

medilearning

GREENCROSS
PUBLISHING

WHO AM I?

My name is **Graham Cooke** and I am from the emerald Isle of Ireland.

I started my career in medical publishing way back in 1995.

I began working with a new start-up company called **Eireann Healthcare Publications.**

Eireann had secured the publishing rights in Ireland to the world-famous medical title **Modern Medicine.**



Introduction

I was involved in the launches of many other titles over the next 8 years, some of which are still being published today such as **Irish Pharmacist**, **Hospital Doctor of Ireland**, **Medicine weekly**, and **Modern Medicine**.



In the mid to late 2000s
Eireann Healthcare Publications
decided to move out
of medical publishing.

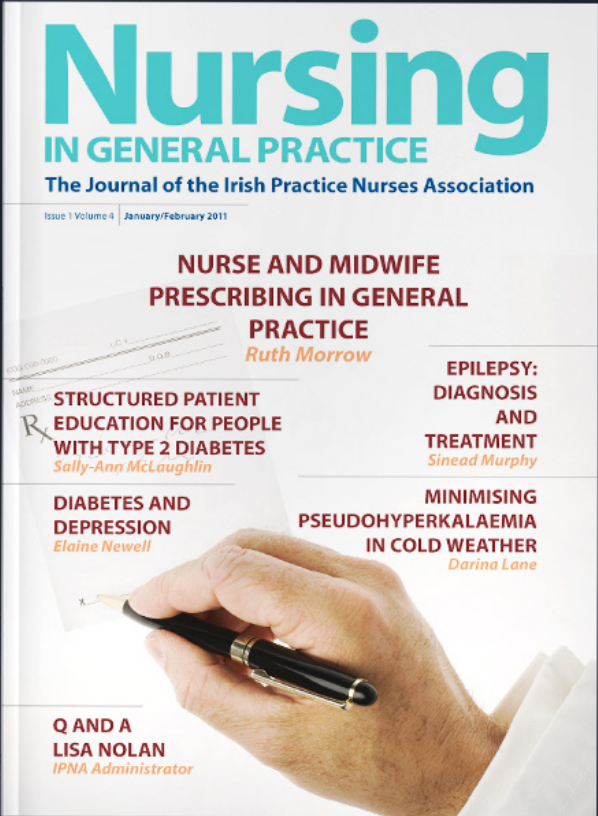
Having moved away from the
publishing industry for a couple of
years, I was presented with
the opportunity to buy the title
I launched in 1999, Irish Pharmacist.

It was on foot of this
journal acquisition that
Greencross Publishing
was formed.





Our first edition of **Irish Pharmacist** was published in January 2008 and that was quickly followed by the first edition of **Nursing in General Practice**, which was adapted from the Eireann journal **Irish Practice Nurse**.



The Medical Independent



In **2010** when the global economy was on its knees and Ireland in particular had called in the IMF to bail the country out, I had a brain wave!!!!

The Irish medical press was very well serviced with two weekly newspapers the Irish Medical Times and The Irish Medical News, but with our economy in the toilet, genius here thought it would be a great idea to launch Ireland's first ever fortnightly medical newspaper.

You should have been a fly on the wall when I sat in the bank and asked for a small business loan to launch a newspaper that was going to be funded by advertising revenue.

Safe to say I was escorted from the building, without any money, and a bit of a lecture for timewasting.

Nevertheless, I ventured onwards and on February 4th 2010, **The Medical Independent** was launched.



Update Clinical Journal



In **April 2015**, we launched the final piece of our print publication suite.

The concept of **Update Clinical journal** is to focus on one or two linked specialties in each edition, Cardiology in March, Dermatology in May, Gastroenterology in June and so on.



So that is our background in medical publishing and this brings us nicely to the launch of **Medilearning** in Ireland.

Back in 2012 there was a serious lack of CPD providers in Ireland and there were no online module providers, so we launched **Medilearning**, initially targeting doctors.

In 2014 we launched **PharmacistCPD** and that was followed in 2016 by **NurseCPD**.

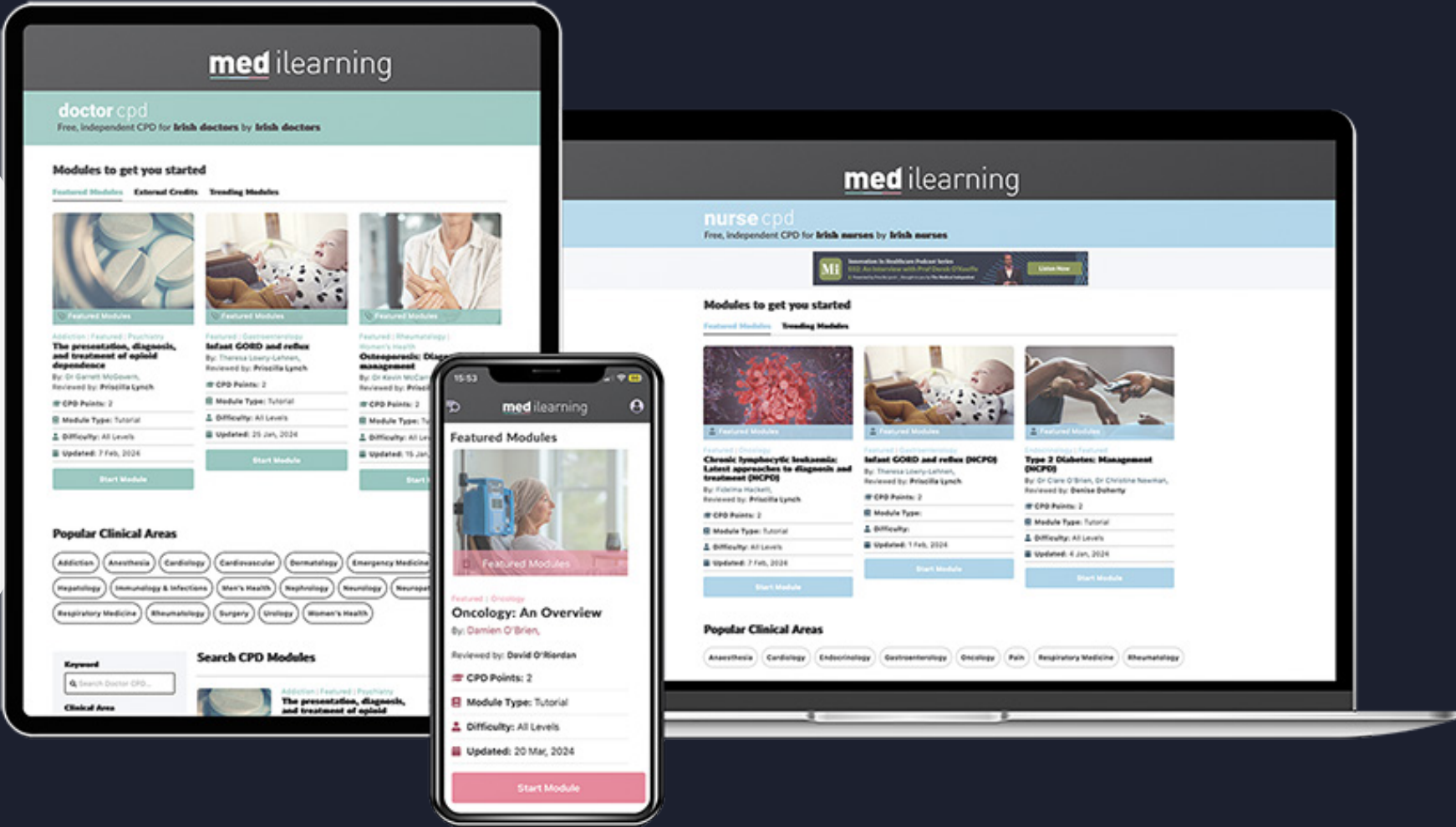
doctor
cpd

nurse
cpd

pharmacist
cpd

We very quickly became a trusted provider of CPD and we now have over **15,000** healthcare professionals registered in Ireland.

That equated to around 75 per cent of the entire audience in Ireland.



This figure of 15,400+ HCPs is broken down as follows:

3914
General Practitioners

1902
Consultant Doctors

2586
Non-Consulting Hospital Doctors

3326
Pharmacists

3718
Practice Nurses and Advanced Nurse Practitioners

We are now delighted to bring Medilearning to the United Arab Emirates.
Let me guide you through the new website with the slide deck.

Why not avail of
subscriptions to our
suite of E-publications?
These can be emailed
directly to you
once published.





medilearning



Thank You