

DEAL DONE WITH DANISH EMERGENCY SERVICES PROVIDER

Irish company Critical Healthcare, which provides a comprehensive range of medical products and services to the pre-hospital market and ambulance providers in Ireland, the UK and Europe, has recently signed a deal worth €10m over five years with a leading international private provider of emergency services in Europe.

Founded 18 years ago by Seamus Reilly and Anne Cusack in the Midlands – where it is still headquartered – Critical Healthcare employs 22 full-time staff. And now that figure is set to at least double over the next five years as a result of the deal with Danish company Falck.

The deal with Falck centres on the Irish company's multi award-winning procurement platform Medlogistix – as well as other work. Medlogistix provides innovative solutions for inefficient procurement and stock management processes.

It incorporates a just-in-time framework, ensuring that inventory levels match consumption patterns, reducing the amount of excess stock held at any given time and improving overall inventory usage efficiencies. The deal will significantly increase export levels at the Co. Westmeath firm.

EUROPEAN ROLL-OUT

Critical Healthcare will now roll out Medlogistix for Falck across four countries – Denmark, the UK, Germany and Spain. Medlogistix has improved the supply chain and procurement landscape for the National Ambulance Service as well as multiple emergency service providers in the UK.

Critical Healthcare will become Falck's single managed service provider for medical consumables and will have responsibility to manage some of Falck's key manufacturers and producers.

The deal is estimated to be worth approximately €2 million per year over a five-year period – giving a total contract value of €10 million, and will see company's export sales increase from accounting for 1% of its business three years ago to 60% in two years' time.



Critical Healthcare's Dr Anne Cusack, Managing Director, and Seamus Reilly, Operations Director.



Pictured at the announcement of the deal at the Irish Embassy in Copenhagen (l-r): Enterprise Ireland's Marina Donohue, Critical Healthcare's Seamus Reilly and Dr Anne Cusack, and Minister of State for European Affairs Helen McEntee TD.

Headquartered in Denmark, Falck has more than 100 years of history within the emergency, assistance, safety and healthcare services and is the only intercontinental ambulance provider. It has operations in 35 countries and its 2,500 ambulances respond to four million emergency calls each year.

The Danish company also provides a large number of other pre-hospital services, including emergency helicopters and rapid response units with paramedics, nurses and doctors.

IMPORTANT MILESTONE

Dr Anne Cusack, Managing Director and Co-founder of Critical Healthcare, said: "We are absolutely thrilled with our collaboration with Falck and look forward to a long and fruitful relationship with them. This is a massive commitment by them to entrust this business with us and we are looking forward to being able to repay that trust by delivering a world-class, quality service to Falck across Europe."

She described the impact of this collaboration as an "important milestone" in the company's progression and represents significant growth over the coming years. "We have 22 directly employed staff in Westmeath, where our business is growing strongly. But with the new Falck deal, and other ongoing work, that number is set to increase further – by around 30 new

hires over the next five years.”

Critical Healthcare opened an office in Germany in January 2019, and employs one person there. According to Seamus Reilly, Operations Director and Co-founder of Critical Healthcare, they have recruited four further people specifically as a result of the Falck deal.

“We are currently building the platforms for Germany and Denmark and our aim is to have all four countries operational no later than April.

We were able to compete for and win this European contract because we were able to demonstrate the savings our package could offer across all elements of the procurement process.”

**FORGING STRONG
EU LINKS**

Helen McEntee TD, Minister of State for European Affairs, said: “The fact that Critical Healthcare is forging strong links in Denmark, the UK, Spain and Germany, while at the same time maintaining its dominance in the Irish market and hiring significant numbers in the Midlands, is a credit to the management. It is a wonderfully positive story for Ireland and for the Midlands.”

Marina Donohoe, Director of Enterprise Ireland’s UK and Northern Europe Operations, said: “Internationally, Irish companies are driving innovation and leading across a wide range of sectors including the med-tech sector; Ireland is the second largest exporter of med-tech products and services in Europe.

“Critical Healthcare, an Enterprise Ireland supported client, is a great example of the success and innovation that is emerging from Ireland and the deal is hugely significant for the company and their Danish partners Falck.”

Enterprise Ireland assisted Critical Healthcare during the procurement process and provided the Midlands company with a Business Process Innovation grant, to assist with the development of Medlogistix.

