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THE SPIDERWEB AFTER

WHERE DO NURSES GO AFTER GRADUATING?



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OVERVIEW

- **NURSES TODAY VS NURSES 20 YEARS AGO**
- **WHO ARE NURSES WORKING FOR AND WHAT DO THEY DO?**
- **HOW TO SET YOURSELF UP NOW FOR THE NEXT STEP**
- **QUESTIONS AND ANSWERS**



LET'S LOOK BACK 20 YEARS

- **THE AVERAGE NURSE: 1998**

- EDUCATION: ASSOCIATES DEGREE, RN
- WORKS IN A HOSPITAL OR CLINIC
- AVERAGE AGE: 47
- AVERAGE SALARY: \$43,000

- **TOTAL NURSES IN THE US: 1,890,700**

- **NURSES NEEDED (USBHP): 2,001,500**

- **% OF BSN IN THE MARKET: 31**

- **% MSN OR ABOVE IN THE MARKET: 9**

- **% OF NURSES WORKING OUTSIDE OF A HOSPITAL SETTING: 15**

<https://www.bls.gov/opub/ted/1999/dec/wk3/art04.htm>

<http://www.aacnursing.org/News-Information/Position-Statements-White-Papers/Bacc-Degree-Prep>



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LET'S COMPARE THAT TO TODAY

- **THE AVERAGE NURSE: 2018**

- EDUCATION: ASSOCIATES DEGREE, RN
- WORKS IN A HOSPITAL OR CLINIC
- AVERAGE AGE: 54
- AVERAGE SALARY: \$70,000
- TOTAL NURSES IN THE US: **1,812,000**
- NURSES NEEDED (USBHP): **2,700,000**
- % OF BSN IN THE MARKET: **58**
- % MSN OR ABOVE IN THE MARKET: **25**
- % OF NURSES WORKING OUTSIDE OF A HOSPITAL SETTING: **36**



WHAT IS MY LONG TERM CAREER?

HOSPITAL NURSING:

- **HOSPITAL/CLINIC NURSING (STAFF)**
 - STAFF NURSE, ICU, ER, PEDS, SURGICAL, ETC
- **HOSPITAL/CLINIC NURSING (LEADERSHIP)**
 - NURSE EDUCATOR, NURSE MANAGER, NURSE ADMINISTRATOR, NP, NURSE EXECUTIVE



WHAT IS MY LONG TERM CAREER?

THE NEW ERA PATHS

- **CASE MANAGEMENT**
- **HEALTH CARE CONSULTING**
- **SCHOOL NURSE**
- **PUBLIC HEALTH**
- **OCCUPATIONAL CARE**
- **REGULATORY AFFAIRS**
- **HEALTH COACH**
- **LIFE-CARE PLANNER**
- **HOME HEALTH NURSE**
- **INFORMATICS**
- **TECHNOLOGY DEVELOPMENT**
- **PHARMA/DEVICE**
- **RESEARCH SCIENCE**
- **ADVANCED PRACTICE NURSE**
- **COLLEGE FACULTY**
- **NURSING HOME**
- **EXTENDED CARE NURSE**
- **CLINICAL RESEARCH/TRIALS**



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WHO IS HIRING A NURSE?

GE HEALTHCARE

CIGNA

UNITED HEALTH GROUP

BAXTER

JOHNSON & JOHNSON

DAVITA

CVS CAREMARK

WALGREENS

MCKESSON

TARGET

WALMART

BOSTON SCIENTIFIC

ELI LILLY

MERCK

BMS

ABBOTT LABS

QUEST DIAGNOSTICS

ST. JUDE MEDICAL

STRYKER

CATERPILLAR

AMAZON

GOOGLE

BP

EPIC SYSTEMS

COMCAST

PEPSICO

US DEPT OF PUBLIC HEALTH

AMERICAN RED CROSS

FEMA



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LET'S TALK TURKEY

WHAT IS THE SALARY SITUATION?

SALARY FOR POSITIONS TENDS TO FOCUS ON TWO FACTORS:

- **LEVEL OF EDUCATION** (NATIONAL AVERAGE 2017)
 - RN - \$66,620
 - BSN - \$75,484
 - MSN - \$92,500
 - DOCTORATE - \$95,500 - \$130,000
- **LOCATION**
 - MAJOR CITIES TEND TO HAVE A HIGHER COST OF LIVING AND OFTEN SKEW DATA



LET'S TALK TURKEY

WHAT IS THE SALARY SITUATION?

HEALTHCARE CONSULTING: \$76,000

PUBLIC HEALTH PROFESSIONAL: \$78,000

CLINICAL RESEARCH: \$80,301

SCHOOL NURSE: \$61,000

NURSING HOME ADMINISTRATION: \$94,650

CORPORATE HEALTH COACH: \$75,000

MEDICAL/PHARMA SALES: \$157,500

REGULATORY AFFAIRS: \$83,500

HOME CARE CONSULTANT: \$74,500



HOW TO CAPITALIZE ON THE NEW MARKET

• KEEP GETTING EDUCATED

- ALWAYS THINK ABOUT THE NEXT STEP!
- 80/20 RULE

• DIVERSIFY YOUR RESUME

- DO MORE THAN BE THE “AVERAGE” NURSE
- TAKE ON LEADERSHIP OF PROJECTS
- SHADOW NURSE/NON-NURSE LEADERS

• THINK BIGGER

- DUAL PROGRAM MASTERS DEGREES
 - MSN/MBA
 - MPH
 - MS-ORGANIZATIONAL BEHAVIOR
 - MBA/MPH



FUN FACTS:

- THE NURSING MARKET NEEDS **800,000** MORE NURSES THAN WE HAVE BY 2021. YOU ARE EXTREMELY VALUABLE (BE EXCITED!)
- ALL UNIVERSITY OF KENTUCKY EMPLOYEES AND THEIR SPOUSES RECEIVE A **20% TUITION DISCOUNT** ON BENEDICTINE UNIVERSITY ONLINE PROGRAMS!



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BENEDICTINE UNIVERSITY PROGRAMS:

- **RN-BSN**

- ✓ FULLY ONLINE
- ✓ 11.5 MONTHS TO COMPLETE
- ✓ TOTAL TUITION (AFTER UK DISCOUNT):
\$11,200

- **MSN (EDUCATOR AND EXECUTIVE LEADERSHIP TRACKS)**

- ✓ FULLY ONLINE
- ✓ UNDER 2 YEARS TO COMPLETE
- ✓ TOTAL TUITION (AFTER UK DISCOUNT):
\$19,600

- **MBA/MSN DUAL MASTERS**

- ✓ FULLY ONLINE
- ✓ UNDER 3 YEARS TO COMPLETE
- ✓ TOTAL TUITION (AFTER UK DISCOUNT):
\$40,500

- **MASTERS OF PUBLIC HEALTH**

- ✓ FULLY ONLINE
- ✓ UNDER 2 YEARS TO COMPLETE
- ✓ TOTAL TUITION (AFTER UK DISCOUNT):
\$34,320

❖ GRE CAN BE WAIVED FOR ALL PROGRAMS!



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QUESTIONS, ANSWERS AND FOOD!

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