

With almost 25 years of corporate and healthcare communications experience, Edel McCaffrey is an Independent Global Corporate Communications Consultant, Communique Judge, and Member of the Healthcare Communications Association (HCA) Executive Committee, which proactively champions excellence and best practice in the healthcare communications sector. Edel has spent the majority of her career in global communications roles for a number of leading international pharmaceutical companies. She started her healthcare career working in the NHS, as Communications Manager for one of Europe's leading specialist hospitals. Edel is particularly passionate about driving innovation in healthcare communications. Over the past year, working on behalf of the HCA, she co-founded an important new industry initiative to smash down barriers to innovation and make sure our industry never loses its' voice.