



CANADIAN ASSOCIATION OF  
SELF EMPLOYED  
REGISTERED NURSES

## CONFERENCE PROGRAM

### SATURDAY, OCTOBER 30, 2021

All times are listed in Eastern Daylight Time (EDT).

Time	Session	Speaker
09:00 - 10:00	Visit Virtual Exhibit Hall at <a href="http://www.casernsconference2021.com">www.casernsconference2021.com</a>	
10:00 - 10:15	Opening Remarks	Gigi van den Hoef, CASE RNs President
10:15 - 10:45	Inspire. Inspired. Inspiration. In spirit.	Rev. Dr. Martha Creek
10:45 - 11:15	Transitioning from Nurse - Employee to Nurse - Entrepreneur: One Nurse's Journey	Linda Yetman, RN, PhD
11:15 - 11:45	Perfecting the Pitch: You're in Business Now!	Susan Hagar, RN, BCPA
11:45 - 12:15	Nurse Led Not For Profits and Registered Charities: Building the Right Skill Set	Cathy Harley, eMBA, IIWCC, RN
12:15 - 12:30	Question and Answer	Linda, Susan, and Cathy
12:30 - 13:00	Product & Service Solutions for the Independent Practitioner  Sponsored by Smith+Nephew and Pharmacy2Home	Ashley Hudson, RN, BSN, NSWOC, IIWCC Medical Education Manager, Smith+Nephew  Chris Caldwell, Business Development Representative Pharmacy2Home
13:00 - 13:30	Franchising your Business	Gaye Moffett, RN, B.Sc.N., M.Ed. (Admin)
13:30 - 14:00	"A Mission for Your Business"	Linda Jurick, RN
14:00 - 14:15	Question and Answer	Gaye and Linda
14:15 - 14:30	How Nurse Entrepreneurs Can Enhance Their Service For Clients With Complex Health Challenges, Sponsored by RCM Health Consultancy	Raymond Rupert, MD, MBA
14:30 - 15:00	Visit Virtual Exhibit Hall at <a href="http://www.casernsconference2021.com">www.casernsconference2021.com</a>	
15:00 - 16:00	How to find and validate a start-up idea	Dr. Sean Wise
16:00 - 16:10	Closing Remarks	Gigi van den Hoef,, CASE RNs President
16:10 - 17:00	Networking Live on Zoom	

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