



## **Neurological Alliance of Ireland (NAI) Industry Reference Group**

### **Purpose of the NAI Industry Reference Group Purpose**

The Industry Reference Group (IRG) will create a structured, transparent, and ethical partnership between the pharmaceutical industry and the Neurological Alliance of Ireland. The IRG will support NAI through project collaboration where relevant, shared data, insights from industry, helping to amplify NAI's voice while fully respecting its independence.

### **Why We Need It — and Why Now**

Neurology in Ireland is at a pivotal point. Government commitments on neurorehabilitation and workforce expansion present a window of opportunity, but realisation of these goals requires strong evidence, clear communication, and coordinated advocacy. NAI represents over 30 neurological organisations yet operates with limited resources. The IRG offers a structured way for industry to responsibly support NAI with data analysis, communications strategy, profile-building, and access to scientific expertise—ensuring neurology remains visible, prioritised, and well understood by policymakers.

### **What Success Looks Like**

A successful IRG will deliver measurable benefits through:

- **Strengthened voluntary-sector partnerships:** Supporting joint initiatives across NAI member organisations when & where requested by the NAI.
- **Clinical & scientific insights:** Leveraging conferences, congress data, and shared conversations with key opinion leaders (KOLs) to build an Ireland-specific scientific narrative.
- **Advocacy & lobbying support:** Using evidence to enhance NAI's policy messaging, public visibility, and national campaigns, if requested.
- **Profile & communications support:** Strengthening NAI's communications strategy if requested, digital presence on IRG members websites, and organisational visibility to reach policymakers, the public, and healthcare professionals.
- **Gap identification:** Exposing unmet needs on the ground, bottlenecks, and system challenges to guide long-term neurology service planning.

### **Vision**

An Ireland where people living with neurological conditions have equitable access to high-quality care—and where a strong, visible, and well-supported neurological community, empowered by evidence and effective communication, shapes national priorities and services.

### **Mission**

To unite industry expertise, scientific insight, communications capability, and strategic support under the leadership of the NAI and lived experience of the neurological community.

**Core Functions of the IRG**

- Evidence-enabled advocacy through data, metrics, and insights
- Communications and profile-building support for NAI and member organisations
- Access to clinical expertise, conferences, and scientific developments
- Gap identification to inform future neurology service planning
- Strengthened voluntary-sector capacity across Ireland's neurological community

**Annual Membership of the NAI Industry Reference Group**

- Participate in three member only round table meetings each year
- Company acknowledged in NAI annual report
- Company logo featured on the NAI Industry Reference Group webpage on NAI website
- Opportunity to contribute to the Agenda for IRG meetings

**For further details, and to apply for membership contact Magdalen Rogers, CEO of the Neurological Alliance of Ireland [mrogers@nai.ie](mailto:mrogers@nai.ie)**