



Dr. Lawson

NURSE PRACTITIONER

DR. SCHARMAINE LAWSON

AWARD-WINNING NP

MEDIA KIT 2021



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www.drlawsonnp.com



Speaker. Entrepreneur. Author

Dr. Scharmaine Lawson, FNP, FAANP, FAAN, has a nursing career that spans thirty years, with eighteen of those years being an advanced practice nurse. Her innovative way of educating the youth about the role of the nurse practitioner has elevated the Advanced Practice Nurse.

Through a series of educational tools such as dancing mascots, and interactive play, she orchestrates an entire learning production when she visits elementary schools across the country. Her interactive shows usually draw thousands of students. Nola The Nurse® and Dr. Lawson have also been featured on several national TV outlets and other media. Many of the titles are translated in Spanish and French.

ABOUT ME





Dr. Lawson started the first nurse practitioner owned Housecall practice in the State of Louisiana.

Maddi
The Midwife

Charo
The CRNA

Nola
The Nurse®

Bax
The Nurse

SAVE LIVES.
WEAR A MASK.

With greater than 100,000 home visits, it has transformed to meet the widespread needs of the underserved communities of Louisiana. To further extend the reach of her work, she has written a best-selling book, Housecalls 101: The only book you will ever need to start your practice, that outlines how to start a successful house call practice. She details in the book strategies to maintain a house call practice, systems to establish healthy outcomes in underserved communities, and offers inspiration to other nurse practitioners.

To replicate this successful model of care across America, she developed the first house call course in the nation to teach other clinicians how to increase access to healthcare in their communities. To date, The Housecall Course™ has been instrumental in training more than 1000 clinicians and administrators on how to literally start their practice from beginning to the successful maintenance of their practice once it's open for business.



Dr. Lawson
NURSE PRACTITIONER

SPEAKING TOPICS

- Entrepreneurship
- Nursing Leadership
- Business Development
- Nursing Entrepreneurship
- Nursing Marketing, Management, and Business growth tools

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- Training on how to start a Housecall Practice to clinicians and administrators
 - Books on How to successfully start a Housecall practice
 - Public Speaking

FEATURED IN



**Dr. Lawson is the GOAT
of Housecall training.**

E. Williams, NP, Arizona

**We would NOT have our practice
if we didn't take her class!**

S. Stanley, RN, Texas



MEDIA

Lawson, S. (2021) Featured by Johnson & Johnson Bandaid:registered: for Black History Month.

Lawson-Baker, S. (2018), ModernHero TV, Modern Women Heroes, Season 1, Episode 3, Amazon Prime Video

Lawson-Baker, S. (2017), ABC, The504, The importance of APN representation in STEM

Lawson-Baker, S. (2016), Fox, The Harry Connick Jr. Show, Nola The Nurse:registered: featured on episode about nurses and the education of inner-city youth about Advanced Practice Nurses

Lawson-Baker, S. (2016), Johnson & Johnson Discover Nursing Campaign, featuring Dr. Scharmaine L. Baker NP & Author

Lawson-Baker, S. (2016), International panel, Moms+Social Good, From local to global challenges: Focus on the whole child. New York, NY.



PUBLICATIONS

Lawson, Scharmaine. 2019. Housecalls 101: Policy and Procedure Manual. A DrNurse Publishing House. New Orleans, La.

Lawson-Baker, Scharmaine. 2015. Housecalls 101. Everything you need to know to start your housecall practice. A DrNurse Publishing House. New Orleans, La.

Lawson-Baker, Scharmaine. 2010. Firing an Employee. Advance for Nurse Practitioners. nurse-practitioners.advanceweb.com/Columns/On-Your-Own/Firing-an-Employee.aspx

Lawson-Baker, Scharmaine. 2010. Holistic Care in The Eye of The Storm. In Harkless, N. & Morris, K. (Eds.), To the Rescue: Stories from Healthcare Workers at The Scenes of Disaster. Kaplan Publishing. New York, NY.

Lawson-Baker, Scharmaine. 2008. Housecalls 101. When you see a need, fill it. Advance for Nurse Practitioners.

Lawson-Baker, Scharmaine. 2008. A Collaboration Story. Advance for Nurse Practitioners. Retrieved from nurse-practitioners.advanceweb.com/editorial/content/editorial.

Lawson-Baker, Scharmaine. Refuge After the Storm: A Home Health NP Fills a Critical Need for Older Patients. Nurse Practitioner World News, 12 (2), 2007. 15-17.

HER AUDIENCE

3.8K

Instagram
Followers

4.2K

Twitter
Followers

7.9K

Facebook
Followers

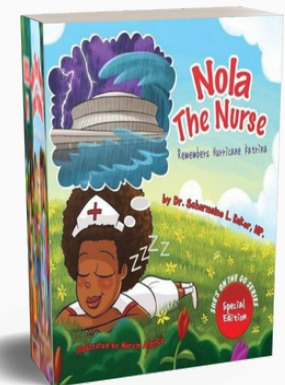
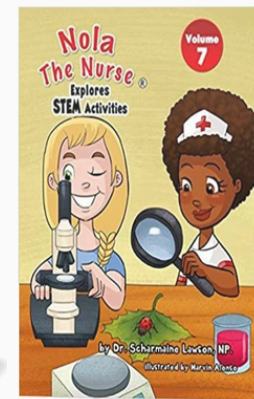
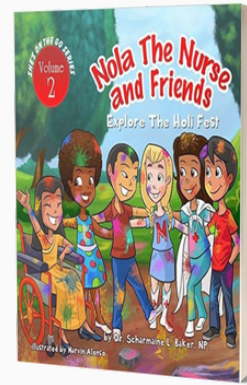
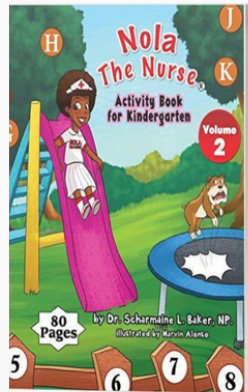
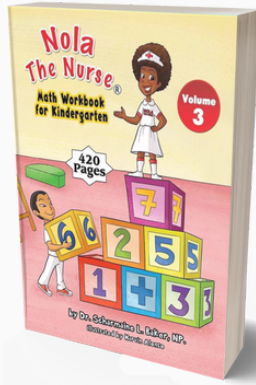
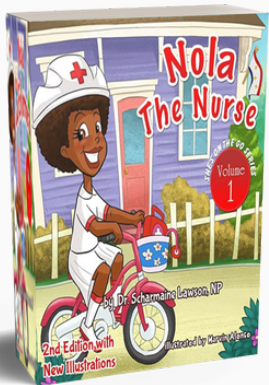
*Dr.
Scharmaine
Lawson*



BOOK PREVIEWS

Nola The Nurse® brand
Book covers from Housecall Nation®

Webinars:
The Housecall Course™
Housecall Billing
Basic Billing for Clinicians Part I
Basic Billing for Clinicians Part II



SOCIALS



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Dr. Scharmaine Lawson NP

