

MEDIA KIT & PRESS SHEET

JoAnne Andrea Gomez, RN

Critical Care Registered Nurse · Healthcare Policy Strategist · Burnout Expert · Published Author

At a Glance

LOCATION	Toronto, Ontario, Canada (Eastern Time)
CLINICAL BACKGROUND	27+ years critical care: Trauma-Neuro & Medical-Surgical ICU
CURRENT ROLE	Founder & Lead Consultant, ProRN Inc.
CREDENTIALS	BA Psychology & English (University of Nebraska) · RN, Ontario (CNO) & Nova Scotia · ICH GCP E6(R3)
BOOKS	*Burnout to Balance* (2025) · *Stronger Than You Think* (2025)
MEDIA FORMATS	TV (live/tape), radio, print, digital news, podcasts
REPLY TIME	Within 24 hours

Bios

Short (about 50 words). JoAnne Andrea Gomez, RN, is a critical care nurse with more than 27 years of intensive care experience in Toronto teaching hospitals. She is the founder of ProRN Inc., author of Burnout to Balance, and a healthcare policy consultant specializing in public float pool frameworks, nursing retention models, and healthcare agency spending.

Full (about 135 words). JoAnne Andrea Gomez, RN, is a veteran intensive care nurse, healthcare policy consultant, and founder of ProRN Inc. With more than 27 years of high-acuity experience across Trauma-Neuro and Medical-Surgical ICUs in Toronto, she connects frontline clinical realities with health system economics. She has presented detailed policy frameworks for a Provincial Nursing Float Pool and a Virtual Nursing Program to Ontario health leadership. She holds a Bachelor of Arts in Psychology and English from the University of Nebraska, active nursing registration in Ontario (CNO) and Nova Scotia, and ICH GCP E6(R3) certification. JoAnne is the author of two books: Burnout to Balance: Your 8-Step Guide to Thriving in a Messy Workplace and Stronger Than You Think: A Guide for Teens Overcoming Anxiety and Childhood Trauma. She writes regularly on healthcare and workforce psychology at medium.com/@msjag416.

Commentary Beats

Healthcare System Economics & Agency Costs
Provincial health budgets, the $725 million a year Ontario hospitals pay private staffing agencies (over $1.5 billion across Canada), public float pool financial models, and FAO health sector projections.

Nursing Workforce Strategy & Retention
Why 35 of every 100 new Ontario nurses leave the profession before age 35, bedside workload, safe staffing ratios, and virtual nursing pilot frameworks.

Workplace Burnout & Occupational Stress
System drivers of frontline exhaustion, employee retention, workplace trauma, and recovery.

Post-Operative Recovery Standards
High-acuity post-op care, clinical oversight standards, and cosmetic surgery recovery protocols.

Press Soundbites (cleared for use with attribution)

ON PRIVATE AGENCY SPENDING

"Ontario hospitals paid private staffing agencies $725 million in a single year, and Canada-wide the bill has passed $1.5 billion, while permanent bedside lines are cut. That is not a funding scarcity issue; it is a structural misallocation of public health dollars."

ON NURSE RETENTION

"Training new nurses without fixing bedside working conditions is like pouring water into a leaky bucket. In Ontario, 35 of every 100 new nurses leave the profession before they turn 35, nearly double the rate of a decade ago."

ON WORKPLACE BURNOUT

"Workplace burnout is not an individual resilience failure. It happens when dedicated professionals are forced to operate in broken systems that make safe care impossible."

Book an interview: prorninc.com/media · prorninc@gmail.com

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