

# Marketing nursing profession for nurses

Om Hashem Gomaa Ragab

Faculty of Nursing, Sohag University, Egypt

**Correspondence:** Om Hashem Gomaa Ragab, Faculty of Nursing, Sohag University, Egypt, Tel +21068353243,  
Email omhashem\_ragab@nursing.sohag.edu.eg

**Received:** February 03, 2018 | **Published:** February 08, 2018

Copyright© 2018 Ragab. This is an open access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

## Editorial

Nurses have the burden of practical work, administrative work, and dealing with patients, families, supervisors, paramedical and other personnel. That makes the nursing profession a stressful, hard and complicated job. Low salaries, negative work environments and other related factors affect nurses' intentions to remain in their career field. More nurses than expected have left the profession in recent years. The result is a large nursing shortage, which reduces quality

of care and increases costs. Internal marketing programs in nursing schools, faculties, hospitals and other health care organizations are recommended in order to help increase job satisfaction and employee retention, and to enrich the work environment by having employees who truly enjoy their profession. Further research is encouraged regarding marketing programs for the nursing profession.