



Harriet Treacy

Beyondbmi

Dr Harriet Treacy started out her medical career in Emergency Medicine, working across multiple healthcare systems including the UK, Ireland and Australia. During her 10 years in medicine, she was seeing an increase in the number of patients presenting to A&E with poorly managed, non-communicable chronic disease like diabetes, heart disease and stroke. In particular, there was a rising incidence of obesity, one of the main drivers of these chronic diseases, which we now know affects almost 1 billion people globally. Despite this, she found there were limited options for where she could advise patients living with obesity to seek reputable, medically-led, multi-disciplinary obesity care.

Following her return to Ireland in 2018, she embarked on a Masters in Design Innovation in Maynooth to upskill in frameworks, such as design thinking and human centred design, allowing her and her co-founder to develop the concept for a more accessible, non-judgemental and medically-led approach to obesity. Thus, Beyondbmi was born.. Beyondbmi's mission is to leverage mobile technology, to deliver non-judgemental medical expertise, and the latest therapies to improve the lives of people living with the disease of obesity.

Since then, they have secured €500k from the EI Commercialisation Fund and spun out of NOVA UCD in 2022. Harriet has led the company through two further funding rounds securing over €1.5 million from angel investors and currently has a team of 11 employees, treating over 500 people living with obesity.

www.beyondbmi.ie

