



Leonora O'Brien

Pharmapod

GOING FOR GROWTH PROFILE

NAME:

Leonora O'Brien

BUSINESS

Pharmapod Ltd

POSITION

CEO

WHAT WE DO

Cloud based software for driving standards and efficiencies within healthcare sector.

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pharmapod

Leonora O'Brien is the founder and CEO of Pharmapod, a pioneering company that develops cloud-based software to help reduce medication errors and drive efficiencies, cost savings, standards and business intelligence across Hospitals, Care Homes and Community Pharmacies.

Between 5% and 8% of all hospital admissions globally are due to medication errors resulting in significant preventable costs for payers such as the HSE. Pharmapod is designed to address this problem here in Ireland as well as internationally. *"Having safe systems in place to prevent errors can reduce pressure on A&E and hospital resources. This can improve the situation we have currently where we have record levels of overcrowding in hospital emergency departments and patients waiting on trolleys. Having the right systems also helps healthcare businesses prevent costly litigation cases and improve their overall standards of patient care".*

Pharmapod is the first international platform of its kind to pool and share this information across borders, monitoring the trends and causes behind medication errors and empowering healthcare professionals locally to improve their practice. The system is popular because it also introduces an efficient way of reporting and communicating within the organisations. Analytics that would once have taken weeks can now be done at a click of a button, delivering significant cost saving for the business. Close to 1,000 pharmacies now use the Pharmapod platform in the UK and Ireland including well known pharmacy brands such as Superdrug Pharmacies, Meagher's Pharmacies and the Allcare Pharmacy Group. The system is also used in Universities where the Pharmacy Schools use the system to train their future pharmacists in patient safety and Incident and Risk Management. Pharmapod is set to continue its growth across Europe and Canada in 2017.

After completing the LaunchPad start-up incubation programme at the National Digital Research Centre (NDRC) in Dublin, Leonora became a participant on the Going for Growth programme. *"Being involved in Going for Growth was a fantastic opportunity to be surrounded and inspired by other female entrepreneurs; to discuss challenges, share experiences and solutions. The programme is goal-focused and hugely motivational and the sessions provide a safe, trusted environment and a sense of shared endeavour."*

A well-known figure in the international pharmacy sector and a thought leader in the area of patient safety, Leonora has 20 years' experience in pharmacy practice, policy development and regulatory affairs at a national & EU level. She has worked in the pharmacy sector across 8 European countries and has been the lead pharmacist on the development and implementation of pan European professional standards and anti-counterfeit programmes for Celesio AG in Germany, now owned by the McKesson's Corporation. Leonora's past roles include working as Pharmacy Governance and Professional Development Consultant for the Pharmaceutical Society of Ireland (the pharmacy Regulator) and holding the Superintendent Pharmacist role within the Unicarepharmacy group. Leonora left her job at the Pharmacy Regulator to devote herself to Pharmapod full time. *"You take a personal risk for the sake of solving a problem, to bring your idea to fruition, to contribute positively to society."*

Leonora is also a co-leader of Health 2.0 Dublin (@Health2Dublin), a collaborative network of over 800 members from the Tech and Healthcare sectors who share the objective of driving innovation in healthcare for patients and the public. Leonora has won numerous national and international awards for pharmacy practice excellence, innovation and business including the Tatler Women of the Year Awards 2014 for Entrepreneurship, the WMB Woman in Technology Award 2014 and Image Magazine's Entrepreneur of the Year award 2014. She was announced as the Top Digital Health Influencer in Ireland in 2013 and also the Laureate for Europe in The Global Cartier Women's Initiative Awards, being the first Irish finalist to be selected for the prestigious award.

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