

Kerri Rupe  
Executive Summary

Nurse Practitioner's (NP) have assumed the role of primary care providers (PCP) across Iowa. NP's are practicing in rural clinics, providing emergency room (ER) coverage in small hospitals across the state, and are often the sole healthcare providers in the region. When they are away from these clinics, healthcare services are adversely affected and access to care is compromised. There are no providers of temporary NP services in Iowa at present. There are businesses providing temporary physicians services known as locum tenens. The goal of this project is to examine the feasibility of developing a NP managed locum tenens business and completing a business plan for the project. The business will provide temporary NP services to clinics on an as needed basis. By providing this service, continuity of care and access to primary care can be assured.

The name of the business is *NP Associates*. It will specialize in providing NP's to clinics in Iowa requiring temporary staffing coverage for primary care providers. The company will offer reliable, high-quality providers to clinics on an as needed basis. The clinics *NP Associates* intends to target initially will be individual rural healthcare clinics with limited access to temporary providers. Through partnering with large healthcare providers such as Iowa Health Physicians, the Iowa Hospital Association, Genesis Health Systems, Mercy Care Clinics and the University of Iowa Community Medical Services, specific needs can be solicited and availability established. Industry competition is limited to locum tenens for physician services only. Nurse staffing agencies do not meet the specific needs of these clinics. These companies are of a generalist nursing nature and do not focus on a niche market of Nurse Practitioners. They are unable to provide ongoing medical diagnosis and treatment requiring prescriptive authority.

*NP Associates* will be priced at the upper edge of what the market will bear as staff training, benefits and other human resource related costs will not be incurred by the clinics. The pricing fits with the general positioning of *NP Associates* as providing high-level NP expertise on an as needed basis. Feasibility and business development are currently under way with an anticipated start date for the business to be fully operational by January 1, 2009. Estimated gross revenue projections of approximately \$99,840.00 are anticipated in the first year with a net profit of \$18,720. The firm estimates net profits of approximately \$129,970.00 by the end of fiscal year 2.

*NP Associates* will be created as a Limited Liability Corporation (LLC) based in Ottumwa, Iowa. The company's founder is a Family Nurse Practitioner with over 30 years experience in all areas of healthcare including; critical care practice, rural clinic practice, nursing management, and

nursing education. The establishment of *NP Associates was* undertaken to formalize the services currently utilized by over a dozen clinics in the state. *NP Associates* will be managed by Kerri Rupe, ARNP, owner and CEO.