

# Olive O'Connor – Master Resume

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## Healthcare Advocate, Advisor, Facilitator and Mentor

Olive is an expert advocate and innovator, sharing insights & domain knowledge through working in partnership with businesses, communities and charities:

- Public Patient Involvement Literature Review, Co-Author (Dr. Veronica Lambert, DCU and DoH)
- Public Patient Involvement Framework, Co- Author (DCU, Department of Health)
- NHS & Global Village Health Translation – Project 1: International #fabnhsday guide for Colostrum
- NDRC – Business Mentor for Health Tech Start-Ups (affiliated with eHealth Ireland)
- SOUND – External facilitator for this charity; designing Terms of Reference & guidelines for their teams
- ICAN – Designing an interactive PPI solution; facilitated multiple work shops with all stakeholders for JIA
- National PPPG Framework HSE – Policy, Procedures and guidelines Programme (Ms Brid Boyce)
- National QI Programme Prevention VTE Working Group (Dr Philip Crowley, Ms Ciara Kirke – HSE)
- Paediatric Early Warning Score System (PEWS) Working Group (RCPI, NCEC Dr John Fitzsimons)
- National Maternity Strategy Focus Group (National Women's Council, DoH)
- National Clinical Programme Paediatrics & Neonatology (NCEC, Dr Alf Nicholson)
- Irish College General Practitioners (ICGP Public Representative Group, Dr. Margaret O'Riordan)
- Zero Harm Medication Initiative Launch (Tallaght Hospital, Mr Tim Delaney)
- National Sexual Health Strategy 2016 Working Group (HSE & DoH)
- National Patient Forum, 2015 (HSE Quality Improvement Division)
- National Medical Card Form Review Panel, 2016 (HSE)
- National Health Service Vision 2026 Working Group 2016 (HSE)



## Recognition

Olive has been recognised and appraised for her work by global leaders in the field of healthcare:

- Dr. Maureen Bisognano, Chairperson of International Healthcare Improvement 2015 (IHI) showcases Olive's work in Qatar at International Quality Improvement Forum 2015
- Clinton Global Initiative showcase Olive's "Patient Story" at their International Forum 2014 in New York – Olive was handpicked with just nine others out of 10,000 women [Published by the UN]
- Mr Enda Kenny; An Taoiseach endorses Olive's work on international television [www.medistori.com]
- Director General of the HSE recognises Olive's work as a Patient Lead and Advocate [Written Reference]



## Distinct Positioning

- International Fellow: England Centre Practice Development, Canterbury University [ECPD], UK
- International Fellow: ISQua Quality Improvement and Patient Safety
- Won investment on Dragons' Den Ireland, 2017
- British Medical Journal Peer Reviewer. Writer for RSVP Magazine. Blogger and Vlogger.

## Communications

Olive's main strength is her ability to communicate to wide ranging audiences, in a meaningful way:

- Successfully designed and implemented multiple content/marketing/public campaigns
- Successfully recruited local/national media outlets and partners (without payment)
- Built and utilised all social media platforms from scratch; Facebook, Twitter, Instagram, LinkedIn etc.
- Met all Communication Strategy KPI's, every month, as proposed at planning stages
- Outputs: Amalgamated 20,000 followers across social media platforms; >8,000 blog followers and 21 million impressions in one week on Twitter (without payment)

## Technology & IT

Olive has a keen ability to self-learn, and rarely employed the services of specialists. Olive to date has:

- Created videos/vlogs in-house (white board animations (Sparkol)/Animoto/iMovies)
- Created all logos, designs, reports and products using Microsoft Office 365 and Adobe
- Designed all in-house databases (financial reports, invoicing, accounts, research etc.) Office 365
- Operated CRM (HubSpot) and Project Management Tools (Smartsheets) [Integrated: Zapier]
- Designed and developed multiple websites: See: [www.oliveoconnor.com](http://www.oliveoconnor.com)/[www.medistori.com](http://www.medistori.com)
- Designed and developed multiple online survey tools (consumer feedback)
- Regularly use digital communication platforms - Zoom/Skype/Google Docs/Dropbox/Slack etc.

## Public Relations

Olive has shared her story and insights with many in the media:

### Media (News Paper Articles)

- Irish Times
- Silicon Republic
- Sunday Business Post
- Connaught Telegraph
- Mayo News
- Castlebar Chamber
- Western People
- Irish Mirror
- Galway Advertiser
- Galway Independent

### Interviews (Live/Pre-Recorded)

- Today FM
- Ireland AM
- RTE (6 O'Clock) News
- UTV (6 O'Clock) News
- Sunday Business Show
- iRadio
- RTE Radio 1
- Ryan Tubridy Show
- Midwest Radio
- CRC Radio

### Magazines/Online Media

- Silicon Republic
- Her.ie
- Mums & Tots
- My Kids Time
- Mr. Donncha Hughes
- RSVP Magazine
- E-Health Ireland
- Conefreys Pharmacy
- NAGP Newsletter
- IPU

## Awards & Accolades

Olive has been successful in achieving many national and international awards and accolades:

- 2018 Winner: Most Innovative Product, Mayo Business Awards
- 2017 Winner: RTE Dragons Den Investment [€80,000]
- 2017 Winner: Mayo Style Award Health & Wellness
- 2017 Winner: Zenith Global Health Award Innovation
- 2016 Shortlist: Virgin VOOM Awards [First in Ireland; Top 10 Grow Category; UK]
- 2015 Winner: Junior Chamber International (JCI) Outstanding Young Person Medical Innovation
- 2015 Finalist: Social Entrepreneurs Ireland Impact Awards [Top 20]
- 2015 Winner: Mumtrepreneur of the Year (Mums & Tots / Tesco)
- 2014 Winner: Scul Awards - Judges Choice Special Merit Enterprise Award
- 2013 Winner: Enterprise Ireland, New Frontiers Phase 2 Award (€15,000 Prize)



## Advocacy: Speaker Events & Adjudicator Roles

Olive has presented at a range of conferences/events showcasing the importance of patient rights and healthcare decision making. Olive has also been a decision maker in many competitions.

### Adjudicator

- Judge: Health Service Excellence Awards [Rosarii Mannion, Director of HR, HSE]
- Judge: eHealth Ireland Health Innovation, Aviva Stadium [Mr Richard Corbridge]
- Judge: Irish Pharmacy Awards, 2017
- Judge: Network Galway Awards 2017 and Keynote Speaker

### Speaker

- Guest Lecturer UCD, School of Nursing [Health Innovation]
- National Primary Care Conference; Aviva Stadium 2017 (Key Note - NAGP)
- eHealth Ecosystem - Keynote Speaker 2016 [Mr Richard Corbridge, CIO HSE], Ballsbridge
- National Medicines Forum 2015 - HSE, Dr Helen Flint] RCPI, Kildare Street
- National Patients Forum 2015 - HSE Quality Improvement Directorate], Aisling Hotel
- St. Luke's Symposium 2015 RCPI – Keynote Speaker; Innovation in Healthcare from Patients Perspective
- Vasco de Gama (VdGM) - WHO Conference for Young GPs 2015, Chartered Accountants House
- ICGP Summer School 2015, - Mount Wolseley, Tullow, Carlow.
- UCD Forensic Medicine- Guest Lecturer Grade 8 Health Professionals], 2014 UCD
- Maynooth University 2016 – Key Note Speaker, Plenary & Workshop Facilitator – Connected Health
- SOUND Charity 2016 – AGM with SOUND members (Strategy & Leadership)
- IADT (Institute for Technology) Conference 2016 – Benefits of For-Profit Social Entrepreneurs
- Rotunda Hospital 2016 – Keynote Speaker International Thrombosis Day [Dr Fionnuala Ni Ainle]
- World Health Innovation Summit 2015 - International Keynote Speaker [Mr Gareth Presch, CEO]
- MedTech Start-Up Academy - 2014 Radisson Hotel, Galway
- Irish Children's Arthritis Network (ICAN) – Keynote Speaker; Self-Management Resources, Galway
- Heart Children Ireland – Keynote Speaker; Overcoming Post-Traumatic Stress Disorder, Dublin
- Women's Inspire Network 2018 – Messaging and Marketing
- 6XS Digital Marketing, Central Bank of Ireland 2018
- The Good Summit / World Health Innovation Summit Launch 2018
- Upcoming: Irish Health Research Board – GDPR; DMI 2018; National Sustainability Summit 2019



## Publications

Olive has been author and co-author of many publications (national/international):

- "Patient & Public Involvement in National Clinical Effectiveness Processes: A Systematic Review". Submitted to HEPS 2016 and Poster Display at Cochrane Systematic Review & Patient Safety Conf.
- "Study to show how collaboration at beginning of design, development & delivery can save money, time & resources" DoH Patient Safety Conference 2015 Authors: Dr. Pádraig Mac Neela; Ms. Olive O'Connor.
- "Managing Patients: Not Diseases" Submitted Patient Safety Conference 2014 Author: Olive O'Connor
- "A Personal Health Record and Standardised Self-Management Toolkit. An Incorporated Account, Review and Evaluation 2012 – 2015" Co-Authors: Olive O'Connor and Dr Pádraig Mac Neela
- International Journal of Integrated Care: "The MediStori. A personal health record and standardised self-management toolkit which can improve integrated care systems" Author: O O'Connor
- Personal Interview Published: The Pitch Coach, Catherine Moonan, Liberties Press 2016



## Voluntary Work: Non-Profit Sector and Charities

**2015 - 2018**      *World Health Innovation Summit [WHIS] CIC*      **Referee:** CEO: Mr Gareth Presch

**My Role:** Director, COO, Ethical Governance Team Lead & Secretary.

Olive supports the development of a culture that puts focus on the value of local communities to people who work in or use health care services. Olive's role is to work in partnership with all who work in or use the health system to share experiences, innovations and aspirations – she developed the PODS structure; Terms of Reference and completed Frameworks for global WHIS teams to run Summits. Currently Olive aids in development of their global team through PPI and provides international secretariat services for the operations team.

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**2016 – 2018**      *SOUND [Sufferers of Unique Narcolepsy Disorder]*      **Referee:** Ms Michelle Byrne

**My Role:** External Advisor to the Chairperson

Olive provides advise to the Chairperson and committee for this charity in all areas related to governance, terms of reference, risk assessment and management, team building, PR and policy development.

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**2016 – 2018**      *ICAN [Irish Children's Arthritis Network]*      **Referee:** Ms Wendy Costello

**My Role:** External Advisor to the Chairperson and Public Patient Involvement Facilitator

Olive facilitates public patient involvement workshops related to transition of care. Olive reviews and evaluates these workshops with an aim to inform policy. Olive is also an advisor to the Chairperson and committee for this charity in all areas related to governance, terms of reference, risk assessment and management, team building, PR and policy development.

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**2012 – Present**      *EasySpeak*      **Referee:** Mr Mark Dolan

**My Role:** Lead Administrator & Advocate Suicide Awareness Charity [EasySpeak]

This non-funded peer led private forum currently has over 10,000 members and it aims to reduce the stigma attached to depression and anxiety, while also offering a platform for people to know where to access resources to help with same. Olive's role ensures that 1) the team are safe guarded to deal with issues 2) that members are referred to relevant professionals & services 3) that they advocate on behalf of the issue and 4) to manage the social media page.

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**2010 – 2013**      *St Joseph's Primary School Principal*      **Referee:** Mrs Dymphna Culhane

**My Role:** Secretary Parents Committee

Olive's role was to support the Chairperson, other officers and the committee. It was her responsibility to organise and communicate tasks in relation to correspondence, meetings, filing, computer related tasks, taking minutes and to liaise with members in relation to meetings and events via email, phone, text or letter. For this role Olive needed to be organised, computer literate, neat and tidy, reliable, honest, confidential and willing to work outside of meetings. Olive had to liaise with Chairperson and/or Principal in relation to all aspects of committee.

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**2008 - 2010**      *Tacú Family Resource Centre*      **Referee:** Ms Mary Jackson

**My Role:** Chairperson of Lake District Youth Committees

This role encompassed chairing a 30+ committee of both adults and young people to aid in the development of a youth centre in Ballinrobe, Co. Mayo. A target of €100,000 was needed to build same, and this was achieved in the timeframes set. As a Scout Leader, Olive found her natural strengths came through in this role when working with young people and having them actively involved in decision-making processes. A successful committee was formed compiling of young people from all ethnical and socioeconomic backgrounds. Olive's duties included leading out on and supporting fundraisers; advocating with young people; working collaboratively with stakeholders; creating awareness through communications and providing administrations, in line with BOM.

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Olive was also a Scout Leader; and is presently a Youth Leader for the No Name Club. She is fully compliant re: child protection training, youth work facilitation and has full garda vetting clearance.

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## Self-Employment

**2018 – Present**      *Local Enterprise Office [LEO] Co. Mayo*      **Title**    *Mentor*  
**Key Roles**                      *To support and advise early start-up businesses in health sector*  
**Key Duties**                      *To facilitate discussions re: marketing, PR, planning, investment*

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**2012 – 2018**                      *Minimate Limited*    **Title**    *CEO / Creative Founder*  
**Key Roles**                      *Health Innovator, Advocate, Facilitator and Educator*  
**Key Duties**                      *To provide, manage, oversee and govern all areas of the business including:*

- **Financial Planning/Management:** *Tax/ VAT Returns, Banking, Invoicing; Cash Flow Analysis, P&L Analysis and Projections, Pricing, Purchasing, PRSI/PAYE; Secure loans/investments, Business Plans*
  - **Human Resources:** *Manage, train, hire staff/interns and subcontracts in accordance with policy/law*
  - **Business Legal:** *Develop, overview, negotiate, secure - business contracts, patents/IP, CRO duties, employment contracts, mediation, investment contracts/negotiations, NDA's*
  - **Marketing/Branding:** *Develop and deliver high level B2B and B2C marketing and branding campaigns via online & traditional means in-line with PR strategy & mission statement*
  - **Quality Control:** *Product development, production, delivery, customer service, IT, data protection, certification, logistics, stock control, risk assessments, office management, comply with GDPR.*
  - **Public Relations:** *Manage and lead on all public campaigns. Speak at conferences/events, radio (national/local), enter competitions (awards), speak on national TV, create social media campaigns in-line with PR opportunities, research data prior to presenting*
  - **R&D:** *Performed internally/externally using multiple evidence-based tools. Perform high level research documents / peer reviews, with proven track record. Advise numerous charities, universities and SME's in development of committees, BoM and related to patient advocacy.*
  - **Governance:** *Overall governance of business, ensuring work ethics, policies and procedures are adhered to at all times, in-line with Company Board of Director management agreements.*
  - **Strategic Development:** *Design and develop strategic plans for business projections, implementation of product/services, integration of values, communications (internal/external); financial planning*
  - **Project/Time Management:** *Overall management of multiple business projects simultaneously at high level with exceptional proven outcomes, nationally and internationally.*
  - **Communications:** *Customer relations, B2B and B2C relations, media relations. literacy, specifically health literacy. Team/Internal communications. Communicate via blogs, social media, research papers, presentations and local/national media outlets (TV/radio/newspapers/conferences)*
  - **Analytics:** *Continually monitor - sales activity, customer relations, national/ international policy, social media activity, website activity, staff engagement/growth, investigate opportunities, data policies and all other relevant aspects of the company.*
  - **IT Management:** *Design, deliver and maintain high level ecommerce website and online portals through social media domains. Ensure all IT systems secure to protect data and sensitive information. Create/manage appropriate content in-line with sales, marketing and PR strategy*
  - **Consultancy/ Lecturing:** *Provide training, advice and consultation services to numerous health care related established and start-ups businesses, public bodies and charities. Provide essential toolkits and strategies to ensure patient safety is priority for those engaged in healthcare.*
  - **Design and Development:** *Solely designed and brought to market innovative new product [MediStori] using in-house design tools and creative methods for brand and marketing.*
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## Previous Employment/Contracts

**2016- 2017**                      *Caragon Ltd*                      **Title**    *Strategic B2B Marketing Manager*  
**Key Role**                      Work with the CEO, CTO and team to develop strategic marketing plans  
**Key Duties**                      Branding; Messaging; Public Relations; Set Up & Management of CRM system; Data Analytics; Social Media Management; Generate Leads & Contracts.

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**2000 – 2012**                      *Wellcare Limited*                      **Title**    *Personnel Manager*  
**Key Role**                      Staff Leadership and Care; Complaint Resolution;  
**Key Duties**                      Quality Control; Competencies: Staff Management & Training; Branding; Social Media Website Development; Bank Reconciliation; Marketing & Sales; VAT Returns

## Educational Achievements

2019	<i>Patient and Customer Experience Specialist (PX/CX)</i>	<i>CX University</i>
2018	<i>Fetac 7 Transformative Community Education</i>	<i>Carlow IT(Present)</i>
2018	<i>Advocacy Index (The Art of Advocacy)</i>	<i>LCSI</i>
2018	<i>Mediation Training Certification</i>	<i>TWZ Enterprises</i>
2017	<i>Fetac 7 Community Leadership, Education and Development</i>	<i>Carlow IT</i>
2017	<i>International Fellow Quality Improvement in Healthcare</i>	<i>ISQua</i>
2015	<i>Adult Literacy Training</i>	<i>NALA</i>
2014	<i>Self-Management Facilitator Chronic Disease</i>	<i>Stanford University</i>
2012	<i>Lean Start-Up Methodologies Programme</i>	<i>GMIT</i>
2012	<i>Graduate Certificate General Studies [Business &amp; Legal]</i>	<i>GMIT</i>
2011	<i>Fetac 5 Certificate: Business Studies &amp; First Aid</i>	<i>VTOS</i>
2009	<i>Certificate: Child Protection</i>	<i>Scouting Ireland</i>
2009	<i>Fetac 5 Certificate: Youth Leadership &amp; Society</i>	<i>VEC</i>
2009	<i>Certificate Intercultural Studies</i>	<i>VEC</i>
2008	<i>Fetac 5 Certificate: Office, Word, Excel, PowerPoint</i>	<i>Fás LTI</i>
2005	<i>Business Management</i>	<i>I. F. I</i>
1999	<i>Post Primary: Leaving Certificate [Ireland]</i>	<i>St. Patricks Academy</i>

## Referees

Contact Details Available on Request

<i>Mr John Connaghan</i>	<i>Director General, HSE [Written Reference Available]</i>
<i>Mr Richard Corbridge</i>	<i>CSIO Leeds University Hospital (Previous CIO, HSE)</i>
<i>Mr William (Bill) Ebbitt</i>	<i>General Manager Primary Care Division, HSE</i>
<i>Mr Gareth Presch</i>	<i>CEO World Health Innovation Summit CIC</i>
<i>Prof Veronica Lambert</i>	<i>Professor School of Nursing, DCU</i>
<i>Mr Tony Rudden</i>	<i>CEO Caragon Ltd</i>
<i>Ms Wendy Costello</i>	<i>Chairperson ICAN [Charity]</i>
<i>Mr Stephen Mc Mahon</i>	<i>Co-Founder Irish Patients' Association</i>

## Inscribed References



*"Olive is a patient leader who has all the qualities needed to be successful. She listens, ascertains facts and acts with integrity. Olive is a patient leader who leads by example and I'm proud to work alongside such an inspirational woman. Olive's innovative mind will play a big part in how our health and social care services will be developed locally, nationally and internationally.*

*Olive to me represents what a social entrepreneur should be - a person who acts in the best interests of the community and it's something that Olive does time and time again. She is a true champion of our community and is destined to make a difference not only today but for the generations to come."*

*Mr. Gareth Presch; Founder World Health Innovation Summit*

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*"Having worked with Olive for 10 months on the MediStori project I can safely say that she is a truly inspirational person. Her drive, creativity and attention to detail are outstanding making her a joy to work with and bring out the best in her team. Being part of the MediStori team was a pleasure and really helped me grow and develop not just as a professional but also as a person."*

*Ms. Erin Cafferkey; Marketing Assistant at Irish Hotels Federation*

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*"Olive is an energetic and passionate businesswoman. She knows her customer and her product inside out. Olive goes the extra mile for her customer and makes every effort to succeed. Each household would benefit from owning a Medistori Personal Health Organiser - an excellent product promoted by a woman of action."*

*Ms. Attracta Burke; Founder at The Coaching Equation [Pharmacist]*

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*"Olive is an exceptionally creative and hard-working entrepreneur who maintains a much to be admired, significant social commitment in business. Olive is extremely personable and leaves "no stone unturned" in achieving all of her business goals. Olive is a pleasure to work with and I wish her continued success."*

*Mr. Brendan Chambers; MD and Founder of Chamco Group*

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*"I have known Olive for 2 years and during this time I have found her to work tirelessly towards her goals. She is creative and most of all passionate about her work."*

*Dr. John Fitzsimons; Paediatric Consultant at HSE*

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*"Olive is a dedicated and hard worker. She puts in the extra effort and has a strong determination to succeed. She is a very strategic thought processor, with a very warm and professional manner. Olive has a very engaging and winning personality. It is a pleasure working with Olive to achieve her goals, which she did successfully. I have no hesitation in giving Olive the highest recommendation possible."*

*Mr. P.J. O'Reilly; VP Innovation & Technology Transfer, Enterprise Ireland*

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*"I have watched Olive build MediStori as a business for almost 4 years. She attended a training programme that I delivered in Castlebar and I have engaged with her since as an unofficial mentor. She was an exemplary student of business - open to learn, a contributor to discussions, a reflector on what the content meant for her business, and the first to implement agreed action plans. She is a brilliant networker. People like her. This means she gets things done even when resources are stretched. She has a brilliant grasp of patient needs and has developed a wonderful product. She is also able to share this insight in presentations to networking groups. Personally, Olive is very passionate, has great empathy, is hugely generous, has strength and resilience and is courageous when facing new situations. I am delighted to write this recommendation on LinkedIn and wish her the best in work/ business and family and offer my continued support and friendship."*

*Mr. Donncha Hughes; Trainer, Mentor and Start-Up Business Advisor*

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*"I met Olive at the National Digital Research Centre, where I participated as an idea owner for a new innovative product to improve healthcare through Mercurial's interactive educational and feedback platform. Olive became a mentor to me over a six-week period during the eHealth Ireland and Eir sponsored pre-accelerator programme. Olives engaging nature and work ethic were clear from our first meeting when her creativity, energy and passion for the healthcare sector was a like a light in the room. It was clear that Olive has her finger on the beating pulse of the current and future of health in Ireland. She provided a support that was invaluable, refreshingly honest and drawing on her own experiences opened up conversations that were two way in nature instead of the 'I know best' that creates a barrier for most mentors.*

*There is no doubt but that Olives connections in healthcare and in the start-up world are as a result of her incredible passion for health, innovation and problem solving ability. Her systematic approach to problem solving and iterative improvement matched with her natural and practiced skills of marketing and messaging prove a powerful combination. I have been enlightened by the power of storytelling through Olive, something she does so effortlessly but creates a memorable emotional impact on everyone she engages with. It's a skill I will continue to practice and improve those throughout my life both professionally and personally. Making it personal Olive allows complex and 'barrier' language like that in healthcare to be broke down and built up again to make those words productive and create an impactful environment using simple messaging.*

*Olive offers practical advice about priority with 'don't worry about that yet' and 'I will introduce you, when you are ready' ringing in my ears she provided structure and clarity to the never ending demands of a start-up. Teasing out a clear picture to empower me to move forward was a subtle but effective technique. Outside of gaining invaluable insight into healthcare I gained confidence, focus and delivery skills from Olive including call to action triggers."*

*Ms. Grainne Blount; Co-Founder Mercurial*

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*"Olive is an amazing person, not only to work for but to be friends with. She's incredibly hard working, magnanimous, inspiring, and selfless. She doesn't class herself as better than anyone else, she doesn't even like being called boss or CEO. Olive is probably one of the most detail orientated people I've ever met, and you can see that from her detailed reports, to the MediStori, she won't stop until her creative vision is perfect. I've always admired Olive's ability to command a room and get people on board with her concept - even people who were initially on completely different pages. I honestly believe she can do anything she puts her mind to.*

*Olive possesses an entrepreneurial spirit that you rarely see and is incredibly inspiring. My expectations of what a boss should be like after working with her is sky high, nobody will be able to surpass my experiences of working with Olive."*

*Ms. Alice Butler; Marketing Executive at Happy Marketing & Media*

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*"From initial set-up, we enlisted the mentorship of Olive O'Connor to help grow our organisation in a sustainable way, while always retaining a friendly and positive environment in our centres. Olive herself strikes the perfect balance between logical and creative thinking, and has afforded us the opportunity to overcome many challenges along the way as a result of her entrepreneurial prowess.*

*She has guided us around: Leadership issues – seeking, training, and communicating with high quality staff who believe in and endeavour to carry the Sugru ethos; structural issues – discussing the complications around company structure and boards of directors – not/for profit – and working through this with us until we arrived at the most suitable situation.*

*Financial issues – carrying out analyses on potential revenue streams, while brainstorming our resources in order to identify potential options and capitalize on our existing income; Management issues – analytically evaluating pitfalls in our management styles, which focused largely around time management, systems and policies, while introducing us to new software and techniques; Marketing issues – creating an environment both in-house and online in order to reach more potential clients and designing an online marketing strategy to drive sales of products; without Olive, we wouldn't be where we are today – she has been an inherent part of the Sugru team.*

*We personally believe that what makes Olive stand out is that she never forgets about the clients, our service-users, those that we founded this organisation for – Olive has an unshakable moral compass."*

*Ms. Lorraine Lynch; Director and Psychologist, Sugru Psychological Wellness Services*

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*"I have worked with Olive in several research and other health and healthcare projects.*

*I have always found Olive to be an ethical, committed and inspiring collaborator and would wholeheartedly welcome the opportunity to work with Olive again in any capacity."*

*Prof Anne Matthews; Professor, School of Nursing & Human Sciences, DCU,*

06<sup>th</sup> November 2018

Our Ref: JC/JL  
DG Ref: 514687

Ms Olive O'Connor  
Castlebar Road,  
Ballinrobe,  
Co., Mayo

**Re: Reference for Olive O'Connor**

To whom this concerns,

In 2015, Ms O'Connor was commissioned by the HSE to oversee, manage and evaluate a national research project to measure the effectiveness of a patient health record information system. Ms O'Connor was also requested to provide advisory services to the HSE, in the form of patient advocacy. Ms O'Connor provided service user insights, skillsets and knowledge for numerous HSE working groups. Nationally, Ms O'Connor utilised both online and public platforms to discuss the importance of implementing 1) quality improvement methodologies 2) public patient involvement in the healthcare domain and 3) integrated care initiatives.

Within a set timeframe, Ms O'Connor effectively:

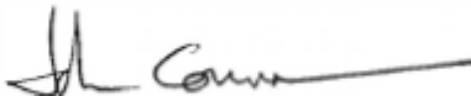
- Completed extensive primary and secondary research [workshops/focus groups/literature reviews]
- Presented a business case and cost/benefit analysis for the research project in hand
- Engaged with key decision makers in the HSE; various healthcare agencies and government representatives to 1) develop partnerships and 2) develop a framework for the research project
- Commissioned NUIG [National University Ireland Galway] to co-design, oversee and co-evaluate the study
- Presented to voluntary agencies and acute hospitals to demonstrate the rationale/scope for the project
- Successfully recruited two acute hospital sites and numerous voluntary agencies to participate in the project
- Co-designed the methodology, timeframes and criteria of the research with key stakeholders
- Co-designed robust ethics, consent and study policies, in line with HSE procedures [approved]
- Developed and implemented online survey tools for data collection, handling and storage
- Designed and delivered health literate educational materials/patient information leaflets
- Trained staff in acute hospitals/voluntary agencies on the best use/promotion of the information system and correct procedures for recruitment of stakeholders
- Advertised the project nationally using innovative, evidence based communicative on and offline tools
- Developed and provided an easy to use online platform [website] to recruit stakeholders for the study

- Facilitated, trained, educated & recruited service users, in person, in outpatient departments
- Utilised online platforms to engage and recruit patients, carers, families and health professionals
- Supplied a trained team and telecommunication services (helpline) for those recruited in the study
- Developed a clear and concise implementation guide for health professionals/staff
- Collected and collated data from respondents, in line with GDPR policies
- Evaluated and reported on the research, in collaboration with NUIG
- Launched the outcomes of the research, alongside key stakeholders, in the Royal College of Physicians, Ireland
- Delivered public presentations at national/international conferences to promote the methodologies and outcomes of the research (St. Luke's Symposium, eHealth Ecosystems, World Health Innovation Summit [UK], Maynooth University Ireland, Rotunda Hospital et al) and published online (website/social media/blogs)
- Published the research in the International Journal of Integrated Care and online (website/blogs/social media)
- Showcased the outcomes of the research at the Department of Health Patient Safety Conference 2015
- Provided the HSE with an externally evaluated report of the study (ECPD, Canterbury University, UK)

We acknowledge Ms O'Connor's commitment to health services and patient safety, of which is supported by the numerous awards she attained for her role in directing a national research project, as a patient lead. We commend her work and capability to articulate and demonstrate patient's needs and views. The HSE is open to Ms O'Connor's engagement in future advocacy/patient Services Initiatives, where such an opportunity may arise and there is scope for the involvement.

We would like to wish Ms O'Connor well in the future.

Yours sincerely,




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**John Connaghan,**  
**Director General**