

ANDY MCKENNA

Hey there!

I am a marketing strategist with 5+ years of progressive, cross-industry experience in implementing creative multimedia solutions which build brand awareness and drive sustainable growth. An accessible leader, I cultivate partnerships with cross-disciplinary team members, external partners, and customers through a consultative, collaborative approach.

I have expertise in:

Market Research and Intelligence, Marketing Management, Relationship Development, Digital Marketing, Brand and Marketing Strategy, Complex Issue Resolution, Social Media, Project Management, Campaign Development and Management, and Strategic Communication

Want to work together?

Get in touch at one of the places below.



asmckenna17@gmail.com



www.AndyMcKenna.work



linkedin.com/in/AndyMcKennaWorks



UPMC in Ireland
882 followers
3w · 🌐

UPMC is pleased to announce that our radiotherapy centres in Waterford and Cork have received **Joint Commission International (JCI) Accreditation**. Our Waterford location has received this significant designation for the fifth time and our Cork location – which opened a little more than a year ago – its first.

Congratulations to our staff on this achievement and thank you for all you do for our patients every day. Visit <https://bit.ly/3a0tedJ> to learn more about our services.



100 · 1 comment

UPMC in Ireland @UPMCinIreland · Nov 4, 2020

UPMC expands services in Ireland with the opening of the UPMC Sports Medicine Clinic at WIT Arena (@ArenaWit). Building on @UPMCSportsMed's programme, the clinic will offer world class care to athletes and active people in the Ireland. Read more here: bit.ly/310XJD1



2 · 15 · 48

UPMC in Ireland
Published by Khoros Social Marketing · January 7 at 3:19 PM

The Pfizer-BioNTech COVID-19 vaccine arrived in Waterford this morning and our Director of Pharmacy, Catherine Kelly, was the first to receive it. Catherine will be responsible for preparing the vaccine and already, a dedicated team of UPMC staff have begun a programme to vaccinate UPMC Whitfield Hospital and [University Hospital Waterford](#) healthcare workers. Learn more here: <https://bit.ly/3bjQv1q>



7,942 People Reached · 1,208 Engagements

174

Boost Post

Project: Organic social
Client: UPMC
Audience: Patients, physicians, community members, partners
Purpose: Increase brand awareness
Result: Over 1,800 posts across all channels led to double and triple digit growth in KPIs



UPMC in Ireland
@UPMCinIreland

Hear from world-renowned sports medicine experts at our VIRTUAL International Sports Medicine Conference, Ireland Nov. 7 and 8. CPD and CME credits will be awarded. Visit bit.ly/3oNudTI for more.



2020 INTERNATIONAL Sports Medicine Conference, Ireland

Virtual Nov. 7 and 8


UPMC SPORTS MEDICINE

Virtual conference — CPD and CME credits available. Learn more here: sportsmedconf2020.com

9:38 AM · Oct 29, 2020 · Twitter for Advertisers

UPMC in Ireland
882 followers
Promoted

Bon Secours Radiotherapy Cork in Partnership with UPMC Hillman Cancer Centre is honoured to be the first in Ireland to offer HyperArc radiosurgery along with being the only facility in Munster to offer stereotactic radiosurgery. Visit our website to learn more.



Bon Secours Radiotherapy Cork in Partnership with UPMC Hillman Cancer Centre Adds Most Advanced Radiosurgery...

[Learn more](#)

upmc.ie

Project: Paid social
Client: UPMC
Audience: Patients, physicians
Purpose: Multiple - increase brand awareness, promote upcoming events, promote services, recruit new team members
Result: Highly targeted ads resulted in an excess of 385,000 impressions



Project: Ophthalmology modified service page
Client: UPMC
Audience: Patients, physicians
Purpose: Generate inquiries and referrals for eye care partnership dedicated to patients in Ireland

Look No Further for Expert Eye Care



Institute of Eye Surgery

Our Partner in Eye Care

Our ophthalmology service is committed to improving patients' quality of life through the preservation and restoration of vision. We offer personalised care delivered by a team of highly-skilled experts who regularly use innovative techniques, the latest therapies, and state-of-the-art equipment.

At UPMC Kildare Hospital, our team is comprised of ophthalmologists and optometrists from the Institute of Eye Surgery. Sub-specialists from the IQES focus their practice exclusively on a specific area of expertise, such as macular degeneration, cataracts, or glaucoma. As a result, they are highly skilled at treating minor ophthalmologic conditions to the most complicated diagnoses. They also are often involved in the development of new treatments and innovations in eye care.

Contact Details

Institute of Eye Surgery
[045-230420](tel:045-230420)
info@ioes.ie

Request a Callback

Experienced in Adult and Paediatric Care

Consultants at UPMC Kildare Hospital are experienced in treating conditions affecting adults and children.

Through our coordinated care process and access to the best in diagnostic equipment, we ensure all patients receive high-quality, expert eye care in a safe environment. And with our commitment to a friendly and convenient patient experience, you can trust your care and that of your child's to our experts.





**WE BUILD
BETTER
ATHLETES.**

UPMC Sports Medicine

Bringing World-Class Sports Medicine Expertise to Ireland

For decades, UPMC Sports Medicine has been treating athletes and active people from around the globe. Patients turn to UPMC Sports Medicine for its multi-disciplinary approach to speed recovery and restore function. Now with its first clinic location outside of the U.S., UPMC Sports Medicine is proud to offer patients in Ireland and beyond access to internationally renowned programs and services closer to home.

Adding to the already established [UPMC Concussion Network](#), a team of highly skilled experts now offer surgical, nonsurgical treatment, and rehabilitation options from a convenient location near Waterford.

Contact Details

UPMC Sports Medicine Clinic

WIT Arena
First Floor
Carriganore
Co. Waterford
X91 XD96

051-376827
sportsmedicine@upmc.ie

Project: Sports Medicine modified service page
Client: UPMC
Audience: Patients, physicians
Purpose: Drive referrals for Sports Medicine service and promote the opening of UPMC's Sports Medicine Clinic in Ireland



UPMC is Keeping the South East and Midlands STRONG

Get in Touch

Project: Re-entry landing page
Client: UPMC
Audience: Patients, physicians
Purpose: Advise about facilities that are open to the public following initial COVID shutdown.

There's No Need to Travel Far for Expert Care

With locations in [Waterford](#), [Clane](#), [Carlow](#), and [Cork](#), UPMC offers access to expert, high-quality care within a short drive from home. Often in under an hour. Specialities include but are not limited to: urology, cardiology, orthopaedics, ophthalmology, concussion care, radiotherapy, and women's health. And now, with [UPMC Virtual Care](#), you can see one of our highly-regarded consultants from the comfort of your home.



UPMC at a Glance



75+ Staff Consultants



Strong Partner of the HSE




State-of-the-Art Cath Lab



Only Stereotactic Radiotherapy Service Available in Munster



Expert Urology Care.
Right Here. Close to Home.

 [Get in Touch with Our Specialists](#)

UPMC Urology Services

Our highly-regarded physicians treat a range of conditions of the male reproductive system as well as the male and female urinary tracts. Consultants use the latest diagnostic tools and take a minimally-invasive approach to surgery whenever possible.

With more than 40 years of combined experience, our specialists create a care plan for each patient, providing unparalleled, expert care.

Services at UPMC Kildare Hospital in Clane and UPMC Whitfield Hospital in

Project: Urology landing page

Client: UPMC

Audience: Patients, physicians

Purpose: Create interest for urology service available to patients at three locations in Ireland.

Specialized Mesothelioma Care at UPMC

Comprehensive Treatment, Compassionate Care

When a patient is diagnosed with a cancer as aggressive as mesothelioma, an effective treatment plan can make all the difference. At UPMC, we specialize in treating both pleural mesothelioma, which forms in the lining of the lungs, and peritoneal mesothelioma, which begins in the lining of the abdomen. The UPMC Mesothelioma Specialty Care Center houses experts in the field of mesothelioma, such as pulmonologists, radiologists, pathologists, radiation oncologists, thoracic surgeons, and others, who are equipped with the knowledge and resources to offer a range of advanced therapies to improve quality of life and prolong survival. This combination of advanced treatments and collaborative care make the center one of the leading mesothelioma treatment facilities in the country.

Leading the Way with Advanced Therapy

And as part of UPMC Hillman Cancer Center, the only National Cancer Institute-designated Comprehensive Cancer Center in western Pennsylvania, mesothelioma

patients benefit from the latest techniques and clinical trials. Here, patients have access to internationally recognized mesothelioma physicians and cutting-edge treatments, including Hyperthermic intraperitoneal chemoperfusion (HIPEC), a surgical procedure that administers concentrated, heated chemotherapy directly into the affected area. UPMC is one of the highest volume HIPEC centers in the world.

Vice Chairman of Surgical Oncology and Gastrointestinal Services, Dr. David Bartlett, was instrumental in developing regional perfusion techniques as a senior investigator and surgeon at the National Cancer Institute.

Dr. James Pingpank, is considered a leading authority in the field of mesothelioma and has extensive experience working with peritoneal mesothelioma. Dr. Pingpank's research and contributions on improving the HIPEC treatment for mesothelioma have extended the lives of countless patients. A highly respected advocate for mesothelioma research, Dr. Pingpank focuses on increasing progression-free survival, or the amount of time after treatment before the disease spreads.



Contact Us

For more information or to make an appointment, please contact UPMC Hillman Cancer Center at **412-692-2852**.

UPMC Hillman Cancer Center
Mesothelioma Specialty Care Center
5115 Centre Ave.
Pittsburgh, PA 15232

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UPMC Mesothelioma Specialty Care Center

Experts at the UPMC Mesothelioma Specialty Care Center combine a multidisciplinary approach with the most advanced therapies to provide the highest-quality care for patients diagnosed with pleural and peritoneal mesothelioma. At UPMC, patients have access to internationally recognized mesothelioma physicians and cutting-edge treatments, including Hyperthermic intraperitoneal chemoperfusion (HIPEC).



James F. Pingpank, MD, FACS
Surgical Oncologist

Board Certification:
American Board of Surgery

Medical School:
George Washington University Medical Center, Washington, DC

Residency:
University of Connecticut School of Medicine, Farmington

Surgical Oncology Fellowship:
Fox Chase Cancer Center, Philadelphia



David L. Bartlett, MD
Vice Chairman, Surgical Oncology and Gastrointestinal Services

Board Certification:
American Board of Surgery

Medical School:
University of Houston at Clearlake

Residency:
Hospital of the University of Pennsylvania, Philadelphia

Surgical Oncology Fellowship:
Memorial Sloan-Kettering Cancer Center, New York



M. Haroon A. Choudry, MD
Surgical Oncologist

Board Certification:
American Board of Surgery

Medical School:
Medical College of the Aga Khan University, Pakistan

Residency:
Penn State Hershey Medical Center
Pennsylvania State University College of Medicine, Hershey

Surgical Oncology Fellowship:
Harvard Medical School, Boston
Pennsylvania State University College of Medicine, Hershey
University of Pittsburgh School of Medicine



Matthew Holtzman, MD
Surgical Oncologist

Board Certification:
American Board of Surgery

Medical School:
SUNY Downstate Medical Center, Brooklyn

Residency:
Boston Medical Center

Surgical Oncology Fellowship: University of Pittsburgh School of Medicine

continued on back

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NATIONALLY RECOGNIZED
EXPERTS AND THE
MOST ADVANCED
MESOTHELIOMA TREATMENT
OPTIONS AVAILABLE

UPMC Mesothelioma
Specialty Care Center

Project: Mesothelioma conference materials

Client: UPMC

Audience: Patients, physicians, researchers

Full PDFs available on request.



Giving more hope to patients who need liver transplants.

UPMC has performed more liver transplants than any other transplant center in the country. And this expertise means that we give more patients hope by accepting some of the most difficult and complex cases. For someone in need of a liver transplant, every moment spent on the waiting list is critical. Living-donor liver transplants can be a life-saving option for patients with end-stage liver disease.

Through our innovative UPMC Complex Care Connect™ program, UPMC extends our expertise to hospitals across the country that want to offer patients the option of living-donor liver transplant. Through a collaborative approach, we work with partner hospitals to coordinate transplant surgery at UPMC and to provide pre- and post-surgery care at the partner hospital. **To learn more about our program, visit UPMC.com/GiveLife. For information about UPMC Complex Care Connect™, visit UPMC.com/LDLTComplexCareConnect.**

UPMC | CARE
CONNECT

Affiliated with the University of Pittsburgh School of Medicine, UPMC Presbyterian Shadyside is ranked among America's Best Hospitals by U.S. News & World Report.

Project: Living-Donor Liver Transplant print ads

Client: UPMC

Audience: Physicians

Purpose: Promote LDLT service as part of a national campaign aimed at increasing referrals and procedures performed

Placement: Gastroenterology, Hepatology, Liver Transplantation

UPMC GLOBAL CARE

Project: Global Care patient booklet and insert system
Client: UPMC International
Audience: International patients, physicians, embassies

Full PDFs available on request.



About UPMC Global Care

In addition to receiving treatment for their medical conditions, international patients must also face the challenge of cultural barriers and the complexity of health care in the United States. UPMC Global Care is the gateway to UPMC's clinical expertise and direct patient care. We help patients seamlessly navigate their care path through a series of concierge services. Serving as a single point of contact, our team ensures easy access to our physicians, providing comprehensive, culturally competent assistance from pre-arrival through follow-up.



Benefits of UPMC Global Care

UPMC Global Care strives to create the most comfortable, stress-free atmosphere possible, providing a variety of services for each patient, including:

- Telemedicine Capabilities**
UPMC's telemedicine capabilities deliver accessible, patient-centric care by connecting patients and doctors with some of the most innovative minds in health care.
- Patient Hospitality**
Hospitality Coordinators serve as each patient's principal point of contact and assist with all non-medical needs, including travel, convenient housing, dietary restrictions, religious support, and recreational needs.
- Translation Services**
A multilingual translator acts as a cultural liaison to patients and offers translation services during medical appointments or when completing documentation.
- Patient Financial Coordinators**
Patient Financial Coordinators provide patients with a clear explanation of payment for services at UPMC, and assist patients in communicating with insurance companies, sponsoring organizations, and embassy officials.
- Visa and Travel Assistance**
We provide patients and their families with a medical acceptance letter to be shared with the U.S. consulate during the visa process and create a comfortable travel journey for each patient.

UPMC GLOBAL CARE

Orthopaedics

Ranked among the top hospitals in the United States for orthopaedic excellence by *U.S. News & World Report*, UPMC Orthopaedic Care is an established leader in advanced orthopaedic care. We offer comprehensive services for the full spectrum of musculoskeletal conditions. Our experts have access to UPMC's network of support services, allowing us to provide you with a full continuum of care—from diagnosis to treatment and beyond.

UPMC
LIFE CHANGING MEDICINE

UPMC GLOBAL CARE

Neurology & Neurosurgery

Consistently ranked among the nation's best hospitals for neurology and neurosurgery by *U.S. News & World Report*, UPMC complements personalized and comprehensive care with one of the most experienced surgical teams in the world for complex brain, skull base, and spine disorders.

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UPMC
LIFE CHANGING MEDICINE

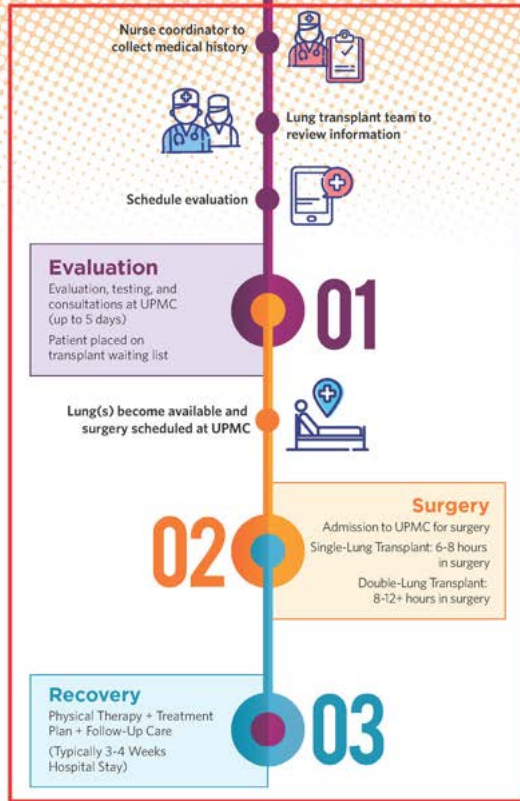
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UPMC
LIFE CHANGING MEDICINE

LUNG TRANSPLANT SURGERY



Benefits

- Expertise in high-risk care
- Partnership with UPMC ITTC
- Pioneers in therapies like EVLP and ECMO

Why choose UPMC ?

UPMC is one of the most recognized and experienced lung and heart-lung transplant centers in the world.

Since its inception in 1982, our program has performed more than 2,000 lung and heart-lung transplants. Hospitals and physicians can be confident when referring, knowing that our specialists will deliver the best care possible to their most complex patients.

UPMC | CARE CONNECT

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Project: Lung Transplant infographic

Client: UPMC

Audience: Patients, physicians

Purpose: Define referral, candidacy, and procedure process for prospective patients and referring physicians