

Nurse Practitioner Entrepreneur Program

by Johnson&Johnson

Powered by:



OUR VISION

A world where every person can access high-quality, compassionate healthcare that enables them to thrive.

OUR MISSION

Build a pipeline of NP health equity leaders to support their communities to achieve their fullest potential for health and well-being.

OUR GOAL

To expand access to quality care by equipping nurse practitioners with the leadership and business skills to launch and sustain nurse-led primary care and behavioral health enterprises serving resource-limited communities.

PROGRAM SUMMARY

- Nurse Practitioner Entrepreneur Program (NPEP) is a year-long leadership, management and business training experience that transforms nurse practitioners (NPs) into confident healthcare entrepreneurs. Fellows receive mentorship and hands-on guidance to create comprehensive business plans that enable them to launch or improve sustainable, nurse-led practices, which provide primary care or behavioral health service and enhance access to care where it's needed most.
- NPEP is intended for U.S. licensed and credentialed NPs specializing in primary care or behavioral health services, with a focused effort on involving NPs caring for populations facing resource limitations.
- NPEP is 100% sponsored by Johnson & Johnson. All attendance, travel, and instructional/training expenses will be covered.

OUR WHY

Nurse Practitioners (NPs) are increasingly essential in today's healthcare landscape, bridging access gaps in fragmented systems and expanding care to communities with limited resources. They are at the forefront of healthcare innovation—spearheading nurse-managed clinics, advancing community-based models, and improving continuity of care for diverse populations.



Research confirms that NP-led care achieves strong primary care outcomes and high patient satisfaction overall, reinforcing the value of nurse-led models in addressing critical workforce shortages and advancing equitable access to high-quality care. Amid growing needs for primary care and behavioral health services, NPs are leading change by creating sustainable solutions that bring care closer to where people live, work, and thrive.

Through this program, we aim to empower NPs to design and lead innovative care models that deliver exceptional, compassionate care—improving health outcomes and strengthening communities nationwide.

PROGRAM BENEFITS

- Earn CE credit hours
- Mentorship and peer learning from NP healthcare entrepreneurs
- Access to business and executive coaching
- Membership to the NPBO™ private community
- Improved understanding of how to promote health equity and better serve communities in limited resource settings
- Strengthened professional network and sense of purpose
- Fully sponsored program (travel, lodging, and training expenses covered)

**LEARN MORE ABOUT
WHY NP WAS THE
NUMBER 1 JOB OF 2024.**



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SKILLS AND EXPERTISE

- Strengthen leadership, management, and financial acumen
- Design a comprehensive and well-vetted NP-led business plan
- Navigate state and federal credentialing processes
- Develop operational and financial policies and procedures
- Generate a proforma statement for financial projections
- Apply health equity principles to community-based practice design
- Develop and execute a marketing plan prior to business launch.

**TO LEARN MORE ABOUT THE
PROGRAM:**



**VISIT OUR WEBSITE
[HTTP://SITES.DUKE.EDU/NPEP](http://sites.duke.edu/NPEP)**



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