

Healthcare Innovation, Change, and Physician Entrepreneurship During COVID-19: Healthcare Workforce Transitions

Physician Entrepreneurs and New Ventures Benefited from Effectuation Theory

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Key Findings:

- ✓ New ventures benefit from effectuation.
- ✓ Physician entrepreneurial decision-making benefits from effectuation.
- ✓ The COVID-19 pandemic was growth-provoking.
- ✓ Physician entrepreneurs have a crucial set of “means” for effectuation.

Method:

- ✓ Qualitative Multi-Case Study
- ✓ N=21 Cases
- ✓ Data collected via Zoom
- ✓ Data analysis by NVivo Release 1 (Mac)



Practice Implications:

- ✓ Findings inform pathways for current and future physician entrepreneurs.

Academic Implications:

- ✓ Findings inform teaching and scholarship on entrepreneurship.



Scan QR Code to learn more!



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Figure 1. Evidence of Physician Entrepreneurship Exploitations of Effectuation's Five Principles

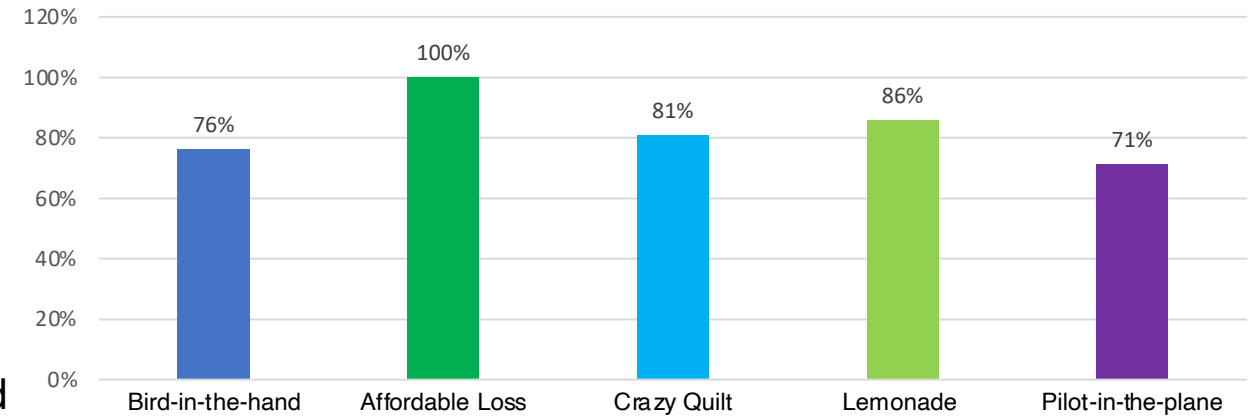


Figure 2. Physician Entrepreneur's Medical Specialty Training and Clinical Expertise

