WorldRN

Company Overview

WorldRN is a digital communications company that provides healthcare information researched, developed, and communicated by nurses so people around the world have the data they need to take care of their families. The information can serve as a decision matrix to solve everyday yet difficult problems. Rather than a simple symptom checker, this company translates validated research findings to support decisions surrounding common everyday problems that the average person must conquer and needs relevant information to do so.

Problem

Information sites (WebMD, Mayo Clinic) currently available veer toward being symptom checkers that offer medical information. Yet, every day consumers are faced with healthcare decision for which there is no readily available information: when to take dad’s car keys away; how to select a nursing home; whether to breastfeed a baby who’s sick; what to put in a diabetic child’s lunchbox. Healthcare decision makers within the family can benefit greatly from accurate and reliable information distributed in video format from trusted and experienced nurses.

Solution

WorldRN provides easy to access and understand information through YouTube videos available on a computer or mobile device. People in underserved areas of the world (Africa, India, and China) surprisingly have wide access to cell phones and thus could have valid healthcare information for the first time. WorldRN plans to provide information to the world that would be both life-changing and lifesaving. WorldRN’s platform will have an interactive feature whereby consumers can ask questions relevant to their lives. As questions reach a critical mass, a video will be created with an experienced nurse researcher.

Videos follow an easy to understand question and answer format. The question is character-generated and posted on the screen. The researcher answers the plain language question in plain language. The major “take home message” is digitally posted on a virtual post-it note behind the researcher so consumers with different learning styles (auditory or visual) can receive the message.

Team Information

Joy McIntyre has worked in nursing for 15 years as the Director of Marketing and Communications for the University of Pennsylvania School of Nursing, ranked first among U.S. nursing schools. While there, she won the national media award from the American Academy of Nursing, the elite membership organization of nursing fellows, two times. She has contributed a chapter on public relations and communications to Nurse Practitioners: The Evolution and Future of Advanced Practice (Springer).