



Anne Cusack

Critical Healthcare

GOING FOR GROWTH PROFILE

NAME:

Anne Cusack

BUSINESS

Critical Healthcare

POSITION

Founder & Managing Director

WHAT WE DO

Supply medical goods & services to emergency services

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With a background in science and a PhD from Trinity College Dublin under her belt, Anne's career began in Pfizer in the early 90's before joining Biotrin International, a diagnostics and biotechnology company. *"As time passed, I realised it was time to re-assess where I wanted my career to progress."*

After looking at the healthcare market for opportunities in Ireland, Anne identified a gap in the emergency care market that needed radical improvement. At the time, the pre-hospital market was in its infancy but it was becoming more apparent that ambulance crews and paramedics would need to take a greater role in the care of the patient before they got to the hospital. Anne's long term aim was to develop a range of products and services that were unique to this customer group and which ultimately could be rolled out across international markets.

In 2012, Anne took part in the fourth cycle of Going for Growth. She felt it was the right time to review the business and concentrate on bringing it to the next phase of growth. Critical Healthcare produces brands including MediQuilt, a range of disposable linen products; Duramedic, a medical equipment and first aid product range, and more recently have developed Medlogistix, a bespoke procurement SaaS designed around a client's requirements and specifications.

The company now manufactures and distributes more than 2,000 emergency medical products to ambulance providers, fire services and the pre-hospital market in Ireland and the UK. Most recently, the company secured major contracts with Medlogistix from the HSE, Dublin Fire Brigade and the Irish Coast Guard. They have also implemented Medlogistix across the three largest private ambulance operators in the UK and trials of MediQuilt are ongoing with two NHS Ambulance Trusts. Anne and her team were delighted to have won a number of Awards including the SFA Innovation Award 2013 and the IMSTA (Irish Medical and Surgical Trade Association) Best Services Company award 2014 for Medlogistix.

For Critical Healthcare, a key element of their success has been how they prepared for growth. *"We have the structures and systems in place to manage growth. We constantly review and set achievable targets. This is a strategy highlighted and emphasised on the Going for Growth roundtable discussions and has proved invaluable. The programme was the perfect opportunity for me to focus on what I wanted to improve in the business and how to make it more efficient. Furthermore, it provided me with the confidence to look seriously at export markets and initiate plans to make that happen."*

Anne feels she has gained so many tangible results from taking part in Going for Growth, *"I had a reasonably healthy, life-style business in a difficult market in which I felt we had achieved our potential. We were holding steady at about 10% growth per annum in the Irish market and employed a team of 8-10 people. Since partaking in Going for Growth, I have not only learned and grown personally, but the business is continuing to grow at over 30% annually, and we are increasing our export sales each year. Today we employ 18 people and are investing significantly in R&D this year."*

Anne also took part in the Continuing the Momentum roundtable programme which offered further opportunities to interact with business owners across many different types of markets. *"Going for Growth has introduced me to so many entrepreneurs I would never have met in my normal working life and the sharing of information across different markets is brilliant. Going for Growth has enabled friendships and supports we would not otherwise find in our existing business networks."*

