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PRIYA THOMAS

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An Assiduous Achiever

Hundreds of nurse entrepreneurs have used their nursing skills, knowledge, and education to start a business. Nurse entrepreneurs combine healthcare knowledge and business sensibilities to develop successful business ventures that center around optimal care delivery. Many nurses have successfully made the shift from practicing nursing to running a business, and their nursing skills play a big role in their ability to perform well. The entrepreneurial calling directed Priya Thomas towards venturing in starting a business sector Central Pharma & Surgicals in the year 2020.

The most recent prevalence assessment speculated that nurse-owned businesses represented a small percentage among all entrepreneurial businesses. Historically, nursing has been a

primarily female field, and the need to juggle work and family demands has been cited as a significant stressor for nurses. Stress and burnout can also accompany self-employment, and these experiences may be related to factors such as balancing family and business demands, lack of social support, and financial uncertainty. Priya is not an exception to this and has undergone stressful life for some period in her life. After working a few years with a hospital, she resigned her job to take care of her son and family. But financial stress pushed her out to pursue a job. Though she worked in the medical store of her uncle as a care taker in his absence it did not last long. Coming from a lower middle-class family, she knew that if she had to achieve something big, she would have to put her best efforts to the fore.



Encapsulating the aura of sheer grit and undying spirit of empowerment, Priya perfectly stands like an epitome of the power that women have in their hearts

The medical store business may not flourish as expected if proper research is not done in advance. She did a thorough research before the start up, Bridging the gap between dream and reality, she raced ahead with hard work and determination. It was in 2020 that she fi-

nally took a strong step. She built a business to develop and dispense medical products or devices and offer direct patient care or patient advocacy. Wading through hurdles that came her way as she was a fresher in the industry without any business back ground Priya created strong roots for the company's long success with her mere nursing experience.

Starting a business in medical product sales is a great way to use the skills as a nurse. Familiarity with the tools used to treat patients and medications gives Priya a firsthand experience to help sell products. Plus, starting own medical sales business allows her to be own boss and setting her own schedule. At present she has four such sections under her supervision. She has adopted Business-to-consumer (B2C) which is among the most popular and widely known sales models.

An entrepreneur who fought against all odds with incredible perseverance and faith to actualize her dreams, is now all set to create new breakthroughs in the medical industry. Commitment to work with an uncompromised quality objective, the industry is in a process of capturing the market by fulfilling needs and demands of their customers consistently.

Encapsulating the aura of sheer grit and undying spirit of empowerment, Priya perfectly stands like an epitome of the power that women have in their hearts. Today, this fearless champion is soaring high in the sky of success with her own medical distribution field. Not many people believed in her aspirations of being an entrepreneur in the field of medical services. However, she did not pay heed to such discouraging souls and rather strived hard



with her undeterred faith resulting in the inception of medical distribution in four places in Ernakulam. It is the result her incessant efforts and never-give-up attitude that her firms have reached a prestigious platform. She is a true entrepreneur who strived hard to reach her goal. She believes in the philosophy that “Praise yourself for your good work, dream big” A modest and amicable personality, Priya was not alone when she made the biggest decision of his life to establish her own firm. Her brother, invigorated and backed her to plunge in the medical business.

This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Ernakulam. Recently clinic facilities for ayurveda and Allopathy are provided under her management at Vennala. The other shops are opened in seaport-airport road, Eloorthara Ferry Junction and Pulinchodu Over the course of its journey, this business has established a firm foothold in its industry. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow by the day.

In the near future, this business aims to expand its line of products and services and cater to a larger client base. Priya’s companies focus to provide the best solutions to the customers and ensures to create long lasting and trust-



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worthy relations with the customers, under her unmatched guidance, the company has become synonymous with trust and quality. Her future design is to strive to improve patients experience across various domains more particularly in improving delivery timings, seamless medicine ordering experience, and





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improving product availability in both health and wellness categories. She also plans to start a wholesale distribution especially for the rare drugs like the diabetic wound healer. She also aims at wholesale medicine business and Pharmacy Franchise partnership an authorization of marketing and distribution rights at monopoly basis given by pharmaceutical company without mediators. Her dream is to open ten clinics along with distribution centre.

Committed to achieve patient satisfaction by providing best healthcare services at reasonable cost is her unique selling proposition. Her “actions speak louder than words”, as she has consistently created out-of-the-box designs & concepts always breaking the conventional design practices. Entrepreneurship is a team sport. So, she extends a big thank-you to her whole family for providing her the motivation, determination and support.

