



## PRESS RELEASE

*Kathleen McGrath*

Winner of the 2013 EBIA Award

Budapest (Hungary) 12<sup>th</sup> September – The European Bedding Industries' Association (EBIA), the umbrella organisation of the bedding industry in Europe, announced Kathleen McGrath as the winner of the 2013 EBIA Award. Being a prominent and widely respected nurse in the sleep research field, Kathleen McGrath founded in 1986 the Medical Advisory Service (MAS), a nurse-run telephone information charity specialising in providing information and advice on the retraining and working with nurses invalided out of the National Health Service (NHS). MAS has provided an insomnia helpline, Sleep Matters, for well over 20 years now, providing an essential lifeline to insomniacs throughout the UK. As a media & communications advisor she also uses her broad clinical and medical communications experience to write and broadcast on medical and sleep matters for several media (TV, Radio, consumer print media, ...). For the Sleep Council, Kathleen wrote the information leaflet, The Good-Night Guide for Children, published in 2009 and in 2012 helped to develop the interactive website, [www.perfectsleepenvironment.org.uk](http://www.perfectsleepenvironment.org.uk). With this award, EBIA recognizes Kathleen McGrath's tireless dedication to sleep quality and her bridge-building efforts with the bedding industry. EBIA will therefore further strengthen its ties with Mrs McGrath, to pave the way for the improvement of the sleeping experience of consumers all over Europe.

### The EBIA Award

Being the European representative of an industry producing quality products aimed at the wellness and comfort of its customers, EBIA created the EBIA Award to promote creativity and innovation within this sector. Next to becoming an honorary member of EBIA, the winner is also rewarded a 5,000 euro grant to support his/her ongoing work in the field of sleep.

### Award Winner

This year, EBIA's members overwhelmingly voted in favour of nurse Kathleen McGrath.

In 1979 Kathleen qualified as a general and paediatric nurse having completed the integrated course at Great Ormond Street and Middlesex (Mortimer Street) Hospitals, London. She then spent some time in cardiothoracic theatre before undertaking the cardiothoracic course at the Brompton (now Royal Brompton) Hospital, Chelsea.

She returned to Great Ormond Street for 4 years where she was cardiothoracic nursing tutor and general paediatric tutor at the Charles West School of Nursing. This involved not only lecturing but ongoing supervision and clinical evaluation of care for the nurses all over the London area and in a wide variety of clinical settings.

Kathleen went on to hold a number of posts in both the NHS and Private Hospital Sectors both in the UK and abroad (including the USA, Italy and Saudi Arabia) where she undertook not only clinical work but teaching and marketing management projects.

### Charity Founder

Kathleen is the co-founder and currently trustee and Medical Director of the Medical Advisory Service (MAS), a nurse-run telephone information charity specialising in providing information and advice on the retraining and working with nurses invalided out of the NHS, which she founded in 1986.

MAS has provided an insomnia helpline, Sleep Matters, for well over 20 years now, providing an essential lifeline to insomniacs throughout the UK. Kathleen herself has specialised in teaching the nurses telephone triage (patient assessment) for sleep and other medical problems. Well over 2 million calls from consumers, on a wide variety of medical conditions, have been taken by the MAS since it started.

### **Media And Communications Adviser**

In 1994, Kathleen began to use her broad clinical and medical communications experience to advise the pharmaceutical industry and public relations (PR) companies to better interpret the real world of the NHS. Using her clinically-trained eyes and ears, she helped develop medical communications programmes and public health strategies. She also advised on political lobbying opportunities for the residential and acute private hospital/care sector.

Kathleen has written and broadcast on medical and sleep matters since 1986 for BBC National News, ITV Breakfast Television, Channel 4 Comment, National and local. She is currently a resource for the NHS website, BBC News (Television and Radio) and Channel 5 The Wright Stuff. She is also a published author and lecturer whilst contributing articles in the nursing press, pharmacy media and consumer journals.

For the Sleep Council, Kathleen wrote the information leaflet, The Good-Night Guide for Children, published in 2009 and in 2012 helped to develop the interactive website, [www.perfectsleepenvironment.org.uk](http://www.perfectsleepenvironment.org.uk). She regularly supports the Sleep Council with online Q & A sessions, articles, radio broadcasts and comment for articles.

She is currently developing a home diagnostic sleep guide, in association with a professional photographer and independent television production companies.

Throughout all of these activities, Kathleen remains fully registered in her profession and actively involved in nursing projects. She has taken part in multi-disciplinary healthcare projects in the NHS, the academic sector and in private health so maintaining strong

### **Investment in the Future**

Recognizing the achievements of Kathleen McGrath, the 2013 EBIA Award underlines the Association's commitment to the overall wellbeing of consumers and EBIA's firm intention to support the kind of contribution realised by nurse McGrath. EBIA believes that the efforts of Kathleen McGrath and others like her will give rise to future findings of benefit to the society as a whole which the bedding industry strives to serve with ever-improved products and services.

### **About EBIA**

The European Bedding Industries' Association (EBIA) was founded in 2000 to represent the interests of the bedding industry. The Association currently comprises meanwhile some 160 members located in eleven countries throughout Europe. The main objective of EBIA is to stimulate and raise awareness for the industry's commitment to producing quality products while acting as the bedding industry's permanent voice. At the same time, EBIA is dedicated to furthering the wellbeing and comfort of the European consumer.

For more information, please visit [www.europeanbedding.eu](http://www.europeanbedding.eu)

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