Nursing through the ages

Some thoughts from the journey...

Outline

- Images of nursing
- What the public want
- Context for care
- The tensions...
ARE YOU MAN ENOUGH...

...TO BE A NURSE?

If you want a career that demands intelligence, courage, and skill, and offers unlimited opportunity, consider nursing.
ARE YOU MAN ENOUGH...

...TO BE A MAN!
What the public want

- To be treated fairly / transparently
- To be afforded dignity, respect and compassion
- To know their carer is suitably qualified and competent
- To be treated in safe and clean environments

Context for care

- Unprecedented reform and financial constraint
- Aging population
- Increasing sophistication in care technology
- Public confidence
The tensions...

- Patient experience ↔ Public expectations
- Professional identity ↔ Embracing new ways of working
- Increasing choice ↔ Acknowledging limitations

Thank you...