



Cora Murphy

The Care Team

GOING FOR GROWTH PROFILE

NAME:

Cora Murphy

BUSINESS

The Care Team

POSITION

Clinical Director
& Co-founder

WHAT WE DO

Nurse-led Home
Healthcare Company

CONTACT US

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All About Healthcare trading as The Care Team opened its doors for business in February 2013 in South Dublin. Set up by Mayo native, Cora Murphy and her business partner Niamh Wallace, the Care Team is a nurse led organisation that coordinates all aspects of care in a client's home. They act as a communication portal between the various multidisciplinary teams between the hospital and the community. *"The majority of our clients are adults living with chronic illnesses at home and have too many complex needs to be managed with a basic homecare package. We provide care pathways to meet all our clients care needs. We are the first private organisation of its kind in Ireland to offer this unique service."*

Cora, a qualified Nurse began her career working in St Andrew's Centre for Burns and Plastic Surgery in the UK. In 2008 while working in University Hospital Galway, She was approached by The Hospital Medical Group Ltd, to work with them as their Lead Nurse. This role required traveling to their four clinics around Ireland. Following a decline in the cosmetic surgery industry, Cora decided to move to community nursing for a more stable job. *"I joined Orwell Healthcare as the nurse manager in July 2011. This role was based in the community, helping people to remain at home. My position was to manage and support the staff while co-ordinating care for clients."*

While working in Orwell Healthcare, Cora met Niamh Wallace and found there was a real need for a more comprehensive service for patients. Within eighteen months, both had left their jobs to set up The Care Team.

Cora has aligned The Care Team with some key industry influences which helped fast track the business' expansion and brand recognition. Within 7 months of setting up, Cora had already secured a HSE contract and has exclusive deals with major healthcare providers. The company's professionalism and compliance has enabled Cora to enter markets that she thought were not possible in 2014. The company has identified a niche in the marketplace for their innovative service in home healthcare and is taking this vision to reality. *"We achieved massive growth in our first two years in business. We had gone from a team of 3 to 78 people. We exceeded our projections and were debt free and profitable in our first year. We revised our three year projections and we were six months ahead of targets in our second year."*

The business was funded through working capital and sweat equity. This way there was no need for any external investment, which left Cora and Niamh free to make the key decisions. In 2014, Cora won IMAGE Start-up Business woman of the year Award, Newstalk Campaign Award and won silver in the Bank of Ireland Start up Awards.

Focused on managing the escalated growth of her business, Cora participated on the 7th cycle of Going for Growth in 2015. She also completed a postgraduate degree in advanced leadership. *"I can honestly say I learnt more from the six months in Going for Growth than I did in two years doing a research masters. The round table sessions had an extremely positive impact on the development of The Care Team. The whole experience was really supportive and inspiring. Meeting with other like-minded business women was instrumental in achieving my goals."*

During 2015, Cora acquired a second company, Contact Care, growing her employee numbers to over 200 and increasing her turnover by 120%. Today, The Care Team's staff includes nurses, physiotherapists, dieticians, speech and language therapists, occupational therapists and many other healthcare professionals.

Most recently, the Care Team won Homecare Provider of the Year at the 2016 Irish Healthcare Centre Awards in March. Although the business is centred in Dublin, Cora is managing their expansion in stages. *"Growing outwards, we have expanded from a small area in South Dublin to cover North and West Dublin in the last three years. As we increase our staff levels more and more, we will look at taking on patients in Kildare and further afield."*

