The Salve Health Ltd is a global medical affairs consultancy designed to create positive impact in healthcare through remarkable and purposeful communications.
A word from our Directors

"We founded The Salve Health Ltd as an agency committed to #MedCommsForGood. Put simply, we’re on a mission to make our med comms agency work harder for society, for our people and for our planet.

We’ve worked incredibly hard over the past year to put in place the systems, tools and guidance to underpin our remarkable healthcare communications. There is a lot still to do to ensure we keep evolving and improving on our B Corporation journey and we’re continually looking ahead to where we can progress as a business.

We’re really excited to be working with some fantastic clients in the for-profit and not-for-profit sectors who are really making a difference in the field of healthcare and we can’t wait to see where this journey takes us next.

Elena Mills, Managing Director
Liz Southey, Scientific Services Director
A bit about us

+ The Salve Health Ltd is majority owned by Elena Mills and Liz Southey
+ Paul Hilditch is a minority shareholder and a non-exec Strategic Director
+ Elena Mills, Liz Southey and Paul Hilditch sit on The Salve Health Ltd Board of Directors

Dr Elena Mills
Managing Director
I’m a creative problem solver who loves examining challenges from all angles to develop our remarkable healthcare communications

Liz Southey
Scientific Services Director
I’m a scientific thinker who strives to keep all perspectives in mind when developing our remarkable healthcare communications

Dr Paul Hilditch
Strategic Director
I’m a strategist at heart who endeavours to bring together the best of science and business to develop our remarkable healthcare communications
We are a med comms agency on a mission and with a purpose

**Our clients**
We explore and realise the unique value of our clients’ products for the benefit of improved patient health and well-being through remarkable, evidence-based communication solutions

**Our people**
We develop and foster an enterprising, sustainable, and supportive culture that attracts and retains a highly efficient network of talented, trusted, and experienced med comms professionals

**The public/planet**
We improve people’s health and well-being in our core therapy areas in a way that is sustainable, ethical, and practical and that aligns with the UN’s Sustainable Development Goals
Some of our highlights in 2021/2022

6 NEW PHARMACEUTICAL CLIENTS ONBOARDED:
• 1 TOP 10 PHARMA
• 1 TOP 20 PHARMA
• 2 SMALL PHARMA
• 2 BIOTECHS

100 TREES PLANTED

7.5 TONNES OF CO₂ EMISSIONS OFFSET

29 HOURS OF VOLUNTEER TIME FOR NOT-FOR-PROFIT ORGANISATIONS/CLIENTS

3 NOT-FOR-PROFIT CLIENTS

SUBMITTED OUR B CORPORATION APPLICATION

22 PROJECTS COMPLETE/ONGOING IN 9 THERAPY/HEALTHCARE AREAS
Governance

‘Governance’ evaluates a company’s overall mission, engagement around its social/environmental impact, ethics, and transparency.
In the area of Governance in 2021/2022 we have...

- Incorporated and launched our business
- Developed a formal, written mission statement that is public
- Defined the company governance structure
- Enshrined our triple bottom-line intentions in our Company Articles of Association
- Developed an internal code of ethics to follow
- Set up systems to monitor and record our business impact
- Submitted our B Corporation application
'Community' evaluates a company’s engagement with and impact on the communities in which it operates, and from which it hires and sources.
In the area of Community in 2021/2022...

On launching The Salve, we had a clear idea that med comms could do better (in many areas). One such key area was in supporting not-for-profit organisations working in global health. We felt this support needed to go beyond traditional monetary donations through agency fundraising activities – though we will still be throwing ourselves into those activities! Rather, we wanted to enable not-for-profit organisations to benefit directly from the medical writing and communications skills of our talented team, and in turn we felt our team would relish the opportunity to support them.

As such, through the B Impact Assessment area of Community, we have

- Identified a range of not-for-profit businesses we want to support directly with med comms skills
- Defined community-oriented strategic business goals that include
  - Dedicating a minimum of ~5% of our time (or more, where capacity allows) to delivering medical communications for the not-for-profit sector
  - Developing an ESG pricing model to increase accessibility to our med comms experience outside of pharma
  - Developing a volunteering policy to encourage our wider team to explore areas they are most passionate about, ensuring each employee has choice over which organisations to support
In the area of Community in 2021/2022...

The area of ‘community’ also encompasses a commitment to promoting diversity within our supply chain. While we operate remotely and globally, we also aim to work with local suppliers wherever possible.

We have developed a supplier survey together with procurement and supplier onboarding policies to ensure responsible working practices.

- We track diversity of ownership among our suppliers
- We track our supplier geographical location relative to our base in Gloucestershire
- We invite independent contractors to provide post-project/contract feedback to support future improvements

OUR TOP 10 SUPPLIERS (by revenue) are

50% LOCAL
60% FEMALE OWNED/LED

SOME FEEDBACK FROM OUR INDEPENDENT CONTRACTORS

“Working with Elena and Liz again was a pleasure!”

“It was great to have the Teams set-up and access to all the folders. I had some personal issues with Teams, but your IT person helped me sort them, which I was very grateful for!”

“I enjoyed working with a team I had worked with before.”
‘Environment’ evaluates a company’s overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity.
In the area of Environment in 2021/2022...

Med comms businesses by nature do not have a significant effect on the environment relative to other businesses. We don’t, for example, utilise heavily industrialised production processes/supply chains.

However, even as a virtual agency, we still acknowledge our responsibility in minimising our impact on indirect carbon emissions. Consequently, we have explored areas we can change, and have ideas for future improvements.

In 2021/2022 we have

• Developed a virtual office stewardship policy that supports optimal home-working practices for our remote employees and freelancers

• Calculated our carbon footprint and have offset carbon emissions (in partnership with Ecologi) resulting in a reduction of 7.5 tonnes of carbon via reforestation projects

• Included appropriate questions in our supplier survey to ensure robust environmental/sustainable practices are employed in our supply chain where relevant
‘Customers’ evaluates a company’s stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels.
In the area of Customers in 2021/2022...

By working with our clients to produce remarkable, evidence-based communication solutions, we are delivering on our mission to create positive impact in healthcare.

Consequently, we have established processes and systems to ensure the impact and value created for our clients is high quality, repeatable, and measurable.

As part of our commitment to our customers in 2021/2022, we have

- Developed a customer charter
- Developed processes to monitor customer satisfaction
- Ensured we have a data privacy policy in place
- Established a robust IT strategy including project organisation and user onboarding
- Invested in threat protection and SharePoint and Outlook system backup
- Been assessed by WEConnect International and certified as a Women’s Business Enterprise

SOME FEEDBACK FROM OUR CLIENTS

“High attention to and understanding of client needs. Timely delivery and high quality.”

“Creative solutions, flexible approach, budget based on delivery of projects, fast responses, open to feedback.”

Client satisfaction survey results

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<thead>
<tr>
<th></th>
<th>Average score</th>
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<tr>
<td>Overall project delivery experience</td>
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<tr>
<td>Quality of scientific writing</td>
<td>9/10</td>
</tr>
<tr>
<td>Quality of client service</td>
<td>10/10</td>
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<tr>
<td>Likelihood of recommendation</td>
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The future

Where are we going next?
Where are we going next?

We can’t believe how far we’ve come in a year! We also have to keep reminding ourselves that in our launch year, we were in the midst of a global pandemic. Of course, we’re not going to stop here...

In the coming year, we’re going to continue using our processes and systems to support the delivery of remarkable and purposeful healthcare communications. In addition, we commit to

- Starting the process towards net zero (with partners Ecologi)
- Maintaining our existing high levels of client satisfaction (aiming for 9/10 and 10/10 net promoter scores across all aspects of scientific and client services)
- Supporting one or more additional not-for-profit/pro-bono clients
- Increasing the number of hours volunteering across the company (>30 hours)
- Maintaining our existing high levels of feedback from independent contractors/suppliers (aiming for 4/5 and 5/5 scores across all aspects)
- Taking on our first full-time employees and, with this, completing the requirements of the ‘Workers’ section of the B Impact Assessment
Want to know more?

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