

A GUIDE TO INFORM YOU ON THE IRISH MARKET

THE BEGINNERS GUIDE TO THE IRISH MARKET

PREPARED BY

STEPHANIE OLUMBA

Sales Consultant Intern for the
Irish market



JUNE 2021

Saving Lives

WELCOME

Welcome to Medisol! You are entering the world of life saving equipment at a dynamic and growing company! Because of this, I have created a how-to manual to help make the initial stages of working as smooth as possible.

Here is a list of tips that are useful when starting as a sales consultant for the Irish market:

- Meet your colleagues
- Receive all logins as soon as possible (e.g Voys Webphone, Magento, UPS, Instagram, Facebook, AEDexpert.ie inbox)
- Receive training on Magento 2.0
- Receive CMS training
- Read through this document
- Always have your notebook with you and take note of everything
- Work hard but remember to have fun!

TABLE OF CONTENTS

1. Competitors
2. Sectors where AEDs are mandatory
3. Availability of AED service contracts in Ireland
4. AED statistics in Ireland
5. CPR/AED training legislation
6. Tendering opportunities
7. Public Holidays in Ireland
8. Social Media

References

COMPETITORS

The following are the main competitors:

- Ce-tek Medical
- Hearts Safety Solutions
- Hunt office
- Flashpoint
- Thedefibshop
- Eiremed
- Medguard
- SP Services

CE Tek Medical

CE-Tek Medical is a company that sells medical equipment. They are Ireland's sole distributor of Defib Store Outdoor and Indoor Defibrillator Cabinets, which are a market-leading product in the UK recommended by all of the UK's Ambulance Service Trusts. They also sell, service and support market-leading defibrillator brands such as Cardiac Science, Zoll, Philips, Physio-Control, Heartsine, CU Medical (Ipad) and many more. They will be dramatically increasing their product portfolio within the medical arena in the very near future. Ce-Tek Medical aims to become Ireland's Number 1 choice for medical equipment. The parent company, CE-Tek, was founded 40 years ago (CE-Tek Medical, n.d.).

Hearts Safety Solutions

HeartSafety Solutions was established in 2006 after the directors discussed the recent sudden cardiac arrests (SCA) of high-profile sports stars. As sports fans coming from a background in the emergency services, they knew the best way to save lives from SCA in the community was to provide access to AEDs to trained members of the public, at the time and place of the SCA occurring. At the time, Public Access Defibrillators (PADs) were very uncommon as was bystander-initiated Cardio-Pulmonary Resuscitation (CPR). They decided they could make a difference, they wanted to save more lives. Only a year later, HeartSafety rolled out the GAA (Gaelic Athletic Association) National Defibrillator programme, in partnership with the GAA and VHI healthcare. This programme involved providing GAA clubs with access to low-cost defibrillators and free training for 500 people. The programme was massively over-subscribed and resulted in the largest deployment of AEDs in Ireland and many lives saved. n.d.).

COMPETITORS

GAA clubs have a unique position in the Irish community, with most towns, villages, and parishes having at least one club. Therefore, many communities suddenly had access to an AED, which proved hugely valuable, especially in rural areas with longer ambulance response times. Other notable deployments by HeartSafety Solutions include Irish Rail, AIB Banks, Croke Park Stadium, Guinness Breweries and more recently Ryanair for each of their aircraft. (Hearts Safety Solutions,

Hunt Office

HuntOffice.ie was established in 1999. They are the largest Irish owned office supplies company and website. The goal at HuntOffice.ie is to provide customers with a one-stop-shop for all their office supplies needs. So, they carry over 150,000 products from everyday stationery to furniture, warehouse products and canteen supplies. They also offer their customers the best customer service every time they order from HuntOffice.ie. Their products range from AEDs to office desks. They are not solely focused on medical or life-saving equipment. (Hunt Office, n.d.).

Flashpoint Systems

Flashpoint is an Irish company that specialises in life-saving equipment. Their product range is very similar to that of Medisol. They promote the fact that their professional experience in the Emergency Services and Sourcing sector Worldwide brings their customers the best products. The owner of the company has spent over 12 Years Sourcing Quality EMS Products that are value for money and sustainable.

COMPETITORS

The Defibshop

The Defibshop is a British company that also has an online store for the Republic of Ireland. Defibshop is independent of any defibrillator manufacturer, which means we can offer impartial advice tailored to your financial and practical requirements. Since 2005, they have been providing and supporting our customers with Automated External Defibrillator (AED) solutions tailored to fit their needs. They work with people all over the UK and Ireland to ensure that they are equipped to save lives. They have set the standard in the industry by providing and helping to maintain tens of thousands of defibrillators, as well as a wide range of first aid and safety supplies, accessories, medical diagnostic equipment and nationally accredited training to turn employees and members of communities into confident lifesavers. (Thedefibshop, n.d.).

Eiremed

Established in 1998 Eiremed supplies a full range of Emergency Medical, Safety and First Aid Equipment as well as First Aid and Medical Training courses. All of their field personnel including warehouse operatives are professional medical practitioners which allows them to offer expert advice and support on the latest range of emergency medical equipment. EireMed which is a division of the Safety-Tec Group, provides first aid training courses such as Occupational First Aid, First Aid Response FAR course, and a full range of Irish Heart Foundation courses such as Heartsaver AED, CPR for Family & Friends and Basic Life Support for the Health Care Provider. BLS. (Eiremed, n.d.).

Medguard

Medguard Healthcare is an Irish family-owned business. As a service-focused company they have become recognised as one of Ireland's leading wholesale and retail suppliers of medical devices and consumable products distributing all over Ireland. As a people-focused business, they believe in long term business relationships built on mutual trust and reliability. (Medguard, n.d.).

COMPETITORS

SP Services

On the 1st June, 1989 SP Services was established in Wandsworth, South London. The evolution of the company in the first 18 months far exceeded expectations and quickly outgrew the original premises. It was decided that a move to a more central location was necessary to encompass service to all of the valued customers in both the North and South of England, hence the relocation to Telford, 35 miles west of Birmingham in the heart of the UK. Over the past +2 decades, they have continued with our business expansion and even expanded their operations to the Republic of Ireland. (SP Services, n.d.).

SECTORS WHERE AEDS ARE MANDATORY

In Ireland, there are no specific sectors where AEDs are mandatory and there is no national legislation regarding AEDs in Ireland. (European Emergency Number Association, 2019). Ideally, wherever there is an occupational first-aider(s) in a workplace, provision of an AED should be considered. The training of other employees who are not occupational first-aiders in the use of AEDs is also encouraged. Whereas it may be practicable and desirable to have an AED in every workplace, due to cost considerations it would be unreasonable to expect all employers (especially small and medium-sized (*Guide to the Safety, Health and Welfare at Work (General Application) 8 First-Aid:Layout 1 30/11/2007 15:45 Page 8*) enterprises (SMEs)) to have one on their premises, even if there is an occupational first-aider present. These costs not only include the purchase price but also the cost of maintenance of the equipment and refresher training for those trained in how to use AEDs. However, different employers at the same location, such as in shopping centres and small business enterprise centres, where relatively large numbers of employees or other persons are likely to be habitually present, might find it feasible to co-operate in the provision of shared AED equipment, training and assistance. (Health and Safety Authority, 2007).

Buying & installing AEDs/defibrillators in public places

- There are no regulations as to who can buy and install an AED.
- There are no specific requirements regarding the features of the AED.
- Regulations for AEDs are the same for both public and private places.

Reporting the location of AEDs/defibrillators and mapping

- It is not obligatory to report AEDs to an authority.
- AEDs are mapped for emergency services after being registered (voluntarily) with the National Ambulance Control Room.
- The register is not complete and work is in the process to develop it.
- The register is not accessible by the general public.

SECTORS WHERE AEDS ARE MANDATORY

The IRFU (Irish Rugby Football Union) strongly advocates that each club/school should ensure that a fully operational AED is available at the pitch side for every game and training session. Clubs/schools need to consider having an AED available in their premises for events/functions. Furthermore, those who may be called upon to use the device in an emergency should be properly trained and certified in its use. (IRFU, 2021).

Former Minister for Health James Reilly commissioned the authority to undertake a health technology assessment of defibrillators after accepting the principle of a Bill published by independent senator Fergal Quinn. The Public Health (Availability of Defibrillators) Bill 2013 requires the owners of 43,000 premises to install a defibrillator; among the designated places are hospitals, shops, churches, public buildings, pubs and sports clubs.

AVAILABILITY OF AED SERVICE CONTRACTS IN IRELAND

There is very little availability of AED service contracts in Ireland. Instead, an AED checklist is used and evaluated by designated personnel. See below for an example.

AED Checklist

AED location		Check date	
AED make		AED serial no.	
Checked by		Signature	

Item	Checked	Comments/action required
AED Location		
Visible and unobstructed		
AED sign displayed		
AED Condition		
Check battery status/in date		
Check service indicator light		
AED exterior undamaged		
AED Components		
Two sets of AED pads		
Two sets of paediatric pads*		
Pads in date and in sealed pack		
Check expiry date on pads		
Pocket mask present		
Examination gloves present		
Safety Razors present		
Towel or material to dry patient		
Clothing shears		
Faults or defects noted		
Reported to:		Date:

AED checklist from ^{* If applicable} PHECC ((Pre-Hospital Emergency Care Council, n.d.)

Where an AED is located inside a building it is important that all responders use it in the same way. Therefore, one should have clear, written guidelines as to how the emergency response system will work. This helps to ensure that responders are clear as to their responsibilities and how they are expected to respond to an incident.

AVAILABILITY OF AED SERVICE CONTRACTS IN IRELAND

The AED should be checked regularly to ensure it is in working order and ready for use. One may wish to write your own AED checklist similar to this sample list developed by the Pre-Hospital Emergency Care Council (PHECC). The user manual supplied with the defibrillator provides important information from the manufacturer about its use and maintenance. A defibrillator, like all medical equipment, must be used and maintained in accordance with the guidance given by the manufacturer. A copy of the manual should be stored with the defibrillator and be always accessible. Make sure you understand all the information contained in the manual and any servicing or maintenance required. If in doubt, contact the manufacturer or their local distributor. A maintenance plan and schedule should be put in place. The maintenance plan must also consider all accessories (pads, battery pack, electrodes, etc.) used with the defibrillator. The plan should also identify the different conditions of use that apply to the accessories, such as their shelf life or whether they are single-use only. The maintenance schedule should detail the intervals at which checks should be completed on the device and its accessories as outlined in the manufacturer's instructions and considering the environment of use. A record should be kept of the regular maintenance checks completed as part of the schedule. Ensure that all accessories are compatible with the defibrillator model. If a defibrillator poses a risk to the health and safety of the patient, please report the problem to the manufacturer and to the HPRA. any unexpected problem or malfunction that may affect the patient's health or cause or contribute to an injury should be reported. For example, failure of the status indicator on the device to alert that the device is not operating when in use. Incidents can be reported to the HPRA by filling in their online user report form on www.hpra.ie. (HPRA, 2021).

AVAILABILITY OF AED SERVICE CONTRACTS IN IRELAND

The HPRA requests owners to check defibrillators

The HPRA requests owners of AEDs to urgently check that the recommended safety and maintenance updates on their device have been undertaken. Most importantly, the HPRA stresses that if an update or other action is identified and communicated by the manufacturer to the owner, through the publication and distribution of what is called a field safety notice (FSN), then this should be undertaken immediately. Otherwise, the AED may not work properly when it is needed. Manufacturers are obliged to continuously monitor their devices and through this market surveillance, they have identified corrective actions, communicated through an FSN, which is required to ensure the continued safe use of their AEDs.(HPRA, n.d.).

The Irish Red Cross checks public AED's for free.

There are an estimated 8,000 - 10,000 Public Access Defibrillators (also known as Automated External Defibrillator or AEDs) in Ireland. But there is evidence that some are not being checked regularly and therefore may not be working. A study by the Health Information and Quality Assurance Authority (Hiqa) *found instances of battery failure and inaccessible location of defibs.*

That's why the 111 Units of the Irish Red Cross are offering free defib testing to any not-for-profit organisation.

Public Access Defibrillators are AEDs placed in strategic locations in the community for public use in the event of Sudden Cardiac Arrest. Despite the name, many defibs are in fact located in sports clubs and other places not, strictly speaking, accessible to the general public.

A defibrillator used by a trained person increases the survival rate from Sudden Cardiac Arrest by 50% if CPR and defibrillation occur within the first four minutes of the incident. Survival rates diminish at a rate of 7 – 10 per cent for every minute thereafter.

There are three main types of Public Access Defibrillators:

1. Devices for use by uniformed first responders such as the Garda Síochána or fire service.
2. Devices positioned in public buildings and communal areas (e.g. shopping centres, sports clubs, open public spaces) intended for emergency use by any member of the public.
3. Devices held by volunteer Community First Responder groups (Irish Red Cross, n.d.).

AED STATISTICS IN IRELAND

According to the 2018 annual report from the Out of Hospital Cardiac Arrest Register (OHCAR), which collects information on the number of and outcomes for people who suffer a cardiac arrest outside of a hospital setting, between 2012 and 2018, there was a 21 per cent increase in bystander CPR and a 9 per cent increase in bystander defibrillation. In 2018 the rate of bystander CPR in Ireland was 81 per cent up from 60 per cent in 2012 and the rate of bystander defibrillation was 22 per cent up from just 9 per cent in 2012.

The report, which was recently published by the National Ambulance Service (NAS), also found that while the overall percentage of people who survive an out of hospital cardiac arrest has remained stable, the total number of survivors increased from 152 in 2017 to 176 in 2018. Overall, a total of 2,442 out-of-hospital cardiac arrest incidents were recorded by the OHCAR in 2018 and of these, 71 per cent occurred in an urban area. Two-thirds or 67 per cent were male and while the average age was 67, patients ranged in age from less than one to 100 years old. A higher proportion of cases in rural areas received bystander CPR compared to urban areas at 82 per cent versus 71 per cent respectively. In line with previous years the majority or 68 per cent of cardiac arrests that occurred outside a hospital happened in the home and in the vast majority of cases or 81 per cent, a bystander attempted CPR in an effort to save a life.

In relation to the cause of the cardiac arrest, the report found that in the majority or 85 per cent there was a medical reason that caused the heart to stop, while a small proportion of cases were due to non-medical causes trauma, choking, drug overdose or drowning. Patients with a presumed medical cause for their collapse were significantly older than all those who suffered a cardiac arrest due to other reasons (70 years versus 44 respectively).

The HSE South Area reported the highest incidence of out of hospital cardiac arrest at 59 per 100,000 people. Overall, there were 2,564 out-of-hospital cardiac arrests recorded by OHCAR in 2019 and more than half of these or 69 per cent occurred in an urban area.

AED STATISTICS IN IRELAND

The vast majority of these cardiac arrests or 86 per cent had a presumed medical cause that caused the heart to stop beating while a small proportion of cases were due to non-medical causes such as trauma, choking, drug overdose or drowning. The report also found that 68 per cent of these cardiac arrests happened in the home with 67 per cent occurring in men and the median age was 68. It found that 18 per cent of patients who collapsed in a public location survived, compared to 4 per cent of patients who collapsed in a private location. The 2019 OHCAR report found that cardiac arrest patients ranged in age from less than one to 103 years of age with women being more likely to collapse in a private setting i.e. at home or in a residential setting like a nursing home. While the majority of cardiac arrests occur in older age groups, 8 per cent of cardiac arrests reported by OHCAR occurred in 2019 were in patients under the age of 35. Of these, 46 per cent were caused by a presumed medical reason, 12 per cent were caused by trauma (road traffic accident, gunshot, stabbing, crush injuries or fall), 19 per cent of cases resulted from a drug overdose. More than one in 10 or 11 per cent of cardiac arrests in this age group were initially shockable and 9.5 per cent or 20 survived hospital discharge. This is a significant increase in the 2018 figure where 5 per cent or 11 in this cohort survived according to OCHAR.

In relation to defibrillation, the report found that defibrillation was attempted in 25 per cent of cases (187) before the arrival of the emergency services. Members of the public used the defibrillator to deliver the first shock to the patient in 23 per cent of cases, doctors in 18 per cent of cases, someone who was trained in Basic Life Support (BLS) or a trained cardiac First Responder 17 per cent, member of the local fire services 12 per cent, voluntary services 12 per cent, nurses and “others” including occupational first aiders and members of An Garda Síochána 7 per cent. The report also found that almost half of the patients who survived a cardiac arrest or 49 per cent, received defibrillation before the ambulance arrived. (Irish Heart Foundation, 2019)

AED STATISTICS IN IRELAND

Quick facts

- In Ireland, there is an 80% bystander CPR rate.
- Heart disease is the most common cause of death in Ireland.
- 6,000 people have heart attacks in Ireland each year but many of these can be prevented.
- Irish women are 7 times more likely to die from cardiovascular/heart disease than from breast cancer.
- Up to 80% of all heart disease is preventable through lifestyle change and modifying the risk factors associated with heart disease. (Croi, n.d.)

CPR/AED TRAINING LEGISLATIONS

Quick facts

- Anybody can use an AED; the Civil Liability Act of 2011 protects those who assist in an emergency.
- Everyone is encouraged to undertake a CPR course.
- CPR training is mandatory for all pharmacists wishing to supply and administer certain medicines to both adults and children in an emergency situation, as well as specific vaccines.
- There is dispatch-assisted CPR in Ireland which is when rescuers perform CPR under telephone guidance from trained dispatchers. and even the untrained are encouraged to start CPR and use an AED if one is nearby.

There are regulations and provisions for first-aid.

Regulation 165:provisions for first aid

An employer shall—

provide and maintain suitably marked and easily accessible first-aid equipment, as is adequate and appropriate in the circumstances for enabling first-aid to be given to persons at every place where working conditions require it, at a place of work under the employer's control, Different work activities involve different hazards and, therefore, different first-aid equipment is necessary. Some places of work (e.g. offices, libraries) have relatively low hazards whereas others (e.g. factories, construction sites) often have a greater degree of hazard or specific hazards. Requirements will, therefore, depend on several factors including the size of the undertaking, the numbers employed, the hazards arising, access to medical services, dispersal of employees, employees working away from their employer's premises and workers in isolated locations.

CPR/AED TRAINING LEGISLATIONS

Supervision of first-aid equipment and supplies

An employer shall-

designate at each place of work under the employer's control the number of occupational first-aiders as is necessary to give first-aid at the place of work concerned,

ensure that the number of occupational first-aiders, their training and the equipment available to them is adequate, taking into account of the size or hazards, or both, of each such place of work, and In workplaces where there are occupational first-aiders, first-aid boxes and kits should be under their control. Otherwise, they should be under the control of a responsible person named in the safety statement.

Regulation 166: First-aid rooms

An employer shall provide—

one or, as appropriate, more first-aid rooms at every place of work under the employer's control where the size of the undertaking, the type and scale of activity being carried out and the frequency of accidents so require

All places of work must have one or more first-aid rooms if the risk assessment undertaken for the safety statement shows it necessary based on the following criteria:

- (a) Size of the premises
- (b) Type of activity being carried out
- (c) Frequency of accidents arising
- (d) Existence of special hazards
- (e) Distance from the nearest appropriate medical facility.

TENDERING OPPORTUNITIES

www.eTenders.gov.ie

It has been developed as part of the Irish Government's Strategy for the Implementation of eProcurement in the Irish Public Sector. The site is designed to be a central facility for all public sector contracting authorities to advertise procurement opportunities and award notices. The site is managed by The Office of Government Procurement (OGP). The OGP sets the policy on content and functionality of the site however day to day management and maintenance, as well as development, of the site has been outsourced to a private company, EU-Supply.

The site displays, on a daily basis, all Irish public sector procurement opportunities currently being advertised in the Official Journal of the European Union (OJEU), as well as other lower-value contracts uploaded to the site from awarding authorities. At any given time it will contain all open opportunities in the form of Tender Notices, Prior Indicative Notices (PIN) and Contract Award Notices (CAN). It also provides associated tender documents (where available) which can be downloaded from the site.

The site has the functionality to allow Awarding Authorities to publish notices on the site which will then be sent to the OJEU automatically. Other functionality includes a facility for conducting online clarifications via a Q&A facility; online submission of tenders; user and notice management facilities to awarding authorities; email alerts and response management facilities to suppliers. There is also comprehensive notice search and help functions. www.eTenders.gov.ie also provides comprehensive information on procurement rules and guidelines. These include European Directives and National Guidelines on the Public Procurement Process.

The site offers the opportunity to widen the net of potential suppliers to the Irish Public Sector. There is no charge to contracting authorities or suppliers for this service. The eTenders site is also freely available for use by the public to view tender notices published by Public Contracting Authorities.

TENDERING OPPORTUNITIES

Tender Advisory Service

The Tender Advisory Service (TAS) was established by the Office of Government Procurement (OGP) in consultation with SME stakeholders, to address concerns in relation to perceived barriers for SMEs in competing for tender opportunities. TAS is an informal outlet, provided free of charge, to suppliers in order to raise concerns in relation to a live tender process carried out by the OGP or other public sector contracting bodies.

TAS can be used by individuals and companies in the following circumstances:

- where a Request for Tender (RFT) has been published;
- the supplier must have registered an interest in a specific live tender process;
- the supplier has sought answers to their queries through the normal clarification process with the Contracting Authority; and
- where the supplier is not satisfied with the response from the contracting authority

Moving from paper ESPD form to the electronic version on eTenders (eESPD)

Electronic tendering will be a European requirement in the near future. The integrated electronic ESPD service is now available on eTenders which meets the requirements of European legislation and will replace the paper ESPD. The eESPD will allow buyers to issue an ESPD request form as part of an above-threshold (OJEU) procedure and enable suppliers to submit an ESPD response.

The Dynamic Purchasing (DPS) service is now available on eTenders for all contracting authorities. Dynamic Purchasing is a completely electronic process that may be established by a contracting authority to purchase commonly used goods, works or services which are generally available on the market. The DPS is a two-stage procurement process. Firstly, the contracting authority can set up a DPS qualification using the electronic ESPD service and create and manage DPS Tenders at the second stage. All economic operators who meet the selection criteria at qualification are admitted onto the DPS Tender stage. The dynamic nature of the DPS allows suppliers to apply to join at any point during their lifetime.

PUBLIC HOLIDAYS IN IRELAND

Public holidays vary between Ireland and the Netherlands. Based on previous experience, it is important to remember public holidays because they affect the number of sales and can interrupt important discussions between Medisol and clients. Below are the following dates showing Irish public holidays for 2021, 2022 and 2023.

2021

- August Bank Holiday > Mon, 2 Aug 2021
- October Bank Holiday > Mon, 25 Oct 2021
- Christmas Day > Sat, 25 Dec 2021
- St. Stephen's Day > Sun, 26 Dec 2021

2022

- New Year's Day > Mon, 3 Jan 2022
- St. Patrick's Day > Thu, 17 Mar 2022
- Easter Monday > Mon, 18 Apr 2022
- Early May Bank Holiday > Mon, 2 May 2022
- June Bank Holiday > Mon, 6 Jun 2022
- August Bank Holiday > Mon, 1 Aug 2022
- October Bank Holiday > Mon, 31 Oct 2022
- Christmas Day > Sun, 25 Dec 2022
- St. Stephen's Day > Mon, 26 Dec 2022

PUBLIC HOLIDAYS IN IRELAND

2023

- New Year's Day > Mon, 2 Jan 2023
- St. Patrick's Day > Fri, 17 Mar 2023
- Easter Monday > Mon, 10 Apr 2023
- Early May Bank Holiday > Mon, 1 May 2023
- June Bank Holiday > Mon, 5 Jun 2023
- August Bank Holiday > Mon, 7 Aug 2023
- October Bank Holiday > Mon, 30 Oct 2023
- Christmas Day > Mon, 25 Dec 2023
- St. Stephen's Day > Tue, 26 Dec 2023

SOCIAL MEDIA MANAGEMENT

Medisol does not have a very strong social media presence in Ireland. Social platforms help you connect with your customers, increase awareness about your brand, and boost your leads and sales. With more than three billion people around the world using social media every month, the users and engagement on major platforms just keep increasing. (*Why Social Media Is Important for Business Marketing*, 2018).

To increase Medisol's social media presence, a social media post template has been created:

 Free shipping

 10 year warranty for all defibrillators

AEDexpert.ie | From the heart, for the heart

SPRING OFFER**ZOLL AED PLUS DEFIBRILLATORS****1252,41€** (incl VAT)
or XXX excl. VAT)Defibrillators | Electrodes & batteries | Carry bags,
wall cabinets and -brackets | Training defibrillators
CPR Manikins and accessories 0768 889598 medisol@aedexpert.ie 

Social media template

This template can be used for Facebook and Instagram, edited to any design, and downloaded for free. The link to this template can be found on the Social Media Page on Yammer.

SOCIAL MEDIA MANAGEMENT

Social media management not only helps you with managing your social network, both outgoing and incoming communications, but also all of the other aspects of small business social marketing more efficiently. It allows you to have a smooth and working plan as to how you are going to post, respond to followers and fans and take the information that their interactions provide so that you can use it to make your business better. To help efficiently manage the social media pages, a social media calendar should be prepared and updated frequently (e.g. every two months). Below is an example:

Social Network	Date	Time	Content Type	Topic	Text
Facebook	13.04.2021	12:00	Post	Promotion	Take advantage of the high discount on the ZOLL AED Plus for a limited time only
	27.05.2021	14:00	Post	Information	Do you know the importance of an AED?
Instagram	13.04.2021	12:00	Post	Promotion	Take advantage of the high discount on the ZOLL AED Plus for a limited time only
	27.05.2021	14:00	Post	Information	Do you know the importance of an AED?
	31.05.2021	12:00	Video	Information	Confused about how an AED works? Watch this video to learn the ins-and outs of an AED!

BIBLIOGRAPHY

- CE-Tek Medical. (n.d.). About. Retrieved April 12, 2021, from <https://www.ce-tekmed.ie/about>
- European Emergency Number Association. (2019, October). AED Legislation. <https://eena.org/document/aed-legislation-document/>
- Hearts Safety Solutions. (n.d.). About. Hearts. Retrieved June 3, 2021, from <https://www.hearts.ie/about/>
- Hunt Office. (n.d.). 10 Reasons to Buy From Huntoffice.ie. Retrieved June 3, 2021, from <https://www.huntoffice.ie/why.html>
- Thedefibshop. (n.d.). About Us. Retrieved June 3, 2021, from <https://www.defibshop.co.uk/about-us>
- Eiremed. (n.d.). About Us. Retrieved June 3, 2021, from <https://eiremed.ie/about-us/>
- Medguard. (n.d.). About Us. Retrieved June 3, 2021, from <https://www.medguard.ie/about-us>
- SP Services. (n.d.). About Us. Retrieved June 3, 2021, from <https://www.spservices.ie/aboutus.php>
- IRFU. (2021). Guidelines for Advisory External Defibrillators (AEDs). <https://www.highfieldrhc.ie/Forms/SafeRugby/SAFE%20Rugby%20AED%20Guidelines.pdf>
- Health and Safety Authority. (2007). Guide to the Safety, Health and Welfare at Work (General Application) Regulations 2007. https://www.hsa.ie/eng/Publications_and_Forms/Publications/Occupational_Health/Guidelines_on_First_Aid_at_Places_of_Work_2008.pdf
- Croi. (n.d.). What is a heart attack? Retrieved June 4, 2021, from <https://croi.ie/health/heart-conditions/heart-attack/#:~:text=Heart%20disease%20is%20the%20most,disease%20than%20from%20breast%20cancer.>
- Why Social Media Is Important for Business Marketing. (2018, August 9). Marketing Insider Group. <https://marketinginsidergroup.com/content-marketing/why-social-media-is-important-for-business-marketing/>

BIBLIOGRAPHY

- HPRA. (2021). Automated External Defibrillators. http://irishheart.ie/wp-content/uploads/2017/01/hpra_external-defibrillators_web-final.pdf
- HPRA. (n.d.). *Automated External Defibrillators*. Retrieved June 4, 2021, from <http://www.hpra.ie/homepage/medical-devices/special-topics/automated-external-defibrillators>
- Irish Red Cross. (n.d.). *Free Defibrillator Check*. Retrieved June 4, 2021, from <https://www.redcross.ie/programmes-and-services-in-ireland/free-defibrillator-check/>