

## Ena Reale

### *Reale Recovery*



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**E**na Reale set up Reale Recovery, her evidence-based holistic physiotherapy business for people dealing with chronic pain and persistent symptoms, in October 2024 after she returned to her native Kerry following a four-year spell in New Zealand.

Now operating from a space at the Centre for Smart Ageing in Farranfore, she balances the demands of working with her own clients with her day-job with the HSE. "I've worked in Tralee and around North Kerry, so people know me and my family. Word of mouth goes a long way in this part of the world, so my client list has grown very organically," she says.

Ena sees her business as a necessary response to the concentration of health services in Ireland's urban centres. "There's not really a holistic space for people to manage chronic pain in the community in Ireland. People have to travel to Cork and Dublin where there's long waiting lists for services. I was trying to provide a more well-rounded service for people in Munster," she says.

"I'm doing one-to-one work with patients as well as group pain management courses that people can attend online. Long-term I'd like to have a lot more services and reliable educational resources that people can access online."

Ena hails the ACORNS programme for providing the structure and framework to develop her business. In particular, she appreciates the access to a network of peers with different backgrounds and experiences.

"My family didn't work in business, so it was nice to be exposed to people at various points on their journey in business. It's amazing motivation to be in a room with other female entrepreneurs. It makes you feel like your goals are more achievable because everything is so unknown in the beginning and your ambitions seem so unrealistic," she adds.

