition by nursing colleagues, medical provider & the public
- ☛ *recognition from insurer for insurance reimbursement*
- ☛ *prescription & admission privileges*

# Independent Nurse Practice

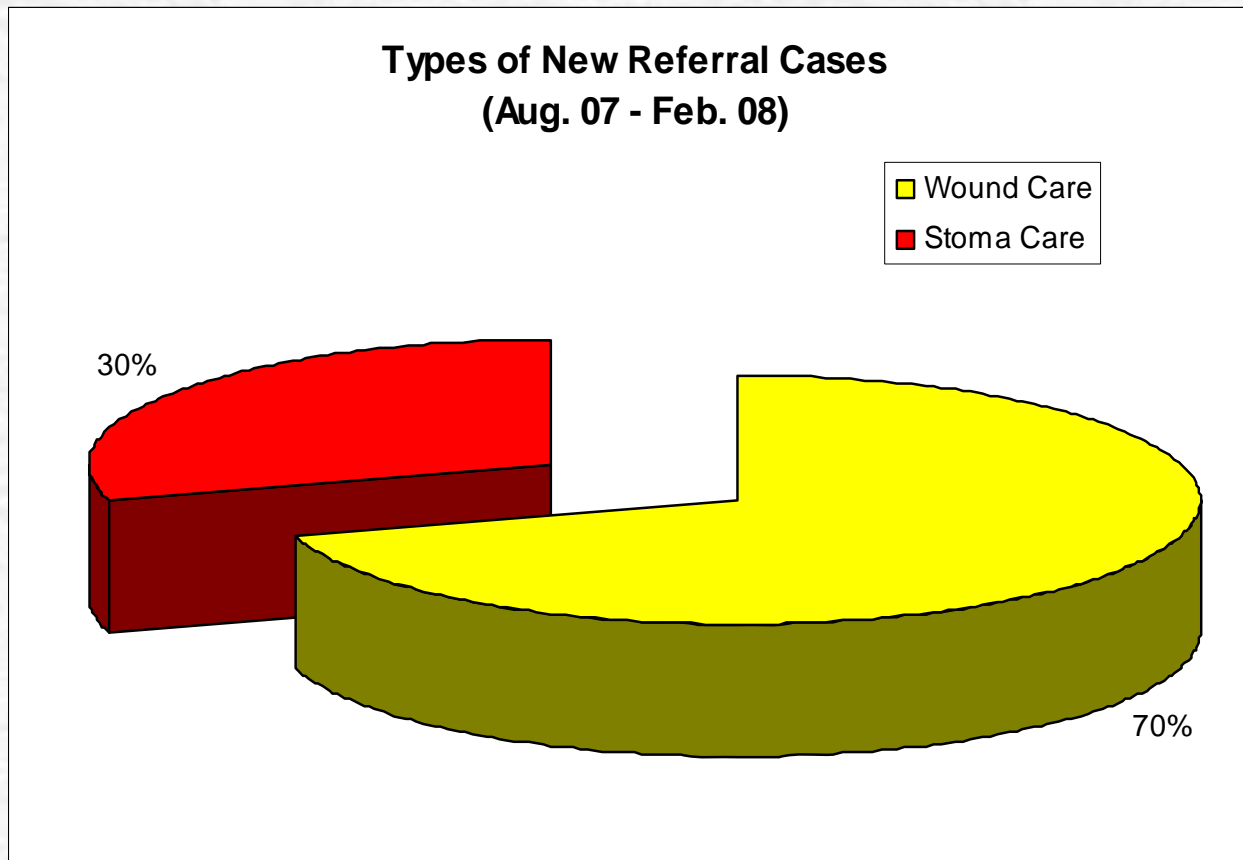
- own independent clinic
- hospitals
- nursing homes
- home visits
- education – formal tailor-made



# Independent Nurse Clinic

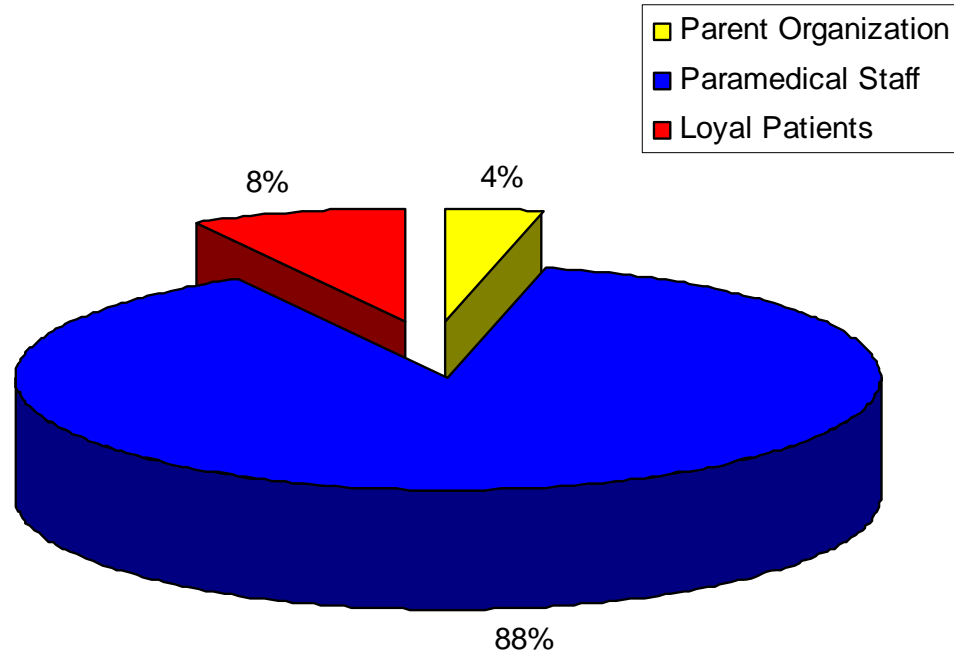


# Independent Nurse Clinic



# Independent Nurse Clinic

Referral Route to Nurse Clinic  
(Aug. 07 - Feb. 08)



# Case Sharing (1)

A patient with a newly formed stoma two weeks ago, attended the Nurse Clinic for follow up check

- poor appetite
- pale looking, weak & dehydrated
- loose watery stool from stoma
- abdominal distension

**Action:** Immediate referral to surgeon

**Diagnose:** Subacute intestinal obstruction requiring admission

# Case Sharing (2)

A nursing home elderly patient had a chronic sacral ulcer for over five years. The ulcer had progressed from a 10cm (L) x 7cm (W) cavity wound to a 3.3cm (L) x 2cm (W) shallow wound and remain static for over 2 years

- proper nursing care
- adequate dietary & fluid intake
- wound status: clean, dull red granulating tissue, epithelialization not visible at wound edges

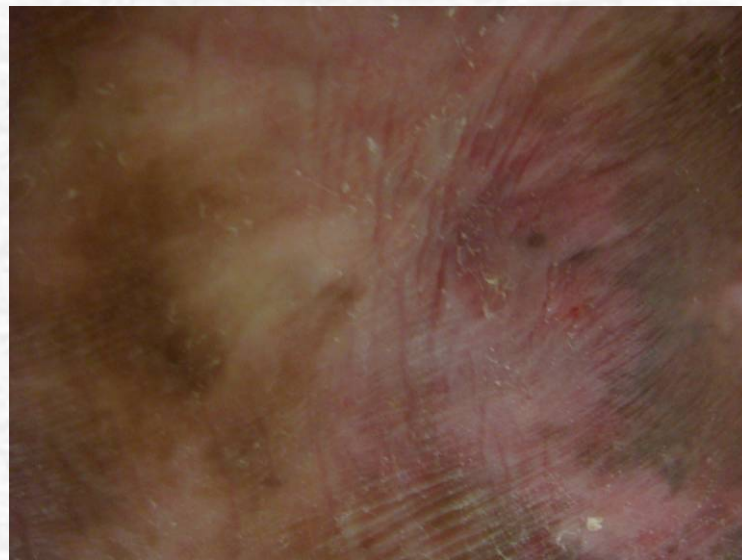
**Action:** Initiate inflammatory phase of wound healing

**Result:** Sacral ulcer healed within 3 months

## Case Sharing (2)



**Aug. 07**



**Nov. 07**

# Case Sharing (3)

A 65-year old lady suffered with a recurrent venous leg ulcer for 5 years. Current leg ulcer had been managed with conservative gauze dressing daily for the past 6 months with no progress.

- good personal hygiene
- adequate dietary & fluid intake
- wound status: dry necrotic tissue, hyperpigmentation of surrounding skin

**Action:** appropriate wound dressing and skin care protocol, educated daughter to perform dressing change, follow up visit weekly

**Result:** leg ulcer healed within 5 weeks, no recurring episode up to this day

# Case Sharing (3)



**31 Aug. 07**



**5 Oct. 07**



# Case Sharing (4)

A 75-year old gentleman had surgery performed for a right submandibular abscess. There was seepage of discharge and the wound gapped one week post-surgery.

- medical history of diabetes mellitus
- adequate dietary & fluid intake
- wound status: necrotic tissue, erythema and oedema ,  
complaint of moderate wound pain

**Action:** appropriate wound dressing aiming to debride necrotic tissue, reduce wound pain & have a better cosmetic effect

**Result:** no necrotic tissue, pain reduced and wound edges are approximated more readily within two days

# Case Sharing (4)

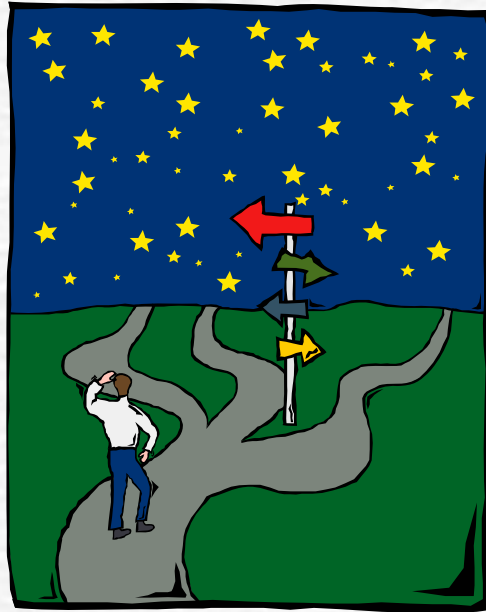


**26 Feb. 08**



**28 Feb. 08**

# Independent Nurse Clinic



**Change can either challenge or threaten us ...**

**Your beliefs pave your way to success or blocks you**

**Marsha Sinctar**

The Future is in our Hands  
It starts with me



Thank You