



CURIOUS

● HEALTH



Impact Report August 2024

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Hello, we are Curious Health.

We blend the very best of traditional healthcare communications with highly-targeted digital marketing, so that the right people engage with our clients' stories and content, as cost effectively as possible.

The result is measurable impact, online and offline.

We are a spirited, well-resourced, team that is helping to redefine health communications for the modern age.

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CONTENTS

This Impact Report summarises the actions we have taken to live our commitment to build a thriving business which delivers a positive impact for our clients, people and the planet. We have also detailed where we can do even better and how we'll build on our achievements to date with a future focus.

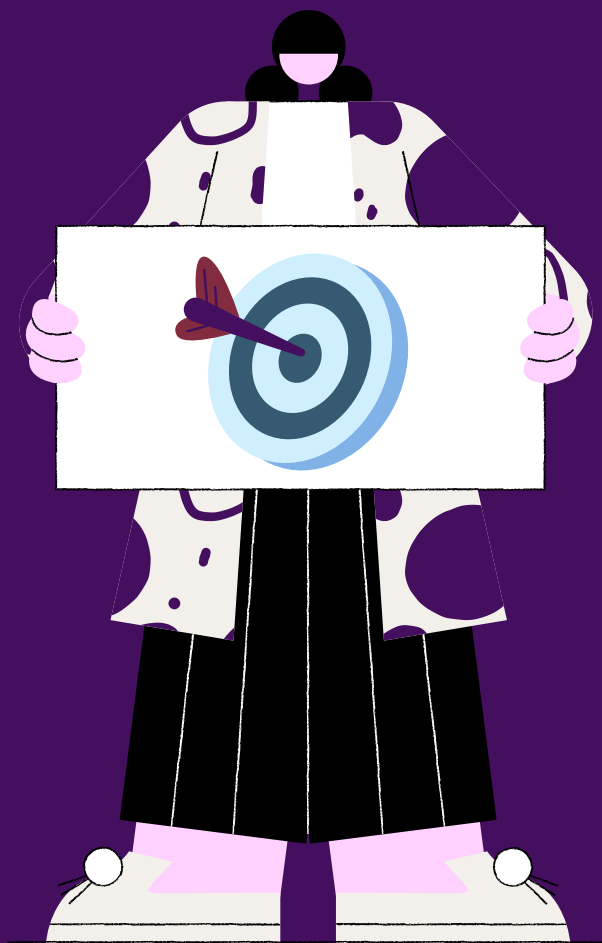
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INTRODUCTION



**HOW DO
WE DO
THIS
BETTER?**



Over the last year we continued to build a thriving business which gives something back. Entering year two we faced the same challenges as many other health communications agencies, but we have been able to deliver on most of our commercial objectives while maintaining a focus on having a positive impact for our clients, people and the planet.

We're pleased to share the highlights in this report.

VALUES GUIDE OUR ACTIONS AND DECISIONS

We believe in the power of why

We are optimistic and believe that being curious challenges us to do things better every day. In our fast-changing world, a questioning mindset has never been more important.

We challenge ourselves and our clients to deliver real and long-lasting impact by understanding their own 'why' and crafting amazing work that delivers against it.

We are lastingly mindful of our team, community and beautiful planet.



ALWAYS DELIVER

We are dedicated to delivering brilliant results that our clients will be admired for.



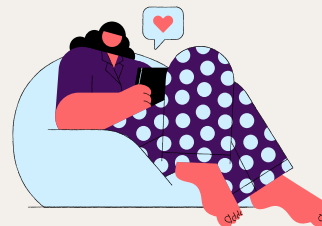
SHOW YOUR SPIRIT

We make sure our personalities show up in our work and we don't take ourselves too seriously.



COLLABORATE AND CELEBRATE

We collaborate and celebrate often. Whilst we can work from anywhere, we spend meaningful time together as a team.



BE RESPECTFUL

We are respectful of people's right to disconnect. Our business is built on our different experiences and perspectives.

DRIVING IMPACT FROM THE GROUND-UP

We are committed to doing it better. Not only in how we manage the business, but also in the work we deliver for our clients.

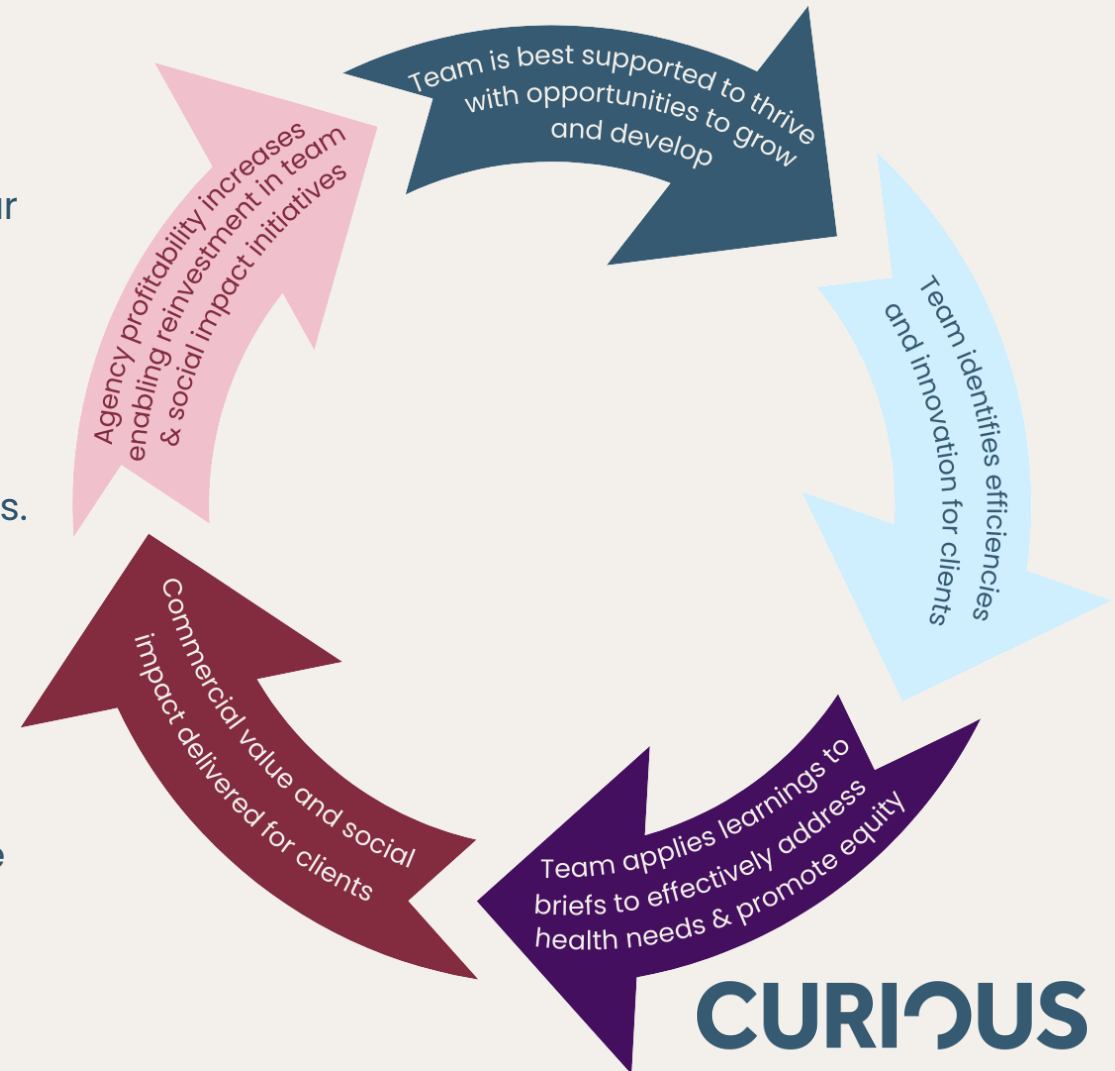
But what does this look like in practice?

As a team, we are committed to finding ways in which our work can positively impact health inequality. 64% of our programmes have actively tackled this in the last 12 months.

Team members are supported to work in a way that best suits them – both in their professional and personal lives. They are encouraged to keep being curious through skills development, reading and research, alongside client work.

These learnings are brought back to client briefs, offering brave, compliant solutions that get to the heart of the issue and make the most of budgets.

The result is programmes that deliver on both commercial and social impact.



2023 GOALS: HOW DID WE DO?

Governance	Results
1. Define our stakeholders and create a mechanism to engage them on issues of our social and environmental performance. 2. Our business plan for FY24 will include KPIs and metrics to track our social and environmental objectives. 3. Secure B-Corp pending status 4. Share DEI survey data, when the team is large enough that doing so will not breach confidentiality. 5. Run more DEI workshops to ensure team can thrive	1. Supplier check list developed to ensure alignment on social and environmental performance, to be rolled out from Sept '24. Curious Health investors receive regular updates on the same. 2. Our business plans contain KPIs with clear measurement 3. We made the decision to pause our progress toward completing the application process as we considered whether B-Corp, or an alternative was the best certification for our business. Having consulted with clients, it was decided that EcoVadis would be a better fit for the immediate future. However, we will still uphold the principles of B-Corp 4. Future action, at 6, the team is too small for us to share this information 5. 3x workshops held focusing on: • Neurodiversity • Gender and sexuality • Intersectionality
Community	
1. Encourage people to use volunteering hours 2. Define system for identifying pro bono clients	1. 90 hours completed – equating to around two working day per team member 2. System established to identify pro bono clients in our network and beyond, ensuring we have opportunities to support initiatives big & small – sign-up to our newsletter to see when it's rolled out later this year

2023 GOALS: HOW DID WE DO?

Team	
1. Continue to build a high performing team and ensure they feel supported and empowered. 2. Secure Living Wage Employer accreditation.	1. The team reports they continue to feel empowered with opportunities to grow at work and balance home life in a way that makes sense for them 2. Accreditation in progress
Environment	
1. Increase usage of recycled tech. Where new IT equipment is required for the business we will work with our IT provider to primarily use recycled tech. 2. Explore the commitment to being net zero via Ecologi. 3. Develop a supplier screening process. The aim of this will be to ensure that the suppliers we work with reflect our commitment to reducing environmental impact	1. Objective met, 100% use of recycled tech 2. Emissions tracked via Ecologi: from April 2023–end of July 2024 our estimated total emissions were 21.4 tCO2e, all Scope 3 emissions. We will assess the best way to work towards net zero via our EcoVadis submission 3. Objective met, screening process evaluates suppliers on environment, social, governance, and philanthropy
Clients	
1. We will develop processes to formally monitor customer satisfaction, including 6-monthly client relationship surveys. 2. We will seek certification by WEConnect International as a Women's Business Enterprise	1. We've sought ongoing feedback from all clients and will be launching a more formal review process for long-term clients in FY25 2. We put this on hold due to other priorities, and are assessing whether it's a good fit for the business as we move into our third year



GOVERNANCE



JUSTICE, EQUITY, DIVERSITY AND INCLUSION

We have a “recruit from anywhere” policy, recruiting from across the UK which helps us recruit people from more diverse backgrounds. An anonymous staff JEDI survey is shared with the team to sensitively audit and monitor our commitment to DEI. Quarterly trainings on DEI topics are held, recent topics include: gender and sexuality, intersectionality and neurodiversity.

SOCIAL AND ENVIRONMENTAL DECISION MAKING

We run training and workshops for the team on climate change and sustainability. We measure our carbon impact and invest in measures to offset it. Our appraisals include a review of how team members have contributed to our efforts to build a business that benefits wider society and the environment. Most meetings we attend are virtual, or we make use of public transport, keeping travel-related emissions to a minimum.

ETHICS POLICIES AND PRACTICES

We regularly review our written code of ethics and whistle-blower policy and update as needed. As a business operating in the highly regulated sector of pharm/ biotech, we ensure that all team members understand, and fully apply, our industry Code of Practice.

COMPANY TRANSPARENCY AND COMMUNICATION

Our monthly agency meetings cover: Financial performance of the business and any actions the team need to take; New business pipeline and organic growth; Operational and / or strategic policy or practice changes and invite feedback from the team; People and client updates; Progress made in building a business that benefits society and the environment.



COMMUNITY



GIVING BACK OUR TIME

Each team member is encouraged to spend pro bono time volunteering for a cause that is important to them. This can include hours dedicated to supporting the healthcare communications industry, a community we are proud to be a part of.

Keep reading for examples of how we have used this time...



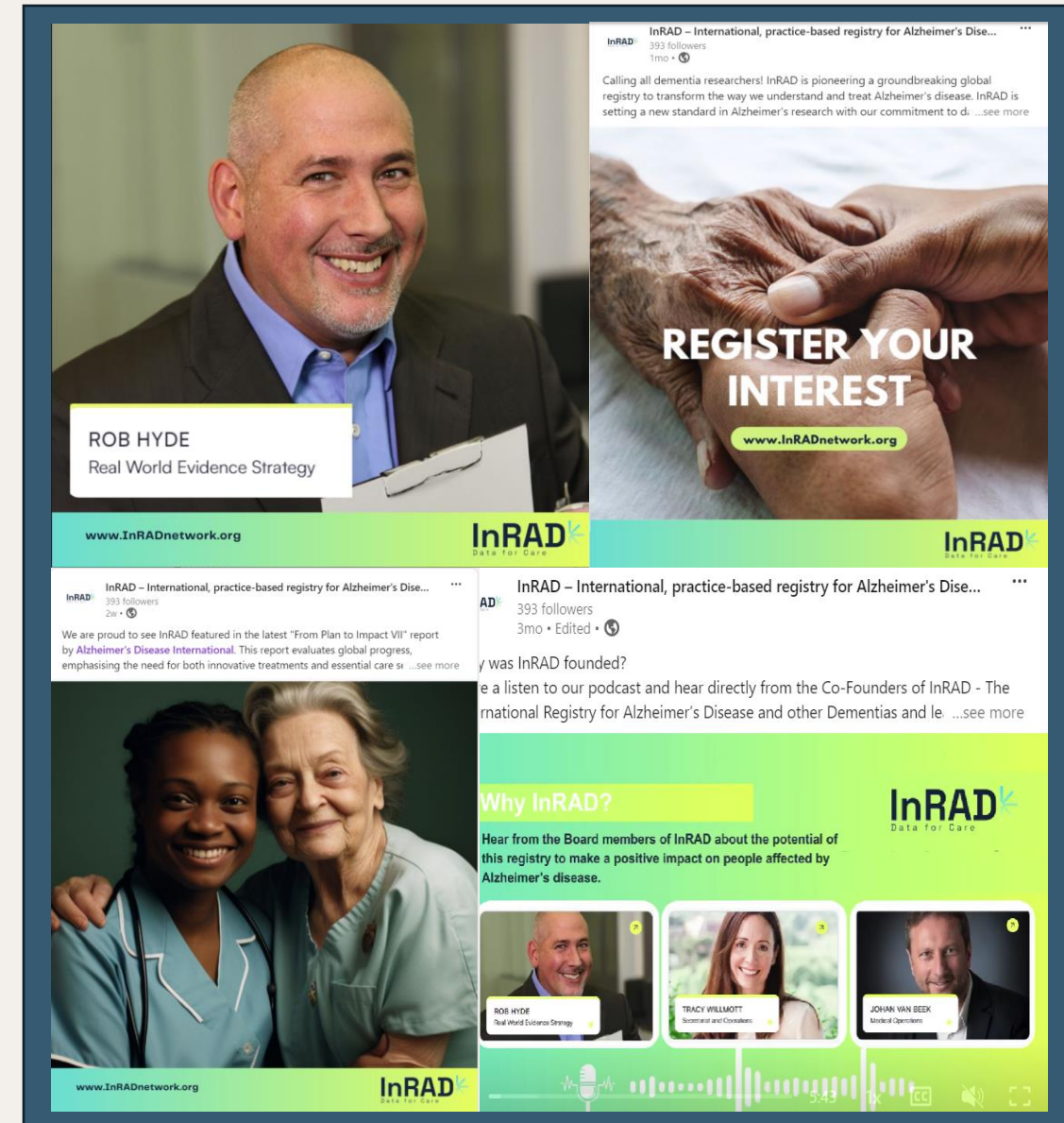
INTERNATIONAL REGISTRY FOR ALZHEIMER'S DISEASE AND OTHER DEMENTIAS

We teamed up with the founders of InRAD – an International, practice-based registry for Alzheimer's Disease and other dementias to provide pro-bono support for the launch. The objective was to reach HCPs, academics, researchers and potential sponsors to engage them in the vision for InRAD.

Needing to identify a way of cost effectively reaching this audience on a global level, we chose LinkedIn. Clear content pillars meant we were laser focused on the narrative, ensured a mix of content that encourages people to follow the page and enabled us to test different messages to see which are having the most impact.

InRAD's LinkedIn page quickly gained traction, acquiring over 400 followers within just three months. They received 1,332 LinkedIn profile visits and over 2K website visits, showcasing strong and sustained engagement from professionals in the Alzheimer's and dementia fields.

We contributed 50% of this project pro bono, in recognition of the importance of this registry.





Founder, Catherine Devaney selected as *Communique* Co-Chair

The *Communique* Awards exist to elevate and celebrate excellence in the healthcare communications industry. A Steering Committee is responsible for ensuring the Awards evolve with the environment to raise standards, drive innovation and improve the systematic measurement and evaluation of our work. The role of the Co-Chairs is to lead the Steering Committee, work with the organisers to facilitate the judging day and have an eye on the future development of the Awards.

Kalyn Carpenter, Senior Account Manager shared careers advice

Working to raise the profile of the health communications industry and garner interest amongst the next generation is integral to the industry's continued growth, innovation, and capacity to make an impact on health outcomes. By taking part in a careers advice event, we were able to discuss the exciting work happening in health communications with a diverse group of young people.



TEAM



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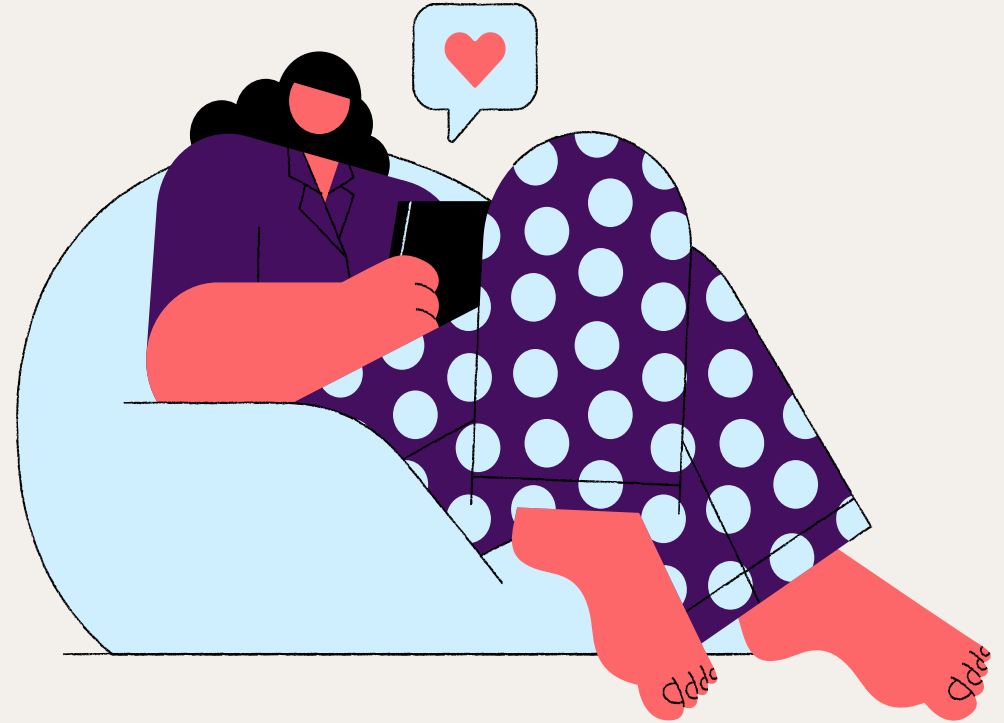
WE WANT EMPLOYEES TO THRIVE WHILE THEY DELIVER EXCEPTIONAL WORK FOR CLIENTS

We carefully balance revenue against team capacity to ensure our team of six can deliver exceptional work for clients – without burning out. At crunch points we bring in trusted freelancers to ensure workloads remain manageable.

Vitality Health insurance is offered to all permanent team members, offering private GP appointments, mental health support, dental and optical, and lots more.

The team is encouraged to schedule in exercise into their working week and take time to disconnect and relax.

And finally, we are committed to creating a culture of psychological safety where colleagues feel safe to share their viewpoints and ask for help when it's needed. Our employee handbook has a clear policy for team members to raise concerns, and details of an external whistleblower contact if required.



HEAR FROM THE TEAM IN THEIR OWN WORDS

Truly flexible working...

"Flexible working means I can follow my natural energy levels to get the job done when I'm more productive, and be present for important family moments."

"Alongside all the usual things that go along with having children, I spend quite a lot of time in Manchester, so remote working allows me to travel when it suits me so I can be in a place and with people that make me happy."

Benefits that count...

"The benefit of the Vitality health insurance has made life a lot simpler as I've been able to get quick appointments and referrals for me and my son. The package from Vitality also means my gym membership is hugely reduced and I'm constantly being nudged by the app to keep active, which I'm sure has had a big benefit to my overall wellbeing."

"Being able to work from anywhere has meant I am able to navigate whatever life throws my way, without having to make sacrifices or my work suffering."

"Being able to exercise during the workday by flexing my hours has been a game-changer for my mental health (and productivity!) I love being able to define my working hours, while making sure that client deadlines and colleagues' workload are respected."

Allowing our team to thrive at work and at home

"I can bring my whole self to work at Curious Health, I'm able to share my perspective and ask questions without fear of judgement."



ENVIRONMENT



FROM SOURCE TO SOLUTION: OUR COMMITMENT TO SUSTAINABILITY

We acknowledge that the direct carbon footprint a mostly remote, healthcare communications agency is more of a dainty tiptoe than a stomping boot, but we're never one to rest on our laurels! Over the past year, we've remained committed to shrinking our environmental impact in meaningful ways.

Reducing our carbon footprint

- Our hybrid model significantly reduces emissions by minimising commutes, benefitting the planet and productivity.
- We're continuing to monitor our emissions with Ecologi, actively seeking ways to reduce this in our day-to-day work

Engaging with partners for a better future

- As part of our commitment to deliver excellent work with a positive social impact, we've developed a supplier and partner screening system
- This will be rolled from September '24 to assess suppliers' and partners' efforts in DEI, environment, sustainability, social, governance, and community



CLIENTS



SAFEGUARDING OUR CLIENTS AND INVESTING IN AI

Invested in upgrading our IT systems

We developed detailed InfoSec policies to ensure data security and operational effectiveness. We have continued to bolster our threat protection provided by Avanan and SentinelOne by investing in Huntress Managed ERR and MDR.

The team are signed up for CyberEssentials and will be completing their training in August 2024.

Established the Curious Health Innovation Team

We formally established our Curious Health Innovation Team to ensure an ethical, focused and strategic approach to integrating AI into our business.

Like most agencies, we've been carefully experimenting with AI for some time. We have guardrails in place to ensure client confidentiality and responsible use. The Curious Health Innovation Team charged with formalising our use of AI tools within the agency, as well as building policies and frameworks that guide their use.



DEDICATED TO DELIVERING IMPACT



All of our client programmes focus on improving health outcomes. Each project starts by asking clients (and ourselves), "How will the world be better after this?"

Over the past year, our Director-led teams have delivered exceptional work by blending healthcare communications and digital marketing. We also bring in external consultants when needed to enhance our offerings.

Health equity remains a crucial issue in healthcare, and we believe health communications plays a vital role in solving it. Over the past year, we've addressed inequity in 64% of our client briefs, providing insights that have transformed client engagement with patients.



LOOKING TO THE FUTURE

OUR GOALS FOR THE YEAR AHEAD

Governance

- Continue DEI workshops to ensure team thrives, bringing in external trainers as required
- Secure pending status for EcoVadis

Community

- Investigate payroll giving and give employees the option to donate to a charity of their choice
- Continue to encourage team to make use of volunteering hours, giving back as a team through one day of volunteering together, alongside each member taking a day (or equivalent in hours) to volunteer for a cause of their choosing

Team

- Continue to build a high performing team and identify opportunities to build their individual industry profiles (as desired)
- Mandate each member to host a Curious Lab session to share a passion and spark creative thinking

Environment

- Evolve our system for monitoring work-related travel to make it easier to complete and monitor
- Prioritise Teams as our internal communications channel over email in an effort to further reduce our carbon footprint*
- Explore methods of assessing environmental impact of communications programmes delivered with clients

Clients

- Be systematic about how we're integrating AI into the business, including the development of a policy outlining our obligations to ensure responsible and appropriate use of the technology
- Develop processes to formally monitor customer satisfaction, including 6-monthly client relationship surveys
- The whole team will undergo yearly CyberEssentials training
- Establish a policy to determine client suitability in line with our purpose-led business
- Ensure equity is considered and addressed in >70% of responses to client briefs

*Did you know email has a carbon footprint? Research shows that use of tools like Teams is more energy efficient than email. As if you needed another reason to step away from Outlook ([source](#))



Reflecting on another year's progress has shown us how much the team has achieved.

We've kept up our momentum despite a challenging trading year and feel inspired to build on our hard-won successes. We are eternally grateful to our team, clients and partner agencies, and the individuals who have had a hand in shaping the business as it's completed its second year.

Our commitment to building a thriving business which delivers a positive impact for our clients, team and the planet has never been stronger – here's to the next twelve months.

Catherine and Lottie



**STAY
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