

Annette Parker

AP Psychotherapy



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Annette Parker, a native of Fethard, Co Tipperary, who lives in Ladytown, Naas, Co Kildare, set up her business, AP Psychotherapy, in September 2024, having previously worked as a mental health nurse, a public health nurse and in business development, sales and marketing with pharmaceutical company Janssen-Cilag.

Annette's work in nursing as well as her experience as a mother of two led her to see the need for AP Psychotherapy, which specialises in cognitive behavioural psychotherapy, to support post-natal mothers and women during pregnancy who are facing mental health challenges.

In addition to her extensive nursing experience, Annette holds two master's degrees — a Master of Science in Perinatal Maternal Mental Health and another in Cognitive Behavioural Psychotherapy (CBT) – which she undertook as part of an overall plan to launch the business. While working in Janssen-Cilag, she also completed a Business and Marketing degree which has helped her with business development.

AP Psychotherapy has practices in Rathfarnham in Dublin, in Naas and at Annette's home in Ladytown.

Annette's goal with each of her clients is to make herself redundant by teaching them the skills they require to manage their own care.

She was inspired to set up the business because while working as a public health nurse she saw that medical treatment was focused on the physical care of pregnant women while largely ignoring their mental wellbeing.

Annette found that the ACORNS programme was a phenomenal help to her and that her Lead Entrepreneur, Geraldine Jones, could not have been more supportive or a better role model. She said she will always be grateful for the way the ACORNS participants supported each other on their entrepreneurial journeys.

Annette's long-term plan for the business is to develop a suite of services for post-natal mothers and pregnant women in one premises to cater for all their physical, emotional and mental wellbeing needs.

