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HSE South West



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2<sup>nd</sup> April 2025

Deputy Thomas Gould,  
Dáil Éireann,  
Leinster House,  
Kildare Street,  
Dublin 2

**PQ ref 10841/25**

**“To ask the Minister for Health the cost of rebranding HSE South West.”**

Dear Deputy Gould,

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

Cork and Kerry’s new integrated health region, HSE South West, was formally stood up on March 3<sup>rd</sup> 2025.

HSE South West is now responsible for delivering all health and social care services across Cork and Kerry, replacing the structures of the South/South West Hospital Group and Cork Kerry Community Healthcare.

To date all work in developing and disseminating new branding guidelines have been undertaken internally by the HSE South West Communications & Public Affairs office utilising existing resources.

I trust the above clarifies the queries raised. Please do not hesitate to contact me if you have any further queries.

Yours sincerely,

**Jonathan Hoare**  
Stiúrthóir Cumarsáide agus Gnóthaí Poiblí | FSS an Iardheiscirt  
Director of Communications and Public Affairs | HSE South West

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