

# ANNUAL REPORT 2016



# WELL WOMAN MEDICAL AND COUNSELLING SERVICES 2016

## FAMILY PLANNING SERVICES:

- Combined oral contraceptive pill, the mini pill and Nuvaring
- Intrauterine devices, including Mirena, Jaydess, Copper and Flexi-T
- Implants (Implanon) and injectable contraception (Depo Provera)
- Evra (contraceptive patch)
- Emergency contraception pills and post-coital coils

## WOMEN'S AND GENERAL HEALTH SERVICES:

- Pregnancy testing and blood testing
- Initial infertility investigations
- Post termination medical check-ups
- Breast examinations
- P.M.S. and Menopause consultations

## SCREENING AND SEXUAL HEALTH SERVICES:

- Cervical smear testing CervicalCheck (the National Cervical Screening Programme) and Biomnis
- Screening for Sexually-Transmitted Infections (Men's STI screening is available in Pembroke Road and Liffey Street)
- Chlamydia testing
- Cryotherapy
- HPV typing

## COUNSELLING:

- Non-directive pregnancy counselling, and post-termination counselling available in all centres, free of charge
- General counselling available in all centres (including sexual abuse, depression, relationship issues, stress, low self-esteem).
- In Pembroke Road Consultant Psychiatrist Dr Eimer Philbin Bowman deals with issues including phobias, panic attacks, depression, eating disorders, psycho-sexual problems and vaginismus.

**More information on services and opening hours can be obtained by visiting our website, [www.wellwomancentre.ie](http://www.wellwomancentre.ie) or by phoning any Well Woman centre.**

67 Pembroke Road,  
Ballsbridge, Dublin 4  
Tel: 01 660 9860 /  
Tel: 01 668 1108

Northside Shopping Centre,  
Coolock,  
Dublin 5  
Tel: 01 848 4511

35 Lower Liffey Street, Dublin 1  
Tel: 01 872 8051 /  
Tel: 01 872 8095

THE  
WELL  
WOMAN  
CENTRE



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# A MESSAGE FROM OUR CHAIRWOMAN



Looking back over 2016, I can say with certainty that it was the year in which the difficult decisions of the previous years began to deliver for the organisation.

As part of an impactful restructuring, we had reduced our opening hours in Coolock and Pembroke Road in 2015; we have been incrementally rebuilding them ever since, but only in those clinic times where we have been satisfied that proven demand exists for our services. Our restructuring of the middle management tier, in which we moved to an Operations Manager model, has also yielded positive results.

As a result of our many efforts, and thanks to the co-operation of staff, the organisation delivered a second year of surplus in 2016. We are confident that the difficult decisions taken were necessary, and will remain relevant.

We have started planning for the medium-term transformation of the Dublin Well Woman Centre, with a working group of Board members and senior management being established in 2016. As a starting point to the group's work, we surveyed patients in all three

clinics to gauge their interest in a number of potential new medical services. We also held a stimulating consultation session with a retail consultant in Autumn 2016, which continued the process of looking at what Well Woman can become.

Interestingly, this takes place against a backdrop of economic recovery in Ireland. While there is no cause for complacency, and Brexit represents a 'known unknown' in terms of its potential impact on Ireland, it is undoubtedly true that the pressure on discretionary spending for consumers has eased, and many women are once again taking a more proactive interest in their health and well-being.

Building on our 2015 Digital Marketing Strategy, in 2016 we launched a new website. It was most satisfying for me as Chairwoman to see Well Woman's website recognised by winning the Best Charity / Not for Profit website at the prestigious eir Spiders awards in November 2016. A detailed report on the website is featured elsewhere in this report; I would like to congratulate everyone involved in its creation.

The ever-evolving digital space makes focussing on our brand and customer experience all the more important. In Summer 2016 we conducted our 3rd annual Patient Satisfaction Survey. It was hugely gratifying to see such high levels of patient satisfaction – once again 93% of Well Woman patients are happy to recommend us to a friend, colleague or family member. From my own job as Head of Insights & Planning at Dublin Airport I know that this is a very high score indeed, showing how engaged with the brand Well Woman's patients are.

The Dublin Well Woman Centre takes seriously its responsibilities as a recipient of public funding. We are working constructively with the office of the Charities

Regulator, and have also committed to full adoption of the Governance Code by the end of 2018. By the end of 2016, we had begun to move towards a new format of Board report, a monthly dashboard from senior management based on a series of financial, organisational, governance and customer experience KPIs (key performance indicators). Not only do all of these measures require Well Woman to observe the highest standards of governance – they push us to continue to ‘keep our eye on the ball’ where women’s healthcare is concerned and to keep our expertise relevant to and for women. Our services must be evidence-based, and they must respond to what women really need from a primary healthcare provider.

The Dublin Well Woman Centre has a long history – over its 40-year existence – of supporting women in crisis pregnancy, and campaigning for their rights to information and bodily autonomy. 2016 saw us return to active advocacy and campaigning, as we joined the Coalition to Repeal the 8th Amendment.

As we celebrate the many achievements of 2016, it was also a year of sadness for Well Woman, as our long-serving Clinic Nurse Anne Crawford died unexpectedly. Anne worked with the Dublin Well Woman Centre from 1983, and was a familiar face to many patients. She was a consummately professional nurse and an effective anchor for our clinical services. Anne calmly discharged the many administrative tasks that attend our service, including processing tests for patients, arranging follow-up visits for them, and liaising with laboratories and those other healthcare professionals to whom we refer our patients.

Much more than that, Anne was a warmly humorous and reassuring presence for nervous patients, and if she was the backbone of the clinic in terms of smooth administration and nurse-delivered services, she was also very much at the heart of our team in Pembroke Road. She is greatly missed. In our ongoing work, we greatly value our positive partner relationship with the H.S.E. We are proud to deliver GMS services in Coolock, along with crisis pregnancy services and CervicalCheck cervical screening services in all our locations.

Well Woman’s success in service delivery is built on a massive team effort. To all of our dedicated doctors, nurses, counsellors, and administration staff, huge thanks.

In the strategic development of the organisation, the Board of Directors, the Finance Committee and Project 2018 Working Group, deserve recognition for the tremendous amount of expertise and commitment they gave to the organisation and its senior management during 2016. I would like to extend particular thanks to our Chief Executive and Medical Director - their commitment during challenging times has been wonderful. I am proud to be Chairwoman of the Well Woman Centre and part of the team, and to witness our resilience and determination to model the best standards in women’s healthcare, as well as advocating for our patients. I look forward to our continued development and success in the coming year.

**Jan Richards**  
Chairwoman, June 2017

# CHIEF EXECUTIVE'S REPORT

Arguably, our most significant achievement in 2016 – certainly our happiest one – was winning the prestigious eir Spiders award for Best Charity / Not for Profit website. An account of our aims and process around creating the new website is contained elsewhere in this report – suffice to say that winning the award was wonderful recognition of the tremendous team effort which went into its production.

Following on from two years of difficult decisions which were necessary to secure our future, we reached a level of financial and organisational stability in 2016. Indeed, we have now started to plan for what the Dublin Well Woman Centre can become in the medium-term: a cutting-edge health service for women, characterised by excellence and innovation.

In 2016, we set up a Board and senior management grouping, Project 2018, to start this discussion and planning process. As the process develops, we will engage with various stakeholders. As a start, we conducted research with patient groups in each of the three clinics to identify their views on potential new services and locations, and a useful Strategy Day was held with a retail consultant in Autumn 2016.

During 2016, our 3rd annual Patient Satisfaction survey confirmed again that our patients hold the Dublin Well Woman Centre in high esteem, with 93% prepared to recommend us to a friend, family member or colleague. The survey also gave us useful pointers as to how various aspects of our service delivery can be improved, and we are working this year to make these happen.

Against the backdrop of continued public and political focus on governance deficits in the not-for-profit sector, it is important to remember that the services provided by not-for-profit organisations are valuable, and important to Irish society.

The need for good governance has presented each of us active in the social economy with an opportunity to get our own houses in order. Good governance must be at the heart of everything a social enterprise does; in this regard, Well Woman is committed to working constructively with the Charities Regulatory Authority, and is working towards adoption of the Governance Code for NGOs.

In line with the enactment of the Companies Act, 2014, we reviewed our governing document during 2016, and convened an Extraordinary General Meeting in Autumn 2016, at which we adopted a new Constitution to replace our Memorandum and Articles of Association (which had dated from 1977).

With regard to vindicating women's reproductive rights and choices, we still have a long way to go. During 2016, Well Woman joined the Coalition to Repeal the 8th Amendment, an umbrella grouping of over eighty progressive healthcare, feminist and social change organisations, all working towards repeal of the 8th Amendment, and with the guiding principle of respecting and defending women's lives, health and choices.

Late in 2016, the Government convened a Citizen's Assembly to consider, inter alia, the 8th Amendment. Well Woman was one of many organisations to make a policy submission to the assembly, reflecting our many years of supporting women dealing with crisis pregnancy. In our submission, we highlighted the discriminatory nature of the current legal situation, and the need for safe and legal abortion services to be available to women in Ireland, in the context of public healthcare delivery.

After lengthy consideration and thorough engagement with individuals and groups on both sides of the abortion debate, the Citizen's Assembly delivered a series

of recommendations in Spring 2017; at time of writing an Oireachtas committee is being convened to discuss how to move forward.

What seems to no longer be under debate, politically, is that there will be a referendum around the 8th Amendment – what remains to be decided is how far this referendum will go in terms of broadening access to abortion services for women in Ireland.

While these political deliberations are ongoing, Well Woman's role in advocating for women with a crisis pregnancy, and in providing post-abortion supports to women and men, will continue.

It is clear that Ireland's sexual health needs have changed, with most people now having a number of sexual partners throughout their lives. People live longer and consequently remain sexually active for longer; their needs around contraception, fertility, reproductive

and sexual health, and sexual identity are more complex and relevant over longer periods. Quality services must be in place to meet these needs.

I must thank my colleagues in the management team, and all of our staff for their dedication to our patients, and their loyalty to what Well Woman represents.

Finally, warmest thanks must go to our Chairwoman Jan Richards, and to Well Woman's Board of Directors. Jan and the Board gave me extraordinary support and guidance during 2016, for which I am most grateful.

**Alison Begas**  
**Chief Executive**  
**May 2017**

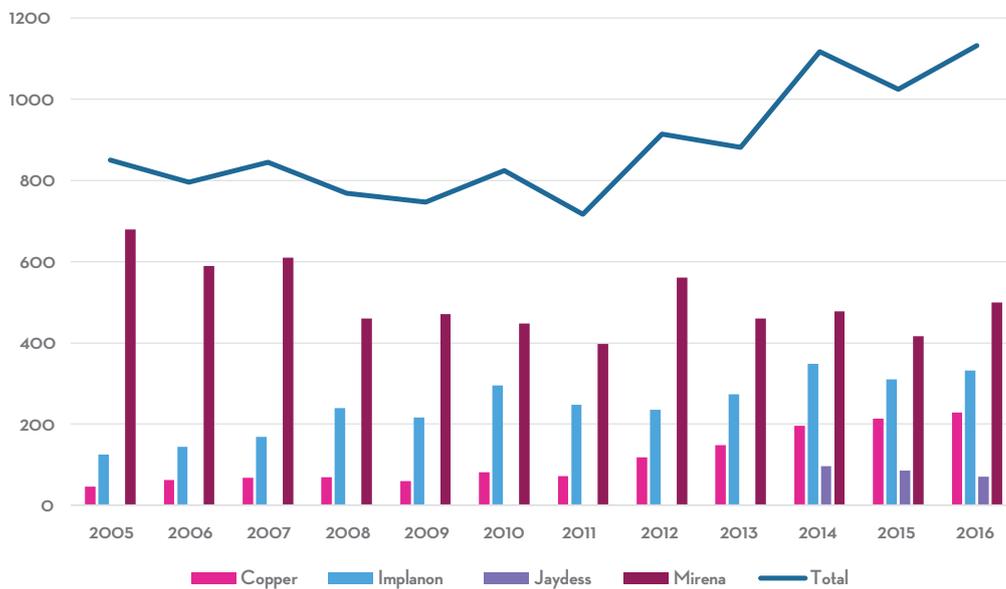
# MEDICAL DIRECTOR'S COMMENTARY AND REPORT

## LARCS IN WELL WOMAN

Long Acting Reversible Contraception (LARC) has been an increasingly popular choice for women over the last few years. Well Woman provided four different types of LARCs during 2016: Mirena, Jaydess, Copper and Implanon. Both the Mirena and Jaydess LARCs are intrauterine hormonal systems. The Implanon is a hormonal implant fitted under the skin on the inner aspect of the upper arm. Lastly, we stock three non-hormonal copper intrauterine devices in each clinic.

Women like the convenience of not having to remember to take a pill every day - “fit and forget”. Where menstrual cycles can take several months to revert to normal when contraceptive pills are stopped, this is not the case when a LARC is employed. The fact that contraception is very quickly reversed when the device is removed particularly appeals to women who are considering pregnancy in the medium term.

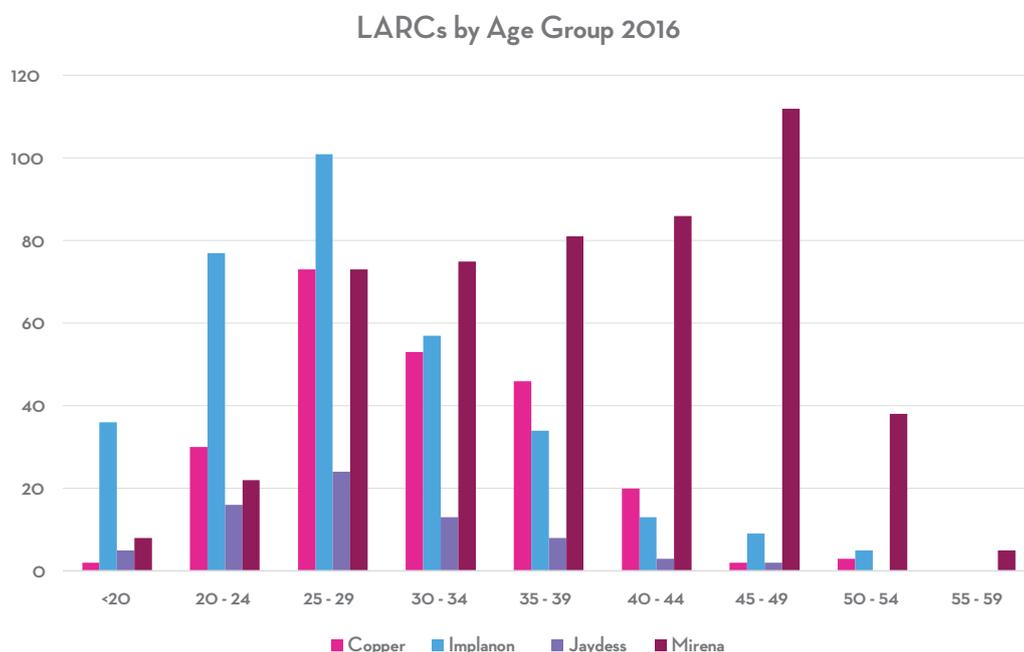
LARCs in Well Woman 2005 -2016



## LARCS BY AGE GROUP

All LARCs can be used by all age groups but younger women tend to choose an implant which is placed underneath the skin in the upper arm instead of an intrauterine device. The main side effect of the implant is that it can cause erratic bleeding because it stops ovulation and so there is no regular menstrual cycle. Intrauterine devices do not rely on interruption to ovulation for their mode of action so cycles are much more predictable. Typically, women who have had children,

as well as all women as they get older, tend to have heavier menstrual bleeding. Due to this, the Mirena device, which controls bleeding, becomes the method of choice for women over the age of 35. Mirena can also be used as part of Hormone Replacement Treatment (HRT), so it can have a dual role as contraception and menopause treatment.



## CHLAMYDIA TESTS

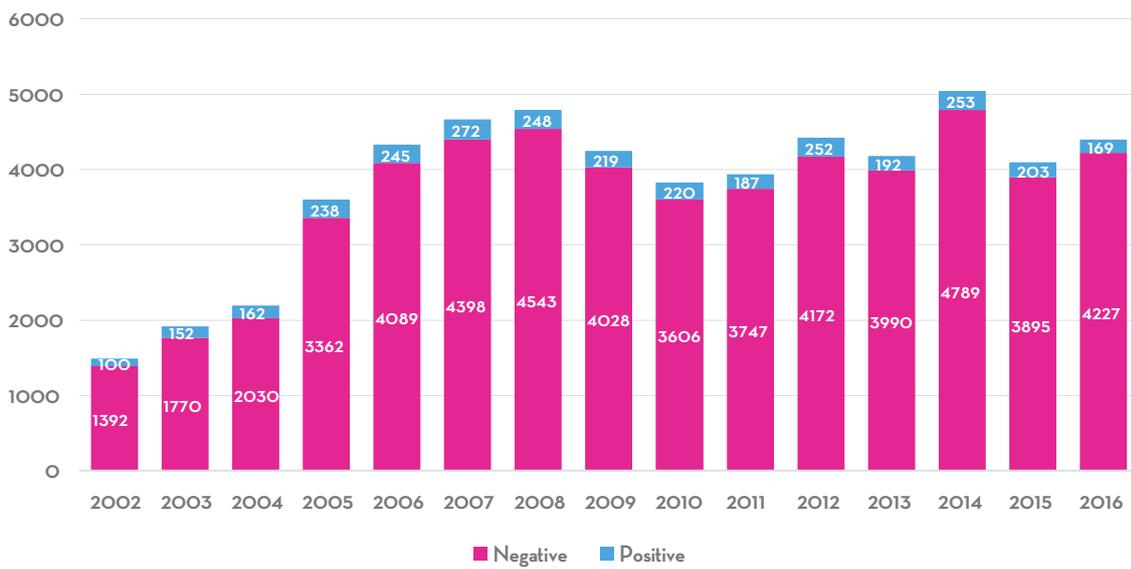
There has been a drop in the number of positive tests this year but chlamydia still remains the most common bacterial sexually transmitted infection.

We recommend chlamydia testing to all our patients who have had a change in sexual partner within the last year. Most men and women with a chlamydia infection have no or very minor symptoms so screening is the only way to know if there is an infection. Women

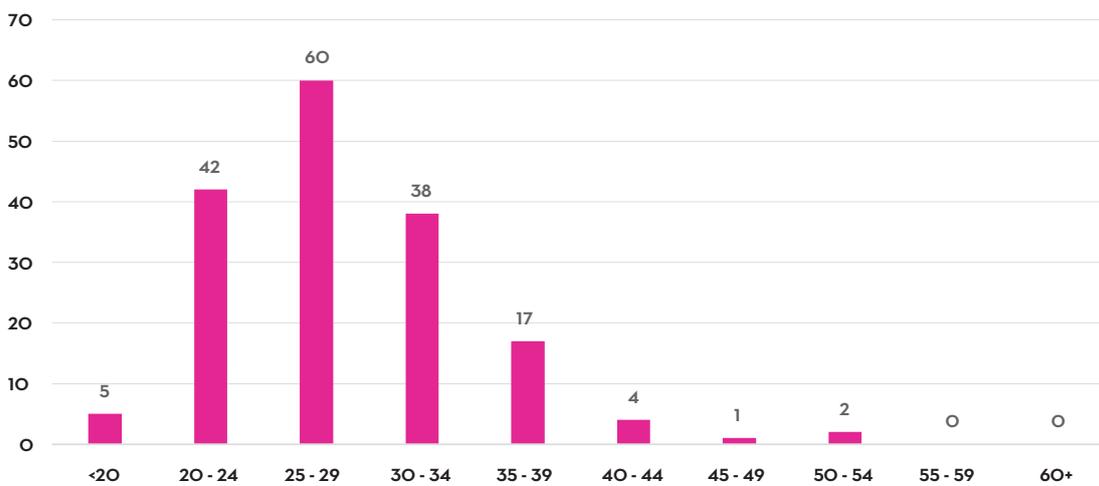
with a chlamydia infection may get irregular vaginal bleeding and both men and women can experience pain on urination. Undiagnosed infection for women in particular can have long-term detrimental effects on fertility, increase the risk of ectopic pregnancy and cause chronic pelvic pain.

We diagnose more chlamydia infections in the 25 – 29-year age group than in any other group.

Chlamydia Results 2002 -2016



Total Positive Chlamydia Result by Age 2016



## ANNUAL SMEAR TESTS

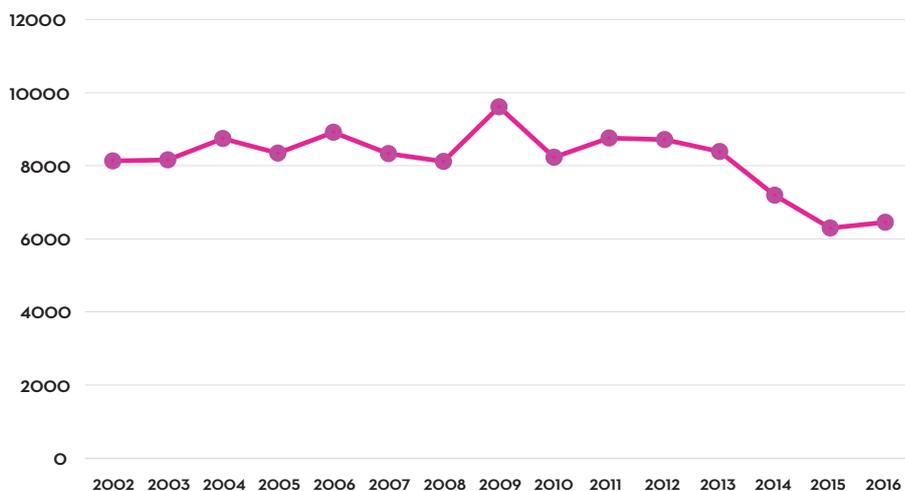
The number of smear tests taken has been decreasing. This is largely due to changes in the management algorithm for managing women with minor changes on smear tests.

Previously, women with minor changes would have a repeat test in six months and if the abnormality had cleared they would have a further test at one year and then go back to the normal three-year recall. This has been gradually changing since the introduction of the

screening programme in 2009. During 2015, human papilloma virus (HPV) testing was introduced and 2016 was the first full year of this new test.

This means that cervical test samples from women who have minor changes are now further assessed and those with “low risk” HPV continue in the normal three year programme and women with “high risk” HPV are referred to colposcopy immediately.

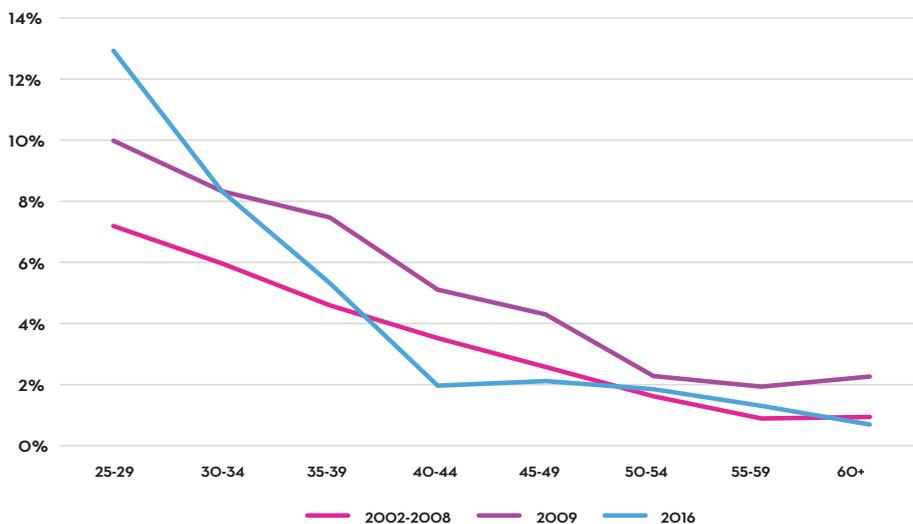
Annual Smear Tests 2002 - 2016



## COLPOSCOPY REFERRALS

As a result of the new algorithm, we are referring more women to colposcopy in younger age groups but referring less in women over age 35.

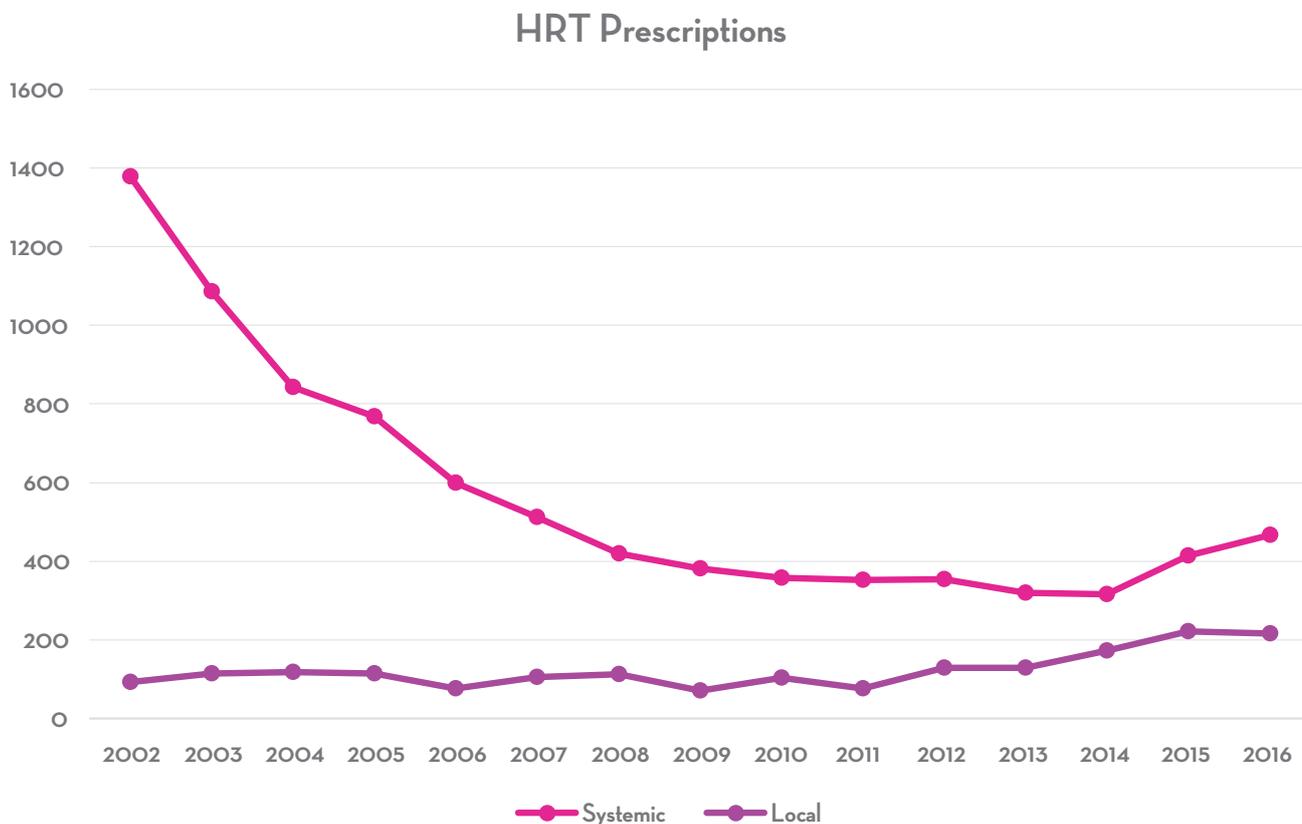
% Referred for Colposcopy by Age



## HORMONE REPLACEMENT THERAPY (HRT)

Well Woman has seen many more women over the years who have requested information on the menopause. Due to adverse publicity there was a reluctance to take this medication.

### Hormone Replacement Therapy (HRT)



This reluctance is abating and we are starting to prescribe more HRT again. For peri-menopausal women with severe symptoms such as hot flushes, night sweats, poor concentration and low mood, HRT can make a very positive impact on their quality of life.

**Dr Shirley McQuade**  
**Medical Director**  
**May 2017**

# COUNSELLING SERVICES: AN OVERVIEW

## GENERAL COUNSELLING:

Well Woman's general counselling service is available to anyone who wishes to explore issues, past or present, that may be impacting on her life. Our counsellors are all professionally trained and fully accredited with the Irish Association of Counselling and Psychotherapy (IACP), and adhere to all professional and ethical criteria required, including regular supervision. The counsellor's role is to listen, support and facilitate the client to achieve the changes s/he desires in her life.

General counselling is available for issues such as depression, self-esteem, stress, relationships, bereavement, life changes, and abuse. During 2016 we saw an increase in the number of clients attending for general counselling. Counselling fees have been kept at a competitive level.

Consultant Psychiatrist Dr. Eimear Philbin Bowman also offers services with deal with vaginismus, eating disorders and phobias in our Pembroke Road clinic.

## CRISIS PREGNANCY COUNSELLING:

Our crisis pregnancy counselling is non-directive, client driven and legally compliant. Our counsellors support the client in discussing the three options available to her - parenting, adoption and abortion. A crisis pregnancy can be the result of failed contraception, a change in relationship or life circumstances, rape or incest. A much wanted pregnancy can become a crisis pregnancy as a result of the diagnosis of a serious or fatal foetal abnormality.

We encourage clients to bring a partner, family member or friend to the counselling session if they so wish. While the client is the central person during the session, time is also given to the person who accompanies her, as they too may be affected by the situation. The client is welcome to attend for as many counselling sessions as she needs, as it is important that she has the space and time to explore how she is feeling and what her options are.

The Protection of Life During Pregnancy Act, 2013, sets out the circumstances where an abortion may be lawfully provided in Ireland. This entails a complex process where assessments are made by healthcare professionals. The Act has a narrow focus and does not permit abortion in cases such as rape, foetal abnormality or where the woman's health will be adversely impacted.

Clients who attend for crisis pregnancy counselling are often fearful, and distressed. Most women facing a crisis pregnancy talk about their feelings of isolation and loneliness, as they face making a decision. Clients express many concerns when faced with a crisis pregnancy, such as relationship, financial, family, cultural and coping concerns.

Having to travel to another country is another added stress for Irish women and many of them express anger and disappointment that they cannot avail of an abortion in their own country. We saw an increase during 2016 in the number of women availing of our crisis pregnancy counselling service. We welcome this as we believe that the more support and information women have, the better choices they can make.

Our crisis pregnancy counselling service continues to be funded by the H.S.E. Crisis Pregnancy Programme, without whom we would not be able to give women the vital support they need.

In 2015 the HSE Crisis Pregnancy Programme launched a Self-Assessment Framework for quality management and continuous improvement. During 2016 we continued to work on the assessment and towards meeting its requirements. This should provide reassurance to clients attending our service.

## POST TERMINATION COUNSELLING:

Everyone who has had a termination will have different emotions as a result. Our post termination counselling service is available to anyone, female or male, who has experienced abortion and may need to explore their feelings and emotions around the experience. Clients vary in when they attend for post termination counselling, some attending immediately or others several years later. It is never too late to avail of counselling to discuss your experience.

The current political debate and media coverage around repeal of the 8th Amendment has impacted on clients attending for post termination counselling. We have seen an increase in women attending, with many stating that the current debate has caused them to revisit their experience of having an abortion. While many of these women feel they made the right decision at the time, the discussions and media coverage can nonetheless be upsetting.

In 2016, the Dublin Well Woman Centre became a member of the Coalition to Repeal the 8th Amendment. At the end of the year, we made a submission to the Citizen's Assembly based on our experience in supporting women at the time of a crisis pregnancy.

While there continues to be stigma attached to abortion in Ireland, we feel the increase in women attending our post termination counselling is a positive, as it suggests that the number of women not discussing their experience is lessening. However, the issue of termination remains an emotive one and it is therefore of utmost importance that women feel they have a confidential and supportive space in which to discuss their feelings and experience.

Our new website (launched July 2016) contains information regarding our crisis pregnancy and post termination counselling service, along with a wide range of women's health issues.

Dublin Well Woman continues to liaise with other professional service providers in order to maintain best practice. Our counsellors also engage with ongoing training as part of their continued professional development and in line with their IACP guidelines, all of which ensures best practice to our service.

**Catherine Clements**  
**Head of Counselling Services**  
**May 2017**

# ANNE CRAWFORD – A TRIBUTE



Our good friend and work colleague, Anne, passed away on Wednesday the 12th October 2016. We were all very shocked and upset, as it was so unexpected.

Anne had been on holiday in August to Scotland attending her sister's wedding and came back to work with a slight skin complaint – she was then diagnosed with non-Hodgkin's Lymphoma at the beginning of September, but had been reassured it was 'curable and eminently treatable' (her own words).

However, due to complications, once Anne started treatment she became very sick.

It's still hard to believe that Anne is not with us anymore. We have constant reminders i.e. reminder notes with her handwriting on them, her beloved radio and her smelly perfume (clinic joke). It is also very difficult when clients ring up to make an appointment with her and we have to tell them the sad news.

Anne was so dedicated to her work, if a patient came in and was very fragile, Anne would go above and beyond to help them – one of her clients asked for her home address to send Anne's family a card – the client and Anne had such a good relationship and the sad news hit our patient very hard.

Anne was a loyal, good humoured, caring person – nursing was definitely her vocation.

Anne was a pleasure to work with, the staff and clients of Pembroke Road miss her immensely.

#### **Pembroke Road Team:**

**Gillian Darling**

**Norah McPeake**

**Linda Scanlon**

**Yvonne Dowling**

**Liz Boylan**

# WINNING THE EIR SPIDER AWARD



Ms Panti Bliss, Ms Alison Begas, Ms Jan Richards, Mr Sam Whelin-Curtin, Ms Lisa McEneaney

*Without question, a highlight of 2016 was winning the prestigious eir Spider award for Best Charity / Not for Profit Website.*

When we started working to create a new website in Spring 2016, we had an ambitious objective: to modernise the online presence of the Dublin Well Woman Centre in order to reach out to new demographic groups in need of the services Well Woman provides.

An extensive Digital Strategy had been produced for the Dublin Well Woman Centre, and from this came the development of a website that would be accessible and representative for all women in Ireland, provide information and support, and allow women to more easily access the healthcare services they require.

The purpose of the site was to provide a user friendly and welcoming interface that women could quickly identify with through the representative imagery. The site also had to provide important information on women's health that would be accessible across literacy

levels. A key aspect was that the site be mobile friendly to ensure greater privacy for women accessing it, and that there would be a greater ease of online booking of services. Furthermore, we wanted to present the transparency and excellent governance of the organisation.

The Digital Strategy had included valuable research into the needs and behaviours of the various demographics the site was to target. It told us –

- There needed to be greater awareness of the brand amongst women aged 18-35 years
- The site needed to be 'mobile first' as healthcare information is primarily accessed via mobile
- The content hierarchy had to be very clear so women can find information quickly
- Women wished to be able to book the services online (some Well Woman patients can feel reluctant to phone for an appointment if they work in a shared office).

A particular aspect that was highlighted was the need to improve access and information around cervical smear testing and when women should book a smear test (as this is time sensitive within a woman's cycle).

The project implementation strategy involved the development of a modern, colourful site that employed a great deal of imagery and video to help women identify with the service. The design is mobile first to ensure accessibility. There is a translation function to ensure access for users who do not have English as their first language.

Key information is provided through video as an appealing medium, but also to assist those with low literacy levels. All videos are sub-titled for those with hearing problems, as well as those who may be viewing with other people around, and who need discretion.

The entire content hierarchy derives from a top level Services and Health Information approach, which branches down intuitively. The booking system connects directly with the Reception Desk of the various clinics, and the Cervical Smear calculator assists women in booking the right time for their smear test.

Google Analytics confirms a 22% increase in the number of site visitors (compared to the previous website). Approximately 1-in-10 site visitors use the online Booking Form to request an appointment, thereby making it easier for busy women to access services.

One of the website's key innovations is the Cervical Smear calculator. Cervical smear testing is vital in early identification of cellular changes which may go on to develop into cervical cancer, enabling the earliest possible intervention and treatment. Regular smear testing plays a huge role in saving women's lives, and all women aged 25-60 are entitled to regular, free smear tests through CervicalCheck.

We wanted to make booking a smear test as easy as possible. With the Calculator a woman simply has to indicate the date of her last period and it will tell her the optimum dates for her smear test. She then easily books her appointment via the online Booking Form.

Additionally, as part of a range of videos that were developed for the site, there is one on Cervical Smear Testing featuring a Well Woman Clinic Nurse, speaking about what's involved in coming to Well Woman for a smear test. The videos went on to form the foundation of Well Woman's YouTube channel, with additional videos and GIFs being added subsequently.

In addition to the Well Woman management team, huge thanks are due to Sam Whelan-Curtin (Project Manager), Martyna Lebryk (Web Designer/Developer), Myles Shelly (Photographer/Videographer) and Tim Smyrk (Digital Strategy Consultant).

Being short-listed for the long-established eir Spider award in the category of Best Charity / Not for profit website was a great fillip. Going on to win the award was wonderful recognition of the quality of our website, and the amount of work that had gone into its creation. The level of goodwill towards Well Woman at the event spoke volumes of how our role over 40 years in women's health is regarded.



**Alison Begas**  
**Chief Executive**  
**May 2017**

# SEXUAL HEALTH AWARENESS AND GUIDANCE (SHAG) EVENTS



Dublin Well Woman Intern, Kristen Gwaltney

*The Dublin Well Woman Centre works proudly to make sexual health services and information available to as many as possible.*

Being invited by several universities and 3rd level colleges to host stands at their SHAG days during 2016 provided Well Woman with a valuable opportunity to engage with students about sexual health awareness.

Our unique (and glow-in-the-dark) sperm key rings are always a good ice-breaker; at the same time Well Woman representatives answered student queries regarding long-acting reversible contraception (LARCs), sexual health screening, crisis pregnancy supports, and the other services on offer in our centres.

Well Woman welcomes students to reach out for advice. We encourage good sexual health, which goes hand in hand with regular STI screens and cervical smears. We offer student prices for full STI screens and general consultations across all three of our clinics.



**Samantha Henson**  
Administrator  
May 2017

# BOARD OF DIRECTORS 2016

## MS JAN RICHARDS (CHAIRWOMAN)

Jan is a mother of three children, and is currently Head of Insights and Planning at Dublin Airport where she is responsible for managing the significant research programme, brand strategy, and communications planning. Insights from research and trends data drive for Dublin Airport's commercial, operational and strategic plans.

Jan was the pioneer of the DAA values programme, and is proud of her key role in developing and launching an organisational values programme in 2014 that, after the first 9 months, had an awareness level of 73% of the 3,000+ strong workforce, and currently has over 100 Values Ambassadors throughout the business.

Previously, Jan was a Senior Planner with M CCP Planning and Insights, where she worked with client companies in brand development and positioning, qualitative research and insight generation. Jan worked in advertising in London, Budapest and Dublin for 16 years; she was Planning Director of Owens DDB in Dublin for 2 years, and also lectured in Marketing and Communications at Fitzwilliam College, and as a guest lecturer with D.I.T. She also facilitates on the adoptive parenting courses run by the H.S.E. for prospective adopters.

## PAT EDMONDSON

Pat Edmondson is Associate Director at Dublin City University Trust. Her focus is on the development, cultivation and stewarding of a portfolio of both individual and corporate relationships. Pat is also an Associate Director of McCarthy Ireland. Prior to DCU, Pat headed up corporate fundraising in Young Social Innovators.

She has over 20 years' experience in sales and business development across a number of sectors including medical devices, biomed, engineering, renewable energy and hospitality sectors. Pat holds an Honours BA in Molecular Genetics and an MSc in Manufacturing Engineering, both from Trinity College Dublin. She also has qualifications in Business Management and Business Innovation from both TCD and DCU.

## EIMEAR FARRELL (JOINED BOARD FEBRUARY 2016)

Eimear is a qualified Management Accountant and is a member of the Chartered Institute of Management Accountants, with over 20 years of experience within the financial services sector. Eimear was appointed by the Financial Services Division in Trinity College as Management and Financial Accounting Manager in 2014. Prior to joining Trinity, Eimear held a number of positions which have encompassed the treasury, fund accounting and financial leasing industries.

## PAMELA IYER

Pamela is a solicitor, admitted in England and Ireland and has been practising as a solicitor since 1998. During this time, she has worked in Dublin, London and the Far East in the area of corporate & commercial law, in particular the areas of project finance, public-private partnerships, construction and engineering. She has always worked in private practice including Allen & Overy in London and Arthur Cox in Dublin and in-house, more recently with PM Group.

## MARTHA KAVANAGH (RESIGNED FROM BOARD NOVEMBER 2016)

Martha is head of media relations for a global nutrition company headquartered in Ireland. In this role, she is responsible for corporate and financial communications, reputation management and the group's internal and external digital platforms. Previously, she was a board director and spent ten years with a leading Irish communications consultancy where she led a commercial team and worked across sectors including food, health, retail and leisure.

Martha also worked overseas in a marketing role with an Irish semi-state for a number of years. A graduate of DCU, she holds a BA Applied Languages, a MA in International Relations as well as a diploma in Digital Marketing.

## AMELIA SOROHAN

Amelia is a solicitor, qualified in Australia and Ireland, who trained with Arthur Cox solicitors in Dublin. During her time in private practice Amelia advised clients on commercial and contract law matters including tendering, confidentiality agreements, termination, insolvency and payment disputes, intellectual property, insurance, limitations on liability, employment law, data protection and regulatory matters.

Since leaving private practice, Amelia has worked as in-house legal counsel in the public sector for the Central Bank of Ireland and currently works in the private sector for an international Irish engineering and project management company, PM Group. Her experience also includes acting as a director of a not-for-profit community childcare centre in Jobstown, Dublin. She holds degrees in law, business and women's studies.

DUBLIN WELL WOMAN CENTRE CLG (A COMPANY LIMITED BY GUARANTEE)  
**STATEMENT OF COMPREHENSIVE INCOME**  
**FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2016**

	2016	2015
	€	€
<b>Income</b>	<b>2,004,957</b>	<b>1,975,797</b>
<b>Gross Profit</b>	<b>1,864,734</b>	<b>1,820,072</b>
<b>Expenses</b>		
Staff Costs	(1,340,651)	(1,323,390)
General Overheads	(317,071)	(325,918)
Depreciation	(75,583)	(66,405)
	<b>131,429</b>	<b>104,359</b>
<b>Operating Surplus</b>		
Interest Payable And Similar Charges	(8,426)	(8,785)
<b>Profit On Ordinary Activities Before Tax</b>	<b>123,003</b>	<b>95,754</b>
<b>Tax On Profit On Ordinary Activities</b>		
<b>Profit On Ordinary Activities After Tax</b>	<b>123,003</b>	<b>95,574</b>
<b>Retained Profit Brought Forward</b>	<b>254,901</b>	<b>159,327</b>
<b>Retained Profit Carried Forward</b>	<b>377,904</b>	<b>254,901</b>

**ON BEHALF OF THE BOARD**

MS EIMEAR FARRELL  
 Director

MS JAN RICHARDS  
 Director

## DUBLIN WELL WOMAN CENTRE CLG (A COMPANY LIMITED BY GUARANTEE)

### STATEMENT OF FINANCIAL POSITION

### AS AT 31 DECEMBER 2016

	2016	2015
	€	€
<b>FIXED ASSETS</b>		
Tangible assets	201,565	156,120
<b>CURRENT ASSETS</b>		
Stocks	30,448	23,469
Debtors	46,212	45,708
Cash at bank and in hand	340,504	227,259
	<b>417,164</b>	<b>296,436</b>
<b>Creditors (Amounts Falling Due Within One Year)</b>	(204,498)	(150,966)
<b>Net Current Assets</b>	212,666	145,470
<b>Total Assets Less Current Liabilities</b>	414,231	301,590
<b>Financed By:</b>		
<b>Creditors (Amounts Falling Due After More Than One Year)</b>	36,327	46,689
	36,327	46,689
<b>Reserves</b>	377,904	254,901
Profit and loss account	377,904	254,901
	<b>414,231</b>	<b>301,590</b>

#### ON BEHALF OF THE BOARD

MS EIMEAR FARRELL  
Director

MS JAN RICHARDS  
Director

# THE WELL WOMAN TEAM 2016

**Chief Executive:**

Alison Begas

**Medical Director:**

Dr Shirley McQuade

**Administrator:**

Samantha Henson

**Accounts Manager:**

Siobhan Wright

**Bookkeeper:**

Rachel Carey

**Operations Manager:**

Josephine Healion

**Doctors:**

Dr Fadzilah Ab Aziz

Dr Claire Callaghan

Dr Gillian Darling

Dr Sandra Hubert

Dr Vina Kessopersadh

Dr Lisa O'Neill

**Head of Counselling:**

Catherine Clements

**Counsellors:**

Anne Feeney

Michele Pippet

Paula Tierney

**Nurses:**

Gay Greene

Tanya Kearns

Nicola McGarvey

Norah McPeake

Sophia Neves

Alma Olohan

Shirley O'Malley

**Receptionists:**

Connie Cleary

Yvonne Dowling

Olive Fanning

Patricia Lanigan

Siobhan Laherty

Doretta McNally

Fionnuala O'Flaherty

Andrea O'Neill

Linda Scanlon

THE  
WELL  
WOMAN  
CENTRE

THE DUBLIN WELL WOMAN CENTRE

HEAD OFFICE: 25, CAPEL STREET, DUBLIN 1

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