



27th December, 2019

Louise O Reilly
Dail Eireann
Leinster House
Dublin

PQ Number: 51963/19

**To ask the Minister for Health the amount spent by the HSE and his Department on external public relations companies to date in 2019, in tabular form; the name of each company; the service provided; and if he will make a statement on the matter.*

Dear Deputy O Reilly,

The Health Service Executive has been requested to reply directly to you in the context of the above Parliamentary Question, which you submitted to the Minister for Health for a response. I have examined the matter and the following outlines the position.

The PR figures for 2019 are not currently available however listed below are the 2018 figures for the Hospital Groups which may be of assistance to you.

Division/Hospital Group	Spend	Company & Services provided
HSE National Communications Division	Nil	
South / South West Hospital Group	€120,685	Heneghan PR. The firm provides advice to the Group on a range of activities, including public relations, media training, issues management and proactive development of stories on innovation, research and education
Mercy University Hospital, Cork	€24,600	Mills Public Relations. The firm provides preparation and issuing of media statements, ad hoc media preparation of approved staff, and liaison with HSE PR services on behalf of



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		the hospital.
Saolta Hospital Group	€89,544	Contracted ended in 2018. Media relation services
Dublin Midlands Hospital Group	€39,239	PR360. Contract ended 2018.
Ireland East Hospital Group	€36,222	Tenco. Contract ended 2018. The firm supported and advised the Group chairman and Group CEO and constituent hospitals on more complex issues, such as public affairs communications, media training and crisis management.
	€21,915	Red Flag. Short Term Contract .The firm provided short term strategic specialist counsel to the CEO and Chair of the board.
RCSI Hospital group	Nil	
University of Limerick Group	Nil	

If I can be of further assistance please do not hesitate to contact me.

Yours Sincerely,

Mary Brodie
Decision Maker