

Nurse Practitioners Make Primary Care Accessible in New Brunswick

Amy McLeod, RN BN, MHS, ENC, GNC
COO, CNO eVisitNB

ABSTRACT

The virtual care model implemented by eVisitNB has helped to reduce the pressures on the healthcare system in New Brunswick. as eVisitNB continues to grow, NPs from across the country are encouraged to contact eVisitNB and find out more about opportunities to virtually treat patients in New Brunswick.

In the spring of 2022, the New Brunswick Department of Health was highly concerned with patients' wait times in provincial emergency rooms. The ongoing shortage of family doctors, coupled with COVID-19 impacts on the healthcare system, resulted in record volumes of patients trying to access primary healthcare through provincial hospitals.

To reduce emergency room visits, the Department of Health implemented a virtual care option and partnered with New Brunswick-based eVisitNB to offer patients an alternative way to access primary care.

Using nurse practitioners as the company's primary source of healthcare providers, eVisitNB has helped to significantly reduce the pressures on the healthcare system, with daily patient virtual consults more than doubling during 2022.

This rapid growth required the company to quickly increase the number of nurse practitioners treating patients on the eVisitNB platform, and a new recruitment process focused on Nurse Practitioners from outside New Brunswick was launched.

Understanding that healthcare professionals are already in high demand from traditional healthcare providers, the company uses a novel approach by allowing nurse practitioners to see patients when and where they want. By providing a platform for on-demand services, nurse practitioners can treat patients on a full or part-time basis, morning, noon, or night, weekday or weekend – it is entirely up to the NP.

The model we use provides nurse practitioners with the full freedom to work as much as they want when they want. We know these professionals are extremely busy already, but our model at eVisitNB gives them the flexibility to use eVisitNB as a main source of income or log just a few hours each week when they have time.

This approach requires a significant number of nurse practitioners, but eVisitNB's national recruiting has allowed the company to grow its roster of NPs from outside New Brunswick to where they represent over two-thirds of the total. This approach solves another healthcare issue by allowing providers from anywhere in the country to optimize their time and see patients more efficiently.

eVisitNB continues to grow as it now sees over 700 patients daily. The constant growth means the company continues to recruit Nurse Practitioners from across the country. We are consistently looking to bring Nurse Practitioners onto the platform as more and more patients use eVisitNB for their healthcare requirements. The process requires licencing with the Nurses Association of New Brunswick and a short onboarding period, after which nurse practitioners can be treating patients from the comfort of their own home.

For more information about eVisitNB or the opportunity to join our team, visit www.eVisitNB.ca or email us at info@evisitnb.ca.

