
Dr. Naomi Mackle on building Adare Clinic

A one minute interview with Dr. Naomi Mackle, MD of the Adare Clinic.

How did the company get its name?

Our first clinic is based in Adare, Co. Limerick, hence the name ['The Adare Clinic'](#).

How long have you been in business?

For just over six years.

Did you receive any supports when starting your business?

None, we got no support from any state agency. A small bank overdraft saw us through our first year in business.

What factors helped you grow?

The company grew organically over the last five years. With the opening of a clinic in Fitzwilliam Square in Dublin, we were able to find a niche market for dermatology in the Dublin region. Waiting lists in hospitals have helped us a lot as our SLA for appointments at the clinic is three weeks.

What are your expansion plans?

We are planning to relocate to a 4,000 sq. ft. premises in Dublin with the introduction of a further two treatment rooms. We are also hiring Dermatologists.

What are your unique selling points?

Personal service. We are good at this, and we have the highest of standards when dealing with people at our clinics. Even the basics like offering a tea or coffee or having the latest magazines and newspapers, make a huge difference.

We have made significant investments in technology and provide the most recent laser treatments and mole mapping.

Our people are very personable, making clients feel at ease when visiting our clinics.

Are there any magazines, blogs, newsletters or brands on social media you read religiously?

Not really, social media is a bit alien to me. I leave this to others in the office. While I have Facebook accounts, I never access them and to be honest; I don't understand them. I like flicking through all the magazines and always make sure we have them for our customers.

If you were able to go back and advise your younger self - what piece of advice would you give?

Work hard and smart. Be personable. Be reliable and be the best you can be.

If you were 'ruler for a day' what would you do to change the business or social climate in this country?

I would concentrate on protecting the self-employed. These are the people who create jobs domestically and grow the economy. There are little or no reliefs for the self-employed, and it is very tough for people to navigate through the first few years in business.