

Update on the RNFOO Nurse Innovator Award Independent Practice 2023

As a recipient of the RNFOO Nurse Innovator Award Independent Practice in 2023, I am excited to share the progress and impact of the funds we have received thus far at Sheena Howard and Associates!

These funds have been instrumental in expanding our services and enhancing the quality of care we, as Registered Nurse, Psychotherapists, provide to Ontario residents.

Use of Funds:

1. Opening the First Exclusively Nurse Psychotherapy Clinic in Canada:
 - We have successfully opened the first mental health clinic in Canada exclusively staffed by RN Psychotherapists, providing a unique and specialized approach to mental health care.
 - Acceptance Nurse Psychotherapy: www.acceptanceclinic.ca
2. Hiring Diverse Specialty Associates:
 - We have hired new associates with diverse specialties, allowing us to provide care to a broader range of clients, including those with specific needs such as ADHD and youth counseling.
3. Full-time Administrative Support:
 - We have hired a full-time administrator to manage increased client inquiries, bookings, and overall clinic operations.
4. Social Media Management:
 - We employed a Social Media Manager to enhance our online presence and reach more potential clients through targeted social media campaigns.
5. Group Therapy Sessions:
 - We have successfully run group therapy sessions on various topics, including specialized groups for women with ADHD, providing valuable support and community for participants.
6. Recruitment of New Associates:
 - We are in the process of recruiting a Nurse Practitioner (NP) to further expand our service offerings and client reach. A Nurse Practitioner will be able to diagnose and medically treat a range of mental illnesses and symptoms.

- This is particularly important for clients with suspected ADHD, as obtaining a diagnosis through OHIP can involve wait times of up to a year, delaying necessary medical intervention.

7. Marketing and Client Engagement:

- A Marketing Strategist and Implementation Specialist was hired to develop and execute effective marketing strategies. This has resulted in an increase in client bookings, particularly in couples and youth therapy.

Impact

The grant funding has significantly enhanced our capacity to serve Ontario residents. The strategic hires and improved marketing efforts have led to:

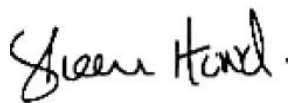
- Increased client bookings and overall engagement.
- Expanded service offerings to include specialized group therapy.
- Greater accessibility to mental health care for diverse and marginalized populations.

The RNFOO Nurse Innovator Award funding has enabled us to make impactful strides in addressing the mental health needs of Ontario residents while also providing nurses with viable career pathways in psychotherapy.

We are committed to continuing this momentum and furthering our mission to enhance mental health care accessibility and nurse retention within the province.

I look forward to providing continued updates on our progress and the lasting impact of this innovative initiative on the nursing profession and the broader healthcare system!

With thanks and warmth,



Sheena Howard

BScN, MA, RN, Psychotherapist

Owner and Founder of Acceptance Nurse Psychotherapy

Owner and Founder of Sheena Howard and Associates - Psychotherapy, Coaching, Consulting