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**Branding of the nursing profession in Saudi Arabia: current state and future steps.**

The absence of a proper professional brand had affected the status of nursing nationally. Many of the current issues require reconceptualisation instead of radical solutions. Transforming the roles of nursing management and staff nurses can positively influence career branding. Focusing on active branding will automatically sort out major local issues in addition to promoting global health coverage. This discussion paper presents the current situation of professional branding in Saudi Arabia and offers potential solutions for enhancing the professional brand for nurses. Active marketing of the nursing profession would begin with changes in the paradigm of nursing leadership and the redesign of nurses' work, which will help to accept the role of nurses as independent professionals. Creating and communicating their brand on the national level is essential. Branding strategies require active input from the nurses, local nurse associations and nurse legislators with significant focus on visibility of nurses roles.

**Biography**

Ms. Roaa earned her nursing degree in 2011. In 2017, she earned a master's degree in nursing administration. For the past seven years, he has worked in the hematology/BMT unit. Currently pursuing a Ph.D. at King Saud University.

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