


## ENTREPRENEURSHIP IN NURSING: AN OPPORTUNITY FOR AUTONOMY AND PROFESSIONAL VISIBILITY

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### ABSTRACT

Entrepreneurial nursing is an essential approach to face the challenges of the health sector, promoting innovation in the fields of activity and in health care, consolidating the profession with science, technology and giving personal, professional and financial autonomy.

**Objective:** To discuss entrepreneurship in nursing as an opportunity for autonomy and professional visibility. **Methodology:** Integrative literature review, which used bibliographic sources in the period from 2019 to 2024. Studies were selected through SciElo, PubMed, Virtual Health Library (VHL), and the Federal Council of Nursing (COFEN). The inclusion criteria adopted were documents available in full, in Portuguese and English, which presented aspects related to the theme in the title or abstract. And exclusion, articles and documents published before the established period, as well as those that did not have relevant content for the topic addressed. **Results:** From the analysis of the data obtained, ten articles were selected for the elaboration of the research, which allowed the analysis of the existing evidence regarding the types of entrepreneurship, the autonomy of the nurse supported by law and the entrepreneurial entrepreneurship in Nursing. **Conclusion:** Entrepreneurship in nursing represents a powerful opportunity for professionals in this area to reach new levels of autonomy and recognition.

**Keywords:** Entrepreneurship. Nursing. Professional autonomy. Nursing consultation.

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## INTRODUCTION

The word entrepreneurship originates from the French words *entrepreneur* or *entreprendre* (to undertake), and means to organize, manage and take risks in a business or enterprise, it appeared in the mid-fifteenth century. Entrepreneurship is the act of successfully carrying out or coordinating new projects, services, and businesses (Copelli, 2019). At the beginning of the nineteenth century, entrepreneurship in Nursing was already manifested by Florence Nightingale, in assisting soldiers during the Crimean War and with the foundation of the School of Nursing at the Saint Thomas Hospital, together with her Anna Nery provided assistance to the wounded in the Paraguayan War, and Wanda de Aguiar Horta created the first Brazilian theory of the profession (Oliveira, 2022).

The current scenario leads us to understand that entrepreneurship in Nursing is necessary for several crucial aspects, innovating in health care, consolidating the profession with science, technology and innovations in the various panoramas and fields of activity, giving personal, professional and financial autonomy. The entrepreneurial nurse needs to be communicative, understand the needs of his client, be persistent, ethical, know how to win over the public, be innovative and audacious (Jofre, 2020).

The classes of entrepreneurship are the social that represents an innovative approach to solving social problems, improving public health causing a positive social impact. Business entrepreneurship that involves management skills with clinical knowledge providing health services or products, assuming practical business strategies to innovate and improve the form of care provided, giving autonomy to the nurse to have his or her own independent office. In intrapreneurship, on the other hand, it applies to the principles within a health organization such as hospitals, clinics or other institutions acting to create or implement innovative projects and solutions that can improve the quality of care provided within the institutional environment, without the need to open one's own business (Copelli, 2019).

Before COFEN (Federal Nursing Council) through Resolution 568/2018, amended by Resolution No. 606/2019, that if there is a need to include the annexes containing the models of Application for Registration of Nursing Offices and Clinics and models of Registration of Nursing Offices and Clinics, giving the right to Nursing professionals to act autonomously and entrepreneurially in the various branches of health, such as implementing their home care companies, cooperatives, private practices, events, services such as vaccinations, breastfeeding consultancies, sterilization of medical-hospital material, marketing of hospital products, being fully supported (Borges *et al.*, 2022).



It is worth mentioning that having a nursing consultation is a nurse's right, guaranteed by Law 7.498/86, art. 11, item I, item "i", by Decree 94.406/87, art. 8, item I, item "i" "e", by the Code of Ethics of Nursing Professionals. On this basis, COFEN Resolution 358/09 (Silva *et al.*, 2020) was standardized.

In view of this scenario, this bibliographic review proposes to discuss, based on the scientific literature, entrepreneurship in nursing as an opportunity for autonomy and professional visibility, promoting greater recognition and appreciation of nurses.

## THEORETICAL FRAMEWORK

### TYPES OF ENTREPRENEURSHIP

Entrepreneurship is the personal improvement of skills in the administration and use of business opportunities, aiming to optimize and expand processes individually or as a team. The expression "being an entrepreneur" has come to be used frequently to describe a person who starts something innovative, identifies promising opportunities, evaluates the risks involved, and chooses to act assertively (Machado, 2023). In recent decades, entrepreneurship has progressed, driven by economic changes, technological advances, and globalization. With the changes that entrepreneurship causes in labor relations, the professional will need to adjust to the market perspective, and even with several skills, it will be necessary to have the courage to take advantage of opportunities and discover new horizons (Silva, 2020).

Regarding the concept and the different forms of entrepreneurship in Nursing, three main typologies stand out. Social entrepreneurship focuses on progress and change in society, standing out for the promotion of sustainability, autonomy and the provision of services to individuals, groups or communities in conditions of vulnerability. Business entrepreneurship, in turn, refers to the independent work of nurses, either as a self-employed professional or as a business owner. In this scenario, nurses identify opportunities within the health system and offer products and services that are in accordance with their ethical, legal, and technical expertise, promoting significant changes in the sector. On the other hand, intrapreneurship, or corporate entrepreneurship, refers to the creation of entrepreneurial initiatives within public or private organizations in which nursing professionals work (Menegaz, 2021).

Currently, nursing plays an essential role in increasing and consolidating its visibility as a field of science, technology, and innovation, operating in a variety of contexts and areas of activity. In this way, society will be able to better understand the progress of nursing, recognizing its social mission and the benefits it brings to health. Entrepreneurial



nursing opens doors to various fields of activity, allowing professionals to explore new opportunities beyond traditional practices. Some of the main fields include: health consulting, health education, management and administration of health services, home care, creation of health products and equipment, technology and innovation in health, consulting in aesthetic nursing, opening of offices, collective and community health, health auditing, training and qualification companies (Borges, 2022).

### AUTONOMY OF THE NURSE SUPPORTED BY LAW

Recently, the possibility for nurses to act autonomously as entrepreneurs was formalized with the approval by COFEN of the regulation for nursing offices and clinics, through Resolution 568/2018, dated February 9, 2018 (Silva, 2020). Although this practice was already registered by previous legislation, Resolution 606/2019 brought updates, including annexes with templates for the Registration and Registration Request for Nursing Offices and Clinics, establishing rules for its operation by the Regional Nursing Councils.

In Brazil, nurses' autonomy is supported by a set of laws and regulations that ensure their ability to work independently in different areas of health care. Law No. 7,498, of June 25, 1986, is the main legislation that regulates the practice of nursing in the country (COFEN). This law is crucial to ensure that nursing practice is conducted by qualified professionals, clearly defining their rights and responsibilities, which contributes to patient safety and the quality of health services in Brazil.

Nursing offices and clinics need to be formally registered as businesses with local professional councils. Although they are exempt from fees and annuities, professionals must keep their financial and registration situation in compliance. This legal support reinforces the role of nurses as entrepreneurs, enabling the expansion of their professional practices and the improvement of access and quality of health care (Silva, 2023).

### ENTREPRENEURIAL ENTREPRENEURSHIP IN NURSING

Several factors motivated clinical nurses to enter the business sector. Among the main ones are the identification of opportunities in the health system, the desire to start one's own business, the search for greater professional satisfaction, the perception of a market demand for nursing services, the search for financial independence, the emotional fatigue accumulated after years of work as an employee, and abusive and excessively demanding employment conditions. The entrepreneurial nurse needs to have a holistic view, understanding the whole, regardless of social, political, or economic circumstances (Copelli, 2019).



Entrepreneurship in the health sector enables nurses to achieve professional autonomy in strategies. As in other fields, nurses have the possibility of managing their own enterprise, offering nursing services in the areas of clinical practice, research, management or consulting. By assuming full autonomy and responsibility for their actions, the professional is able to act independently in organizations, whether public or private (Oliveira, 2022).

Entrepreneurship in nursing offers several opportunities for professionals in the area, especially in current times, where it is still necessary to make society aware that nursing is not limited to acts of charity and can be exercised independently, in addition to traditional care. Being an entrepreneurial nurse means acting on their own, undertaking in a way that impacts health, actively participating in the process and with sufficient autonomy to promote changes in the health system. Stimulating independent entrepreneurship among nurses is crucial for the profession, as it creates new opportunities for action, raises the social prestige of nursing and helps in the country's economic growth, since the companies founded by these professionals generate jobs for the population (Copelli, 2019).

## METHODOLOGY

According to Borges *et al* (2022), the integrative literature review is a systematic survey of publications on a given subject, making it possible to synthesize and incorporate the results of the studies analyzed.

The search methods used were the virtual databases SciELO (Scientific Electronic Library Online), PubMed (US National Library of Medicine), Virtual Health Library (VHL) and Federal Council of Nursing (COFEN).

A total of 24 articles were found that were relevant to the theme in the abstract and, after reading the full text of the articles, ten of them were excluded, four of which were discarded because they did not contain content compatible with the specific objectives, six were discarded due to the date of publication and 14 were selected as a basis, of which ten were included in the elaboration.

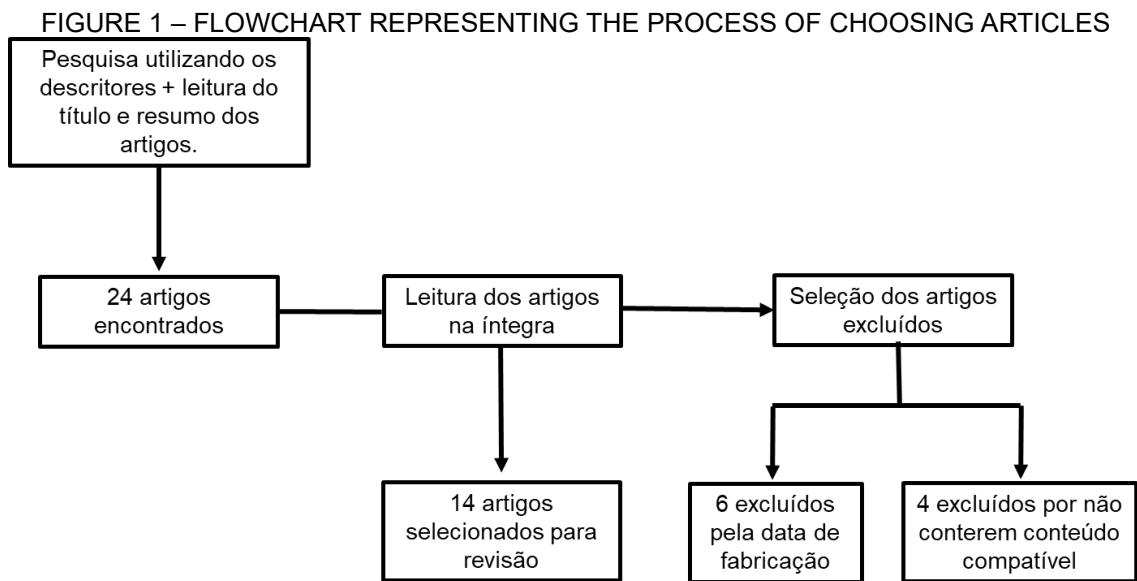
The inclusion criteria adopted were documents available in full, in Portuguese and English, which presented aspects related to the theme in the title or abstract, with a publication period of a maximum of five years counting from the current year (2019 – 2024). Articles and documents published before the established period were excluded, as well as those that did not have relevant content for the topic addressed.

Regarding the descriptors, the following words were used: Entrepreneurship; Nursing; Professional Autonomy; Nursing Consultation.

## RESULTS AND DISCUSSIONS

The results and discussions below were organized based on a systematic survey of publications on entrepreneurship in Nursing, making it possible to synthesize and incorporate the results of the analyzed studies.

The final sample of this review consisted of 14 scientific articles, which were used as a basis for a better understanding of the subject, and ten were selected for the elaboration of this research, following the previously established inclusion criteria. The flowchart below demonstrates the process of choosing the articles (Figure 1):



Source: Prepared by the authors, 2024.

After rereading each of the articles, an instrument was filled out with the following information: title, authors, year of publication and results, presented in summary in Chart 1.

TABLE 1 - PRESENTATION OF THE LIST OF ARTICLES ACCORDING TO TITLES, AUTHORS, YEAR OF PUBLICATION AND SYNTHESIS OF RESULTS, MANAUS, 2024.

<b>Title</b>	<b>Author</b>	<b>Year</b>	<b>Summary of results</b>
Nursing performance in entrepreneurship in Brazil.	Borges; File; Milk; Lima Junior.	2022	There are several niches for corporate nursing work, in addition to the motivations surrounding financial stability, growth in the market, leadership, and independence from welfare.
Entrepreneurship in Nursing: an integrative literature review.	Copelli; Erdmann; Santos	2019	Entrepreneurship is related to personal and professional characteristics, such as autonomy, independence, flexibility, innovation, proactivity, self-confidence, and responsibility. The typologies are: social entrepreneurship, business and intrapreneurship.
Entrepreneurial profile among undergraduate nursing students.	Jofre; Giustina; Lane; Luchtemberg; Gobato; Olive tree; Erdmann; Saints.	2020	In the entrepreneurial profile, the results obtained were positive. Entrepreneurship is a skill that can be influenced by psychological characteristics, social context, cultural and educational background.
Nursing Consultation in Primary Health Care: Integrative Review.	File; Spanish; Juliani; Fernandes; Silva; Martin.	2020	Nurses can have an improvement in the Nursing Consultation, in all life cycles, in a scenario of dynamic practices, and in constant transformation as Primary Care.
Entrepreneurial nursing: new fields of action.	Axe; Viana; Olive tree; Saints; Alves; Rock; Silva; Coast; Nery; Shah.	2023	The areas of activity that stood out the most were: scientific research, consulting and advisory, stomatherapy, aesthetic nursing and the production of educational and preparatory content for nursing competitions, with the main challenges reported as the lack of financial resources to invest and the training of clients at the beginning.
Entrepreneurship in nursing: contribution to the goal of sustainable development Health and Well-Being.	Menegaz; Trinity; Saints.	2021	Entrepreneurial action has potential, including in interface with the sustainable development goals. However, once circumscribed in the context of the challenges of the Brazilian health system, it needs promotion and education.
Obstetrics nursing office: the nurse as an entrepreneur.	Neto; Silva; Sanches; Felix.	2022	The entrepreneurial office nurse has become more relevant every day, in addition to becoming more economically stable, resulting in financial independence that consequently improves their quality of life and personal fulfillment.
Entrepreneurship in Nursing: A need for innovation in health care and professional visibility.	Olive tree; Albuquerque; Nunardo.	2022	In the profile of the entrepreneurial nurse, characteristics, attitudes or personal competencies were grouped, as well as the motives and opportunities that drove nurses to become entrepreneurs.
Business entrepreneurship as an	Silva; Xavier; Ferreira; David; Ferreira; Silva;	2023	Nursing has invested less in entrepreneurial entrepreneurship



activity for the professional growth and enhancement of nurses.	Frank; Luna; Moreira; Almeida.		than other professions in the health area. However, this trend has changed, with the emergence of expanding nursing offices and clinics around the world. Nurses' interest in recognition, appreciation, stability, adequate remuneration, and a more important position has driven the development of entrepreneurial actions in the class.
Business entrepreneurship in nursing: challenges, potentialities and perspectives.	Silva; Xavier; Almeida.	2020	Entrepreneurship in nursing is in full growth and encompasses multidisciplinary knowledge. It is an emerging field of research that demands scientific theories directed to nursing practices. The bureaucratic issue was highlighted as a hindering factor for the enterprise of the professional class.

Source: Prepared by the authors, 2024.

Entrepreneurship in Nursing is linked to a sum of skills and competencies specific to the profession. Thus, entrepreneurial nurses are considered professionals who identify opportunities, independence, innovation, and flexibility.

Scientific evidence on entrepreneurship in Nursing has been gradually built over the years, especially in Brazil, although there are also international publications.

Entrepreneurship in Nursing is associated with a vision of creating, developing, and taking advantage of opportunities in the areas of care, education, and management related to nursing practice (Copelli, 2019).

Nursing, being a profession with a holistic view of the patient, enjoys creativity and potential to explore new areas, contributing to the economic and social development of the country. For nurses to continue to evolve, it is essential that they develop essential skills for entrepreneurship, such as initiative, autonomy, commitment, motivation, self-confidence, responsibility, logical thinking, versatility, persistence and dedication. Nurses need to value themselves and recognize the relevance of their profession, so that, with seriousness and, above all, self-confidence, they can demonstrate to clients the importance of their business (Borges, 2022).

Currently, nurses are required to adopt a new attitude, but some challenges arise already in the undergraduate course, since entrepreneurship is not included in the curricular disciplines, which causes students to leave without the necessary knowledge to undertake. Other challenges are related to the nurses' concern that starting their own business can be seen as unfair competition with current doctors and employers, or the fear that society will not easily accept the new health services performed by nurses, as the culture that hospitals





and doctors' offices are the only places that offer health services still prevails (Copelli, 2019).

Unfortunately, in Brazil, entrepreneurship in Nursing is perceived more as an opportunity for professional and financial appreciation, which is not achieved in the hospital environment, than as an economic alternative. In addition, many nurses opt for this alternative as a way to escape the exhausting routine they face, aiming to obtain better financial results (Oliveira, 2022).

Considering the importance of entrepreneurship for the visibility and appreciation of nurses, the need for changes in practices, values and management models used in nursing becomes evident. In addition, the profession must establish its presence in the market through the appropriate pricing of its activities, allowing society to recognize and consume nursing services in a concrete, habitual and conscious way. To this end, COFEN published Resolution 673/2021, which guides nurses on charging minimum amounts for their fees. The transformations brought about by entrepreneurship go beyond simple economic growth; entrepreneurship implies initiating and implementing changes in the structure of businesses and in society as a whole (Silva, 2023).

## CONCLUSION

The data obtained in this Integrative Literature Review research allowed the identification of entrepreneurship in nursing as an opportunity for autonomy and professional visibility. The results show that nurses have a range of possibilities to practice their activities, combining skills and competencies with entrepreneurship. These skills include a comprehensive view of human needs, adapting to new contexts, and discerning opportunities.

A new view of the nurses' career was also observed, since entrepreneurship has had an impact on freedom and autonomy, evidenced by the change in professional activity and entrepreneurial capacity, leaving a traditional system with remuneration below that desired by the category and which does not provide freedom.

In short, entrepreneurship in nursing represents a powerful opportunity for professionals in this area to reach new levels of autonomy and recognition. By becoming entrepreneurs, nurses not only expand their possibilities of action and achieve their personal goals, but also enhance the practice of the professional nurse in the care of people and communities, offering innovative and high-quality services. Therefore, the need for other studies of the same nature highlighting entrepreneurship as an opportunity to increase the visibility of the profession is pointed out.



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