Marcia Andersen may have been born to lead or she developed leadership skills during her nursing studies at the University of Michigan. In any case, she is one of the most successful business women and nurse entrepreneurs in southeastern Michigan with recognition throughout the United States. Marcia has a dream—to set up nursing care delivery systems in many states with her approach to nursing care. Her dream has culminated initially in three nursing companies, the Personalized Nursing Corporation (PNC), proprietary (established in 1983); the Personalized Nursing LIGHT House, nonprofit, (established in 1990); and the Well-Being Institute (WBI), nonprofit, (established in 1994). Gareth Morgan would call her work “imaginization” at its best. These three nursing companies are dedicated to using the Personalized Nursing LIGHT model of care developed by Andersen to address substance abuse and related health issues. Her model of care is a model of the art of nursing care based on the nursing science of Dr. Martha Rogers.
THE LIGHT MODEL

Initially reluctant to start her companies because of her lack of business acumen, she nevertheless went ahead because she wanted to promote her LIGHT model of practice. LIGHT is an acronym for nurses’ duties:

- Love the client
- Intend to help
- Give care gently
- Help the client improve well-being
- Teach the process.

Then she says patients should Love themselves; Identify a focal concern; Give themselves a goal; Have confidence; and Take action.

The focus of any nursing intervention within this perspective is to assist the client to improve a sense of well-being. The model stresses that the path to optimal health and well-being lies within each person. Clients are taught the LIGHT model as a process to improve their sense of well-being, while remaining free of alcohol and drugs. An improved sense of well-being is associated with an ability to see more options and possibilities when confronted with life’s problems.

GETTING STARTED

An RN with a doctorate in nursing, Andersen began Personalized Nursing Corporation in 1983 with a $1,000 tax refund and one employee—herself. Since then she has generated over $16 million in gross revenue and employs over 60 people. Initially headquartered at the Renaissance Center in Detroit, Andersen has moved her companies to Ann Arbor, Michigan, where she continues to oversee her three companies, three affiliated Personalized Nursing LIGHT House Dependency Treatment Centers in Plymouth, Detroit, and Ann Arbor, Michigan; and Well Being Institute’s Initiative—a street outreach program on the Cass Corridor in Detroit.

NURSING SERVICES

Andersen developed and provides a whole new nursing care delivery system aimed at treating drug abusers and enroll them in her Outreach Early Intervention program. The Outreach program includes counseling, physical and mental health care, transportation to health care appointments, and often, alternative therapies such as body energy work and massage therapy. Those who want to get clean are settled into Andersen’s Detroit-area LIGHT House Intensive substance abuse treatment program with a domicile.

Personalized Nursing LIGHT House was opened in 1990 by an experienced team of distinguished nurses, substance abuse counselors, and business administrators. The comprehensive program was developed in response to the needs of clients. These needs were identified by both clients and professional staff during a very successful outreach program in New York, Baltimore, and Detroit, which was funded by the National Institute on Drug Abuse (NIDA). The staff of Personalized Nursing LIGHT consists of PhD, BSN, and MSN nurses, a physician, psychologists, social workers, and recovering and nonrecovering substance abuse counselors. All staff have a deep feeling of respect for the addicted person. Each staff member is dedicated to assisting clients in the recovery process.

Clean, beautiful, and completely furnished apartments are available to clients a place to live while enrolled in the intensive outpatient program. A van shuttles clients from the nearby apartment com-

Figure D-1 Andersen’s LIGHT Model Logo. Reprinted with permission of Personalized Nursing Corporation.
plexes to the program offices. All major issues that contribute to recovery and relapse prevention are addressed:

- Substance abuse relapse prevention planning (group, individual, and family)
- Substance abuse educational needs
- Legal and financial problems (lawyer on staff)
- Employment/outplacement problems
- Continuing education needs
- Medical and psychiatric nursing needs
- Talent/vocational concerns
- Self-esteem needs
- Family/relationship problems
- General business development education needs

The outpatient program is intensive, with sessions running three to five hours per day, five days per week, up to seventy treatment days. Individual counseling is also provided. Any individual interested in entering the Personalized Nursing LIGHT program must be 18 years of age or older, be willing and committed to participate in treatment, and must have resources to pay for services. Other eligibility restrictions apply regarding medical and psychiatric stability.

OTHER PAYMENT MECHANISMS

Andersen has been highly successful in getting funding from various sources including government grants, contracts, and insurance companies. She seeks funding from other creative ventures to support “scholarship” clients who have no insurance or payer or who have been on the waiting list for over five months. She dreams of a $1 million dollar endowment some day to fully support her current and expanded nursing care delivery system.

For more information about these businesses, information may be obtained at Andersen’s Web site at www.pnc-wbi.com. Selected publications that describe the results of her efforts to serve hard-to-reach populations are listed below.


