

Manage You – One Missing Document, One Big Opportunity

Michelle McKenney Jones, Belmont University

Donita Brown, Lipscomb University

Cate Loes, Belmont University

Abstract

Sarah, an experienced nurse anesthetist, faced an unexpected six-week delay before starting a new position when she could not rapidly access proof of graduation from her anesthesia program. Although fully qualified, her ability to work and earn income was constrained by fragmented credentialing systems controlled by third-party organizations. The case highlights the recurring administrative burden professionals faced as they repeatedly assembled, stored, and transmitted credential documents across multiple platforms, institutions, and time points. These inefficiencies affect not only individual income stability but also organizational operations and patient access to services. In response to her experience, Sarah founded Manage You, a digital credential management platform that centralized secure storage and verification for licensed professionals. The case can be used to discuss stakeholder theory and resource dependence theory.