

# Connect

ANNUAL NEWSLETTER OF THE MRII

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Issue 11 - September 2020



## 2020

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Professional Development  
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# HMR MAPS

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## Connection and engagement is now more important than ever

Dear Connect Reader,

The past few months have been like no other time we have experienced in our lives, affecting us all on a professional and personal level as we all adapt to a new way of working. It has affected every way of life. We could never have imagined this scenario earlier in 2020. As the months progress and we adopt to our new normal and navigate through uncertainty we, as an Institute, have been privileged to experience an increase in member engagement as we realise, we are all in the same or very similar positions. Connection and engagement is now more important than ever.

Whilst we cannot meet in person at this time Council are working hard on behalf of all our members and continue to liaise with our sponsors, industry colleagues and supporters as they too navigate through these difficult times.

The distribution of CONNECT this year is a little different as we will not post hardcopies to office addresses. There is a digital copy available on our website and we would

encourage all our readers to assist with sharing a hardcopy to company colleagues. Hardcopies are available on request from [info@mrii.ie](mailto:info@mrii.ie)

In order to evolve beyond the current COVID-19 crises and prosper we need continued support by way of membership payments, active member involvement, industry and sponsor support. We need to work together.

Without our advertisers this year this publication would not have been possible – thank you to all.

Our AGM on September 24th will elect a new Council for 2020 – 2021. If you are a Full or Affiliate Member of the MRII and would consider a position on Council (or a sub-committee) please register your interest by email to [info@mrii.ie](mailto:info@mrii.ie)

We all look forward to meeting again as soon as guidelines permit.

**On behalf of the Council of the MRII**



## We are delighted to help support your drive.

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MRII have had great success over the last number of years and continue to grow. MSL Park Motors Mercedes-Benz also aim to achieve continued growth over the next few years, therefore making it a great partnership.

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# Good gut bacteria, mood food and beyond

A lifestyle full of stress, rushed eating habits, irregular eating times and an unbalanced diet can leave you with a digestive system that is challenged on an almost daily basis.

Paula Mee, Food and Nutrition Advisor, BSc Dip Diet MSc in Health Sciences MINDI



although it's common, it's not normal to have digestive discomfort.

Research has found that living with regular but mild tummy problems is having a huge impact on women's emotional and social wellbeing.

72% report an emotional impact including:

- Being bad tempered/annoyed (25.5%)
- Feeling unattractive (15%)
- Being stressed and anxious (13.4%)
- Not wanting to socialise or go out (10.2%)

Your intestine is a great ecosystem! It harbours around 100 trillion bacteria of over 1000 different species. A healthy digestive system depends on keeping the "friendly bacteria" far outnumbering the "bad" bacteria. Factors such as stress, lack of sleep, antibiotics, illness, ageing, and eating habits can alter the types and number of bacteria. Some bacteria, such as certain Bifidobacterium and Lactobacillus strains are known as

Digestive discomfort such as bloating, gas/wind and constipation is very common, but the good news is that for many people it can be improved through simple lifestyle and diet changes.

The gastrointestinal tract is commonly referred to as the gut. It is responsible for the digestion of food to keep our bodies fuelled with energy and nutrients. And now it's also believed to play an important role in our overall wellbeing. In fact, 95% of our body's feel good hormone serotonin is produced there, so it's no surprise that, according to one consumer study 72% of people feel emotionally affected when they have digestive discomfort.

There is now increasing evidence that the bacteria within the gut play a central role in our health and wellbeing and we are only just beginning to understand its true importance. The problem is that 4 out of 5 women regularly have an upset tummy which means most women either aren't listening, or simply don't realise that,

**"If you experience problems associated with your gut, log onto [www.loveyourtummy.org](http://www.loveyourtummy.org) for more information about your symptoms and how to manage them".**

'probiotics', which scientists recognise and define as "live microorganisms which when administered in adequate amounts confer a health benefit". Regular consumption of certain probiotics strains such as those found in fermented dairy products may help, in combination with a balanced diet and healthy lifestyle, to improve digestive discomfort.

## IMPORTANT ELEMENTS OF A HEALTHY DIET AND GUT

Antioxidants are vitamins and minerals that mop up free radicals, which can damage DNA and suppress the body's immune system. Getting your '5 – 7 a day' any way (fresh and frozen fruit and vegetables count) will provide a myriad of important antioxidants for immune health.

### Omega rich

Omega 3 fats are also essential. They work by increasing the activity of phagocytes, the white blood cells that eat up bacteria. These fats also help strengthen cell membranes, thereby speeding up healing and strengthening resistance to infection in the body. Eating two portions of omega-3 rich oily fish (salmon, mackerel, tuna) every week is not only good for the heart, but good for your brain, gut and immune function too.

### Building Barriers

Seventy percent of your natural barriers are in your intestine, helping to form resistant barriers against bad bacteria. The intestine is composed of three kinds of defence that work together, the good bacteria, the intestine wall and the immune system.

To express their benefits, probiotics or beneficial bacteria must be active or 'alive' and reach the gut in sufficient quantities and so resist the effects of stomach acids. There they can make life harder for the bad bacteria. You can boost these friendly bacteria by including low fat probiotic milk, yoghurts and other dairy as daily foods.

### The Zinc Link

The mineral zinc helps develop white blood cells, the immune cells that fight off foreign bacteria and viruses. A zinc deficiency can greatly increase our risk of infection.

Zinc is found in abundance in oysters and shell fish. Lean red meat is another good source but vegetarians have to rely on other foods to ensure adequate zinc, such as pumpkin and other seeds, fortified cereals and low fat yoghurt and milk.

The following are ideas and suggestions, with some recipes, on how you could incorporate the information in this article into your day

## Breakfast

### Apricot and Walnut\*\*\* porridge\*\*\*\*

Soak the porridge oats overnight with chopped dried apricots and walnuts.

### Two thin slices of wholemeal toast\*\*\*\*

Topped with anti-bacterial Manuka honey

### Cup of green tea or red bush tea \*

## Mid morning

### Berry good smoothie\*

Blend together one teacupful of frozen raspberries and one teacupful of fresh blueberries with 1 tsp honey and 5 or 6 ice-cubes until smooth. Serve immediately.

### Cup of green tea or red bush tea \*

## Lunch

### Mango and Avocado salad with chicken

- ripe avocado\*
- 1 tsp lemon juice\*
- small mango\*
- 1 tbsp olive oil
- 1 tsp wholegrain mustard
- 1 tsp clear honey
- tsp cider vinegar
- freshly ground black pepper
- Handful of watercress\*
- 1oz cooked beetroot\*, finely sliced
- 2 oz cold chicken, thinly sliced

Mix the olive oil with the wholegrain mustard, honey, vinegar, and ground black pepper and mix well. Remove the avocado from the lemon juice and mix the juice into the dressing.

Arrange the watercress and beetroot on a plate or in a salad bowl and add the avocado and mango flesh. Drizzle the vinaigrette over the salad and top with the slices of smoked chicken. Serve immediately.

## Mid afternoon

### A probiotic yoghurt\*\*

### 3 brazil nuts, 3 almonds and 3 walnuts \*\*\*

## Evening meal

### A roasted salmon parcel\*\* seasoned with lemon juice, ginger or chilli

Served with your favourite roasted vegetables\*

## Evening

### Dried fruit\* and cinnamon compote with a swirl of low fat Greek yoghurt

### Cup of green tea\* or herbal tea

### Key for symbols

- \* contains antioxidants
- \*\* probiotic friendly bacteria
- \*\*\* contains omega 3 fats
- \*\*\*\* prebiotic
- \*\*\*\*\* contains zinc

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Paula is a well renowned CORU registered dietitian. She provides an extensive range of services in nutrition, corporate wellness, marketing communications, recipe and menu analysis and product development.

Paula Mee, Food and Nutrition Advisor, BSc Dip Diet MSc in Health Sciences MINDI

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# PREM Hospitality – Unique places to stay and do business

As COVID-19 continues to impact the global community, the way our hotels do business has changed overnight. The hospitality industry has had to adapt quickly and become accustomed to 'the new normal' and the changes it brings with it for the way we work today. Heading into the summer season, our properties were forced to close overnight to stop the spread of the virus. We used this time to deliberate, recoup and improve our offering, coming back stronger and more motivated than ever. On the 29th June with great excitement we reopened our 13 Irish properties following all the necessary guidelines to ensure our customers enjoy a safe and comfortable stay with us.

## Staying Safe with PREM Hospitality

Caring for guests and employees is always our highest priority. While PREM Hospitality have consistently maintained high standards of hygiene in our properties, we have implemented additional measures to minimise any potential risks posed by COVID-19, including:

- Social distancing: PPE worn as necessary, plexiglass protection screen at reception, express check-out and reduced contact at check-in.
- Food Outlets: Modified seating plans and call & collect options implemented.
- Hygienic Measures: We introduced Steri-7 Xtra bio-misting system with Reactive Barrier Technology, to safely disinfect and sanitise all guest rooms prior to arrival, all public areas, restaurants, bar and back of house. The specialised micro emulsion is effective between cleans and continues to kill pathogens up to 7 days after application. This is used in addition to Ecolab, ensuring the very best cleaning and disinfecting chemicals to combat the virus.
- Training: Return to Work Safety Protocol training administered to all team members along with regular briefings.

## Fáilte Ireland COVID-19 Safety Charter

PREM Hospitality's Irish properties have successfully attained the Fáilte Ireland COVID-19 Safety Charter, designed to give comfort and reassurance to our customers that a business is operating in line with current government public health advice and with safety and cleaning protocols in place.

## Meetings Mean Business

As we all adjust to the 'new normal', we have made several changes to our conference centres to ensure social distancing guidelines are adhered to. Clients have begun to return to conference centres as a venue to host meetings, training and interviews to ensure that they are getting back to business sooner, rather than later. Bespoke packages are available to ensure that our guests and delegates are comfortable in their surroundings and get the very best out of their event – talk to one of our representatives today to arrange a productive, safe meeting in our venues across Ireland.

## Osprey Hotel Ballroom Renovation Unveiled

Osprey Hotel in Naas, Co. Kildare has unveiled its €1 million new ballroom which was designed by celebrity architect Hugh Wallace. Stretching to almost 6,000 sq. ft our ballroom is an elegant and contemporary multifunctional space that can accommodate up to 420 delegates. New features to our ballroom include floor to ceiling windows, a private reception/exhibition area and a newly landscaped courtyard area which is ideal for coffee and networking breaks. And most importantly the ballroom comes complete with the very latest in high-tech audio-visual equipment.

## Tulfarris Hotel & Golf Resort - Russborough Suite Refurbishment Unveiled

The 4-star Tulfarris Hotel & Golf Resort in Blessington, Co Wicklow have been busy refurbishing their main conference suite - The Russborough Suite, it is styled with cool, neutral tones, chandeliers and is

flooded with natural light. This in addition to our two existing meeting suites and the Manor House makes Tulfarris an ideal venue for your next meeting, conference or training session.

## Our Loyalty Clubs

Thanking our loyal customers and rewarding them for booking directly with us is important to us. At PREM Hospitality Ireland we operate two loyalty programs "Rewards From Us To You" rewards our guests that book overnight accommodation with our hotels and "The Corporate Club" rewards our bookers for booking accommodation and meeting rooms on behalf of their company. You are invited to join our free loyalty programmes where you can start earning loyalty points which can be redeemed for a number of great rewards including free night stays, One4All vouchers, free upgrades and many extra perks.

From countryside resorts to city centre properties – our guests are spoilt for choice. Talk to us today to discover more of our unique properties in Ireland, United Kingdom and Continental Europe!

**Contact – Patricia Mulligan,  
Head of Corporate Sales Ireland**

Tel: **+353 1 6391118**

Mobile: **+353 86 8687508**

Email: **pmulligan@prem-hospitality.com**



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# The Value of Expert Opinion

**Brenda Dooley**, M.Sc (Health Econ), BA, RGN, RSCN, CEO, AXIS Healthcare Consulting Ltd



Expert Opinion to inform decisions on cost effectiveness and affordability of new medicines has become an important part of the overall reimbursement process in Ireland. Those who are charged with assessing whether a new medicine should be reimbursed or not, need to have a thorough understanding of the local clinical context and perspective of the Irish Health Care Professionals (HCP's) who provide care to patients with the particular disease or condition. Information on the care pathway, specific clinical guidelines in use, and current

treatments provide key insights as to where a new therapy option fits in the overall treatment paradigm and will ultimately, benefit Irish patients.

Expert opinion provided by HCP's can be viewed as a qualitative expression of an individual's view, or a quantitative expression of judgement on key clinical assumptions. Insights from Clinicians, Clinical Nurse Specialists and Pharmacists are relevant and potentially, hugely valuable.

## Where Is Expert Opinion Used?

For each medicine holding a new marketing authorisation and seeking reimbursement on one of the community or hospital drug schemes in Ireland, a Rapid Review Dossier must be submitted to the Health Service Executive for assessment by the National Centre for Pharmacotherapy (NCPE). Within the Rapid Review template are three sections where insights from HCP's with expertise in the particular disease area should be gathered to establish local practice. These sections relate to the current standard of care, the anticipated place in therapy for the new medicine and the comparators which are used in routine clinical practice in Ireland.

For those medicines where a full Health Technology Assessment (HTA) is required following the NCPE's assessment of a submitted Rapid Review, additional opportunities exist to integrate local

Expert Opinion into the modelling and corresponding dossier reporting the clinical and economic benefits of the new medicine. The majority of HTA's conducted in Ireland are for rare, orphan medicinal products (OMP's) or oncology drugs initiated by specialists in the acute hospital setting so this is where Expert Opinion becomes extremely important.

Populating cost effectiveness models in an HTA submission for an OMP or an oncology drug is often complex, requiring an increasingly diverse range of data sources to be applied. Insights from local experts can be used effectively to validate key modelling assumptions, help identify the appropriate patient population and associated costs as well as the frequency of patient-related outcomes, disease progression rates and rare adverse events.

## How To Gather Expert Opinion

There are several ways in which Expert Opinion can be successfully obtained for the purposes of a pending reimbursement submission in Ireland. Advisory boards, focus groups, in depth interviews and delphi panels are all well established mechanisms to elicit key and pertinent clinical insights. However, there are Pros and Cons to each option with some affording better opportunities than others to harness Expert Opinion. Advisory boards with HCP's have the advantage of being relatively easy to organise, are usually well attended events which permit clinical or modelling data to be shared with attendees allowing insights to be harnessed over a few hours of a day or an evening meeting. However, they can have limited value if not all those who attend the meeting contribute evenly to the discussions and as with any group meeting, an experienced facilitator is a must to steer the discussion topics and ensure full participation. Collating the feedback on discussions threads from advisory boards can be challenging even when an experienced medical writer is in attendance with differences in views harder to capture.

Focus Groups are an alternative option to advisory boards and allow smaller groups of 6-8 participants to contribute knowledge and insights on particular topics. This medium tends to work well for meetings with clinical nurse specialists, pharmacists or patient groups but is less frequently used to gather clinician insights. Potential exists here too for a small number of participants to give the most feedback.

The nature of in-depth interviews (IDIs) with clinicians typically results in very good quality insights from the various participants which can then be aggregated and collated into a written report. However, conducting face to face IDI's is quite time consuming both to organise and conduct and reporting the output on IDI's requires a thematic analysis to be conducted on major discussion items.

Delphi panels offer a very robust medium for expert elicitation but require specific expertise from an external, independent agency to ensure they are conducted correctly. Requiring multiple rounds of questionnaires, an iterative approach is used with interim summaries provided to participants so that at the end of this highly structured process, a clear consensus on the topics discussed is available for use.

Over recent months with the Coronavirus pandemic, it has not been possible for any face to face meetings or advisory boards to take place and with social distancing set to become the new norm, there is likely to be a significant reduction in all non-essential, work related, face to face or group advisory board meetings over the foreseeable future. However, this does not mean that Expert Opinion cannot still be successfully obtained and a rise in the number of virtual engagement meetings using various software platforms can be expected. Many of the multinational pharmaceutical companies have been piloting virtual advisory boards and delphi panels for global projects over the past 18 months.

In our own organisation, we have made the switch to "virtual" and we now conduct expert elicitation with the help of an online engagement platform where meetings can occur in either a "real time" or "over time" context. The benefits of going the virtual route for us has been immediate with significantly higher levels of engagement from participants, yielding better quality data and a lowering of the logistical hurdles and costs associated with "live" meetings.

## How To Present Expert Opinion?

The NCPE have outlined 12 specific criteria on how Expert Opinion in an HTA submission should be described and these are outlined in the table shown. These are important criteria to address when collating the output to any research conducted with experts in Ireland.

A key emphasis is placed by the NCPE on reporting Expert Opinion information in a clear, transparent and unbiased format where its use is well justified. These criteria are similar to those used in other countries and reflect the expectations from the authorities to integrate expert opinion into reimbursement applications using robust and well-developed methodologies.

NCPE criteria* for Reviewing Submitted Expert Opinion
Description of the criteria used for selecting the experts.
Numbers of experts approached
Details of experts who participated.
Dates on which the expert opinion was obtained.
Declaration of potential conflicts of interest from each expert whose opinion was sought.
Background information provided to the experts on the study and its consistency with the evidence provided in the submission.
Detailed method used to collect opinions e.g. either individually or through a meeting.
Medium used to collect opinions e.g. direct interview, questionnaire, telephone.
Questions asked (including a copy of the questionnaire or outline of the interview).
Numbers of responses received for each question.
Responses received for each question.
The analytic approach used to collate the opinion, including the variability in opinion.

[www.ncpe.ie](http://www.ncpe.ie)

In terms of clinicians identified to provide Expert Opinion, HTA agencies overall have a preference for a representative group of specialists to be involved. If the prescribing community for a new medicine is expected to be large, it would not be acceptable to have Expert Opinion derived from a small group of clinicians as this would not represent the full prescribing community.

It is imperative too that a signed declaration of conflicts is obtained from all participants.

The way in which questions are asked of experts is particularly important as this could result in a potential bias. Assessors will look closely at each question to see how it was phrased, whether neutral or biased and whether open ended or closed. It is therefore essential when collating the findings of the expert elicitation undertaken to include a copy of the full questionnaire and describe how

the questions were developed including any piloting undertaken before wider dissemination.

The NCPE will want to see the level of responsiveness to the questions to assess whether the degree of any non-response to particular questions might diminish the representativeness of the overall opinion. It is critical that any difference in opinions expressed be captured with particulars on the actual number agreeing or disagreeing on qualitative aspects captured. It would be unusual amongst a group of 10 clinical experts for there not to be some differing views so rather than ignoring this, it is preferable to record it and if possible, state the reasons for why opinions differed on a particular issue.

## Role of Field Based Personnel

Field as well as office-based personnel including Medical Science Liaisons, Medical Affairs Managers and Hospital Representatives have an important role to play in helping to identify the key specialists in Ireland who are treating particular medical conditions.

Field teams know their customer base extremely well and over time, will have developed a deep understanding as to the areas of expertise of the various specialists they call to as part of their regular work. In advance of any formal approaches to clinicians to attend a delphi panel, advisory board or partake in an IDI, informal conversations can be had by field based teams. This facilitates an understanding of the main issues to managing the care of patients with a particular condition for example, the numbers of patients with a rare disease or any geographical differences observed which may be important to capture. If this information is properly collated, it can be very useful for third party agencies to create both pilot and final questionnaires to elicit Expert Opinion.

In summary, Expert Opinion can play a very important role in contributing key insights to help the Irish authorities determine the overall value of a new pharmaceutical medicine. However, when used to inform reimbursement submissions, companies must ensure rigorous standards are applied both in gathering the information and reporting on the Expert Opinion that was provided.



## Live@Lunchtime:

### An update on COVID19 with Professor Luke O'Neill

COVID19 has changed all our lives but the good news is science will ultimately beat it. Huge efforts are underway to find a vaccine and therapies to treat people who become infected are being developed at a remarkable pace. Luke O'Neill will give an update on where we are when it comes to COVID19 and what the prospects are for the future.

October 15th, 1.15 – 2.00pm

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# Is Your Business Writing clear and succinct?

**Sarah Geraghty**, Senior Training Consultant with The Communications Clinic. She has written for The Irish Times, The Journal and The Gloss Magazine.



A busy person already overwhelmed with “information anxiety” – a term used by Richard Saul Wurman way back in 1989 to describe facts and data overload – needs absolute clarity.

You need to be concise, to the point, and very clear about what you are asking your reader to do.

Think about the competition for our attention since March. Zoom meetings, social media, home-schooling, unprecedented volumes of emails.

We often meet people on our business writing courses, frustrated with the time spent going back and forth on emails. “I can’t understand why he didn’t just do what I asked him to do. My email was perfectly clear.”

Are you sure about that? Was it clear?

Or did he just get bored ploughing through rambling prose, in-house jargon and interminable sentences? Did he actually get to the end of your email?

If he didn’t or didn’t understand what you were asking, that’s on you.

Here is your 5 point checklist for clear, succinct business writing.

## 1. Start with your reader

Knowing your audience is essential. Otherwise your writing will have no impact.

Before your fingers touch the keyboard, imagine yourself as the reader. Keep your focus on them all the time.

What do they know now? What will they know when they finish reading?

Is everything I write relevant to this particular recipient? Am I writing it in their language?

## 2. What’s my objective?

You need to be clear on the objective of your email, executive summary or report. Get your main point in early. Don’t save it as a grand reveal for the end of your document.

In business writing the objective is to impart information, facilitate a request or induce an action.

Develop a habit of answering these questions before you start writing and you will save a lot of time.

What am I trying to achieve with this piece of writing? Why is it worth writing? What is my desired outcome? How do I reach that outcome? What precisely am I asking the reader to do?

Take an email, for example. People tend to do one of five things with emails: delete, defer, delegate, reply or take further action.

Ask yourself – again, and again – what you want them to do with your email?

## 3. Keep it simple

Your writing needs to be as simple as possible. This does not mean “dumbing it down.” It means that your reader is able to understand and process each sentence of your document on first reading. They shouldn’t have to work at it.

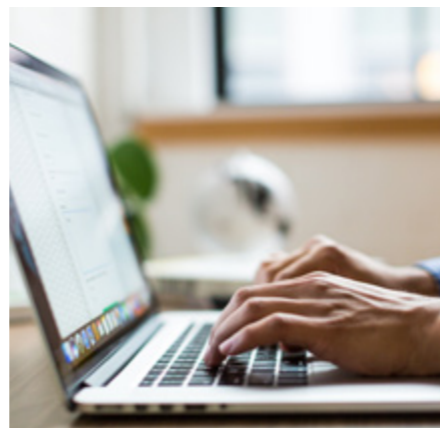
Keep sentences short. Weed out filler words (‘very’ and ‘absolutely’).

Do a “which hunt”. Edit pieces containing this word, you’ll get cleaner phrasing.

Use simple words and phrases.

Avoid clichés. Find a fresh way to say it.

Cut out jargon. If they have to Google what it means, you’ve already lost them.



Keep it to one point per paragraph.

Support every assertion with evidence. But – I repeat – remember who your audience is. Your reader is the focus.

## 4. Just write

Don’t get it right, get it written. You don’t have time to gaze at your screen waiting for inspiration. Get the words on the page. Go back at the end, tighten it, whip it into shape.

Read it aloud. That will catch mistakes your computer won’t catch, help you spot clunky sentences and ensure you sound like a human.

Edit and review the piece with your reader and objective in mind.

- Is this piece understandable?
- Is this piece as concise as can be?
- Does it make clear points that are relevant to my audience?
- Is the language as simple as possible?
- Is each sentence understandable on first reading?

## 5. Email triage

There’s never been so many ways to get work done. Slack, Zoom, Microsoft Teams, email, text messages, Whatsapp.

Studies show we refresh our inboxes up to 40 times an hour. That suggests a lot of distraction as opposed to focused activity.

Treat your emails as a focused task within designated time slots.

Remember your objective. Maybe email is not the best route to achieving it. Sometimes the best solution is to have a human-to-human conversation. Or if waiting for an email response is piling pressure on the team, pick up the phone.

Please get in touch if we can help you or your team put this advice into action  
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**We look forward to meeting again when guidelines permit**

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# Let's Talk Lifestyle Medicine

**Professor Robert Kelly MD MBA FRCPI FESC FACC FFSEM**, Consultant Cardiology, Lifestyle Medicine Ambassador, Behaviour Designer.



Sitting or physical inactivity (the new smoking) is the fourth leading cause of mortality. It accounts for 7% of all deaths and increases risk for heart disease, strokes, cancer, Alzheimer's Disease to name a few. Inactivity significantly increase risk for breast and colon cancer.

Smoking remains a significant risk for heart disease, cancer and stroke, but that number is improving with successful smoking cessation programs and similar interventions around the world.

The solution lies in behaviour design to help people change habits and improve health. Increasing the physical activity of the world by 25% would reduce annual mortality by millions. The recommended 150 minutes of weekly activity reduces mortality by 19% while seven hours of exercise per week causes 24% reduction in death.

As a Cardiologist I have spent my career preventing, treating and trying to reverse heart disease, including stents, medication and primary prevention education. In the last 5 years I have become a board-certified Lifestyle Medicine consultant (the only one in Ireland) and most recently a Behaviour Designer.

Lifestyle Medicine is a branch of evidence based medicine in which comprehensive lifestyle changes (including nutrition, physical activity, stress management, sleep interventions, social support and environmental exposures) are used to prevent, treat and potentially reverse the progression of chronic diseases by addressing their underlying causes. The real challenge is getting people to change their behaviour.

Lifestyle Medicine focuses on six areas to improve individual health.

## 1. Healthy eating:

having a healthier diet, smaller portions, perhaps an element of intermittent fasting. The healthiest options include Mediterranean Diet and the Whole Food Plant based diet (in some countries heart disease may relate to poor nutrition, lacking proper diet and require a very different approach).

The real problem with nutrition stems from eating too much sugar, red meat, fat, not enough fibre, fruit and vegetables, beans, nuts, seeds and too little water intake. Daily recommendations include 8-10 glasses of water; 2 pieces of fruit and 5 vegetables.

## 2. Increase physical activity:

any activity is good – walking, running, cycling, ball sports, swimming, whatever is liked, easy, and enjoyable.

It is important to include stamina, strength, flexibility and cardiovascular activities. Exercise in people under 40 can help to reduce weight and to maintain weight loss. Exercise (including Yoga, Tai Chi, swimming) is also very good for stress management and mental health.

Exercise reduces risk for strokes and heart attacks by 30%. Walking 15 minutes per day adds 3 years to length of life. Doubles tennis is great for physical, mental, emotional, social health and adds 9 years to life expectancy.

## 3. Develop strategies to manage stress:

relaxation / mindfulness / breathing to relax and deal with acutely stressful situations; build resilience through better lifestyle habits and face the cause of stress head-on and deal with it.

Stress is a massive issue with the COVID pandemic. Anxiety and depression are epidemic. Further stress comes from change, working from home, job insecurity, schools, family and relatives. Dealing with mental health requires multiple approaches. Using behaviour design can successfully address this.

## 4. Stop smoking. Stop drugs. Minimise alcohol intake:

recommended daily alcohol intake is 2 units per day (a small glass of wine / spirit / half glass of beer) in Europe and half or

less of that amount in USA. Whole Food plant-based diet discourages any alcohol intake whereas the Mediterranean diet allows it.

## 5. Improve sleep:

sleeping less than 5 or more than 9 hours each night increases risk of heart events and premature death by 25-30%. Poor sleep is a consequence of what happens to life during your day such as stress, over-eating or eating late, too much coffee or alcohol (each cup of coffee can last 7 hours in your body). Having a routine – time to bed, down time, turn off phone, reduce visual stimulation from TV, comfortable bedroom temperature and calm mind affect sleep quality and duration.

## 6. Form and maintain good relationships / connectedness:

keep friends, play team sports, playing bridge, join clubs, (Men's Shed, Aqua aerobics), reach out and stay in contact with family and parents. Better connection and social support in life significantly improve health.

Health includes physical, emotional, social, mental, financial health and not merely the absence of disease / illness. Medications, chemotherapy, surgery, stents have their roles but more importantly lifestyle medicine prevents, treats, can reverse diseases and deals with whole patient.

Personal choice and responsibility are barriers to better health. Many people like to believe "that ill-health will never happen to me". Coaching people how to successfully improve their health (by designing behaviours for lifestyle medicine) is the most effective way to improve health outcomes.

References available on request.

If any of issues that are highlighted in article are of personal concern, please reach out to me or contact your own GP to discuss.

Dr Kelly sees patients at Beacon Hospital, Dublin and works with corporates / groups in all aspect of health, lifestyle and behaviour design [www.rkcardiology.ie](http://www.rkcardiology.ie)

# HMR has developed and launched a new solution that is improving Sales Teams' effectiveness

**Filipe Infante**, Country Manager for HMR Ireland.



as a reference company for 'insights and knowledge', providing an additional offering of specialised consultancy services to the healthcare players.

HMR specialises in developing 'knowledge' that is based on daily data collected at pharmacy level, providing the pharmaceutical industry with the power to make well informed decisions across six key attributes: Market Analysis, Sales Management, Marketing Management, Business Intelligence, Consultancy and Supply Chain Optimisation.

At HMR, we believe the power of knowledge grows when it is shared!



We spoke with Filipe Infante, Country Manager for HMR Ireland, regarding the company evolution. Filipe highlighted his belief that in-depth knowledge of the market is the first step to creating unique insights of the industry and such information takes us further by significantly enhancing the understanding of all data and numbers, thereby enabling efficient market knowledge.

This year HMR has refreshed its branding with a new logo and imagery, emphasising our expertise as a Company in developing 'knowledge' for the Healthcare sector. To date, this new approach has been very well received by the pharmaceutical market. With this, HMR is now recognised

success. This has been achieved through the provision of both the traditional and new, novel and innovative ways of deriving 'insights and knowledge' from market analytics.

This year HMR has dedicated special attention to Industry Sales Teams, by launching **HMR Maps** – a new online solution detailing each geographic region, pinpointing Pharmacies, GPs, Hospitals, Health Centre's, Nursing Homes and Dental Practices.

**HMR Maps** has been developed to assist Sales Teams identify each HMR Region and their constituents and provides ease of the implementation of strategies from data insights.

With this new tool sales teams can quickly and intuitively:

- Pinpoint the location of each healthcare provider throughout the country including Pharmacies, GP's, Hospitals, Health Centre's, Nursing Homes and Dental Practices;
- Identify territory boundaries and clarify as to which HMR Region a provider is located.

We see **HMR Maps** as a solution that is significantly improving Sales Teams' effectiveness.

At HMR, we believe the power of knowledge grows when it is shared!



As a result, HMR can segment the market into its four distinct components – New, Switch to, Switch from and Repeat. Thus, enabling detailed views and approaches to the market through the new paradigm possibilities.

Over the past number of years, HMR has developed strong, trusting relationships with its clients to the point, where many of them consider HMR a critical element for

# Our Image In The New World

**Aoife Dunican**, Image Consultant, Personal Stylist and owner of The Stylebob



What a time to be writing about image when most of us are dealing with the complexities of a pandemic, including all day zooms, returning to the office, our children starting a new education experience, caring for a loved one and most importantly remembering not to leave the house without a mask.

So why is it important to talk about our image now? Does it matter, and how does what we wear affect how we feel, communicate and how we are perceived?

This virus is not going to disappear overnight. The new and future office will be a hybrid of face to face and virtual meetings, but the rules of first impressions are still the same. Research shows that people judge you in the first 7 seconds and decide if you are trustworthy, credible, reliable – all by how you look. You may have a powerful message but you need to feel confident enough to deliver it and look the part to give it conviction and meaning.

Our usual working wardrobe has changed considerably with stretchy clothing creeping in more than it should. I myself was dressing too casual at the start of lockdown but as my business went more virtual, I needed to dress up to show up. Research has shown that what we wear affects how we act, pose, communicate and consequently the impression we give to people. Miuccia Prada once said “Fashion is instant language” We see before we hear. By making a conscious effort with our appearance we not only look good but we feel good and, if we feel

good, we are unstoppable. And people take notice.

As a healthcare industry representative, involved in products and services that save people's lives, you want to look trustworthy, knowledgeable, approachable and confident. So how do you convey confidence using your attire for your next important meeting, especially when it could be virtual and you are reduced to a size of a postage stamp on screen?

First of all. Let's be in control here and take back our power so that you can decide the impression you want to give. Visualize a meeting you have coming up. How do you want to feel? Energized, confident, determined or maybe calm? Who are you trying to impress, and what qualities do you need to convey?

Here are some tips that have helped my clients both personal and corporate present the best version of themselves.

and using detail like print and embellishment to steer the eye towards our loved areas whilst using plain and simple fabrics to disguise our challenging parts.

- Think beyond wearing black. Wearing certain colours can dramatically change how we feel and act and can help create that 3D energy on a screen. Every colour has a different wavelength of light that can affect our physical and mental wellbeing. Colour invites people to communicate. Brighter shades like red, orange, yellow and pink are great for energy both for you and the viewer. Red is great for confidence and releases adrenaline, orange is friendly and terrific for networking, yellow sparks joy and pink is great for self-compassion. The shades at the other end of the spectrum like blue, green and purple release calming serotonin and are great to portray communication, calmness, credibility and trust. Think how the blue sea and the blue used in hospitals and surgeries convey calmness; wearing blue can evoke the same emotion. Red and blue is a powerful combination either in a printed top for women or jacket and dress combo. A man will always look good in a crisp cotton shirt and a red tie (ties currently on a break).
- Have a long hard look at your wardrobe and really look at what clothes suit your shape, colour and your personal brand. Take everything



- Treat your body like it's going for an interview and highlight its strengths and the parts you love. This shift in mindset is remarkable as we take our selves out of the comparison game with others and look and feel better as a result. Dressing for your shape means dressing in proportion. It is all about creating optical illusion

out and either keep, donate, alter or repair. Remove to a different room all negative clothing like the clothes you are waiting to slim into. Removing them is not giving in but you want to open your doors to a happy wardrobe that makes you feel good about yourself.

- Take a look again at your professional goals and who you want to be and see if what you have left in your wardrobe reflects that. You may need to go shopping for a capsule wardrobe but do it in a strategic way that is cost effective and good for the environment. Our clothing purchases have increased dramatically (60% more in 2014 than in 2000) but it's not like we are going out more. We need to buy less and only buy what we love. A good item might be expensive on the day but if you love it, you will wear it and it will go with so many items in your wardrobe. Know your brands that work and develop a relationship with local boutiques that know you.
- Create the golden five. I encourage my clients to create at least five key full outfits on their phone that they can call upon, freeing up time and energy to concentrate on other things.
- Do a fake video call and see how you really look in the virtual world. Do I have good lighting that projects on to my eyes highlighting the most expressive part of my face? Does the colour I am wearing communicate the right message? Is it right up to my neckline to cast a positive glow on my face? Am I showing too much

skin? Is my make-up strong enough in terms of lips and cheeks? Do I look pasty? Women can afford to wear a much stronger lip and cheek colour as the screen will diffuse it to make it look normal. Be careful of wearing pure black and white on screen calls as the screen readjusts in negative ways to create shadows making you look unhealthy.

- Look at your digital footprint. Does my LinkedIn profile picture represent my professional goals, my personal brand and the company I represent? Physical networking opportunities are limited in the short term so prospective clients may use your LinkedIn profile to get a handle on you before they meet you virtually. Make sure your look is consistent across all channels to show consistency and credibility.

**Finally, enjoy presenting the best version of yourself but stay authentic and be your version of fabulous. Clothes are a wonderful way to show your creativity, passion and personality. Incorporating even one of these tips can make a huge difference. Try wearing a bright colour at your next meeting, even in a scarf, and see how you feel and how people react to you. And if you have a surprise important video call, grab a lipstick or a jacket and carry on! Stay safe and well.**

## About Aoife

Aoife Dunican, Image Consultant, Personal Stylist and owner of The Stylebob, helps men and women globally amplify their style and image to empower them to achieve their personal and professional goals. Aoife is also a keynote speaker delivering energetic and colourful talks and webinars on all aspects of Personal Brand and Style. Aoife contributes to newspapers, magazines and radio on style ethos and dressing for impact.

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# What leaders need to adapt to the new future of work

**Covid-19 has been a stark and aggressive reminder about the volatile and uncertain world of work that we are living through in the modern age.**

**Kevin Empey**, Programme Director for IMI's Senior Executive Programme



The challenges and opportunities presented to all of us by (1) the fragile nature of work in uncertain environments and (2) the new and emerging ways of working have developing in different ways for many years.

But these trends have been well and truly landed on our doorstep in 2020.

And, as COVID-19 is proving, automation and technology are not the only forces at play in shaping the new world of work – healthcare, climate change, globalization, wealth distribution and demographics are amongst the other forces at play influencing our #futureofwork.

The clear message from these trends, and being acutely experienced right now, is that we need to be able to personally learn to adapt to rapidly changing times and circumstances in the new world of work. Not just for now but also from now on, beyond this crisis.

New remote working tools and practices will help but there is a more fundamental mindset and skill-set required – both of which we as humans have always

instinctively had. The difference with today's context is that we need to be increasingly aware and conscious of these skills in a more deliberate and front-of-mind way than ever before. And as leaders we need these skills not just for ourselves but to help those whom we lead to cope and thrive as well.

## Adopting a Future of Work mindset – and skillset

So, what are the adaptive skills and attributes of those who thrive (rather than just cope) in the changing world of work? We researched these skills over a two-year period by diagnosing individual case examples with leaders across multiple sectors, organisational size and geographies.

No-one is sure what the future of work looks like exactly, so leaders need to be open.

The motivation behind researching these attributes and skills was simply to help people to take more positive control of their own path in an ever-changing work and disruptive career environment – and to be more mindful of the practical skills needed to do so.

The essence of these "Personal Agility" skills and attributes are summarised as follows with the details and actual competencies identified included in our full whitepaper referenced below:

- 1. Being Purposeful** – having an outlook, attitude and bias for intentful action. Being clear about what you are about and why, underpinned by a core set of personal values and beliefs that help bring focus and direction in both the short and longer term. For adaptive people, these 'purposeful characteristics' provided resilience and worked like a rudder for them in navigating changing circumstances.

They helped them to be more receptive to changing course and learning new skills so long such changes helped them in moving towards where they wanted to go and who they wanted to be

- 2. Having a Learning Mindset** – an openness to learning and to new perspectives, to developing new skills, experimentation and seeing opportunities for growth. As well as having a growth mindset, the adapters were resourceful and creative in learning new skills.
- 3. Open to Change** – being positively oriented to change rather than naturally resistant to it – seeing change normal and as a growth opportunity rather than a threat. Being 'change-able'. Building resilience and being able to bounce back and deal with changing and unwelcome circumstances.
- 4. Empowered** – self-motivated (as well as encouraged) towards taking action and responsibility, being accountable for your own path, development and decisions accepting that they may not always work out as planned.
- 5. Orientation to engage and work with others** – being prepared to build relationships, collaborate and positively deal with different and diverse perspectives and opinion. We simply need other people in one way or another to succeed in the future of work.

While of course we need to have the right culture and leadership for these skills to flourish, they are ultimately individual, learnable skills that we can develop in ourselves and in others if we are all to thrive in uncertain times.

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Also our parent company has a long history of importing Mercedes-Benz passenger cars to Ireland and so we have been very close to the evolution of this fantastic brand for many years now.

If we can assist you with any queries relating to new or used Mercedes-Benz models, please contact us on **(01) 869 1000** or email us at **[park@msl.ie](mailto:park@msl.ie)**

We look forward to seeing you soon.

**Have you missed an MRII webinar?**

The majority of these are recorded and uploaded to the MRII Members' Area, accessible via [www.mrii.ie](http://www.mrii.ie)

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# Irish Pharmaceutical Healthcare Association (IPHA) Medal Award 2020



The highest scoring candidate in the 2020 MRII Examination was Elizabeth Sokabi. We look forward to presenting Elizabeth with her medal in due course. In 2010 Elizabeth graduated with a Bachelor of Science Degree in Pharmacology from Olabisi Onabanjo University, Nigeria and became a healthcare sales representative in 2013.

Elizabeth was responsible for sales and promotion of medical products and medical devices to GP's and pharmacies

in Nigeria. Elizabeth moved to Ireland with her husband in 2015 and has since welcomed a baby son. Elizabeth is currently seeking an opportunity in medical sales. Congratulations Elizabeth on your achievement in the 2020 MRII Examination!



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Professional Development & Networking for Healthcare Industry Representatives

# Meet Olive Kelly

**Key Account Manager,** Nordic Pharma Ireland



## Tell us a little bit about your career background?

My third level education is a mix of both business and science studies. I always had an interest in health leading me to study applied physiology and health science after my leaving certificate, going on afterwards to TCD where I completed the Pharmaceutical Technician's Diploma. I worked in dispensaries in both retail and hospital pharmacy before joining the Pharma industry as a medical sales representative in 2001. I completed a BA (Hons) in Business Studies at night during this time too. Life was busy...

## How long have you been working in Healthcare Sales?

I am working in Pharmaceutical sales 19 years now, I can hardly believe it – time flies! I initially worked as a Primary care representative covering a six month maternity leave contract for Pfizer Healthcare, little did I know I would stay until 2012. I enjoyed most of that time calling to Hospitals with Cardiology

medicines. I have been fortunate to have joined projects with Lundbeck and Daiichi Sankyo. I took extended maternity leave following the arrival of my second child. Time out with my young family that I enjoyed very much.

## What does your current role entail?

I am currently employed by Nordic Pharma Ireland as a Key Account Manager calling to Rheumatology Teams in South Dublin and Midlands. I also have responsibility calling to Cardio Thoracic Anaesthesia Teams in south Dublin.

## Why do you do the job that you do?

From day one I have always enjoyed meeting HCP's and learning about how different health conditions are managed. I love the variety of the role – no two days are the same, the pace and challenge make it a wonderful career.

## Have you always been involved in the MRII?

I became a member of the MRII as soon as I joined the industry and registered to sit the MRII Examination within the first year on the road. I joined the MRII council in 2019 and I am enjoying very much the opportunity it provides to work with industry colleagues from other companies. I would encourage all medical sales representatives to get involved with the MRII. The educational agenda is excellent and the networking opportunities great. During the current challenging times for our profession and industry we have had

the pleasure of welcoming back previous members and many new members also. It is especially during a difficult phase that being a part of a larger group is especially helpful. Even if it has been a while since a you engaged with the MRII please do get in touch! We are planning several interesting online events for later this year with the majority of past events available to playback.

## What are your interests and hobbies?

I love to travel and when my two young children are older I will retrace some of the steps I took in Australia with them in tow. By far the most beautiful country I have visited to date. I like everyone else, is looking forward to when we can travel abroad again.

## Do you have a favourite place to stay in Ireland?

I am fortunate to be living with my family in Co Wicklow. It really is a wonderful county with much to see. That said, when I do leave my home county I nearly always go to Co Clare. The beaches on the West coast are spectacular and it is a great opportunity to catch up with some good friends who live there too.

## What advice would you give your younger self?

Be brave, step up, do not be afraid to ask questions. Learn from those who are in our industry longer. Seek mentors that can impart their knowledge on you. I always enjoy learning new skills and I certainly encourage anyone starting out to take advantage of any new learning or training opportunities that come your way.

## What is your motto or personal mantra?

If at first you don't succeed – try another way!

**MRII AGM 2020 (ONLINE)**

**Thursday September 24th 5-6pm**

Register by email to **[info@mrii.ie](mailto:info@mrii.ie)** to receive join details.

The new Council for 2020/21 will be elected. If you are a Full or Affiliate Member of the MRII and would consider a position on Council (or a sub-committee) please register your interest by email to [info@mrii.ie](mailto:info@mrii.ie)

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