



THE SALVE

Healthcare Communications

Impact Report

2023

Insight. Inform. Inspire





The Salve Health Ltd is a women-owned, global medical affairs consultancy designed to create positive impact in healthcare through remarkable and purposeful communications

A word from our Directors

“ We are delighted to present our second impact report – a testament to our resilience, growth and commitment to better business during this last year. 2023 has been a huge year for us both personally and professionally. We are seeing the hard work in setting up The Salve pay off, not least with our B Corporation certification being approved in August. The work does not stop here however; alongside our growth we will be ensuring we continue to commit to #MedCommsForGood.

Thanks to our team and all our fantastic clients in the for-profit and not-for-profit sectors, we have set a course for a more impactful future. ”

Elena Mills, Managing Director

Liz Southey, Scientific Services Director

Paul Hilditch, Non-Executive Director



Last year we said we would...

- + Start the process towards net zero (with partners Ecologi)
- + Maintain 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)
- + Support one or more additional not-for-profit/pro-bono clients
- + Increase the number of hours volunteering across the company (>30 hours)
- + Maintain our existing high levels of feedback from independent contractors/suppliers (aiming for 4/5 and 5/5 scores across all aspects)
- + Take on our first full-time employees and, with this, completing the requirements of the 'Workers' section of the B Impact Assessment

...and we have

Started using Ecologi Zero to monitor supply chain estimate emissions and calculate travel and working from home emissions

Maintained our high levels of client satisfaction with $\geq 9/10$ scores across all aspects of service delivery

Started work with 3 x new not-for-profit/pro bono clients

Supported 86 hours of volunteering, pro bono and ESG hours

Maintained our high levels of feedback from independent contractors/suppliers with $>4.5/5$ scores across all aspects of working with us

Have employed our first permanent employee alongside long-term contracted freelancers

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 2023

WE HAVE GROWN OUR
CLIENT BASE TO INCLUDE

2 NEW ADDITIONAL
PHARMACEUTICAL/BIOTECH
CLIENTS AND **3** NEW NOT-
FOR-PROFIT CLIENTS

260
TREES
PLANTED

19.5 TONNES
OF CO₂
EMISSIONS
OFFSET

86 HOURS
FOR NOT-FOR-PROFIT
ORGANISATIONS/
CLIENTS

1 ABSTRACT
ACCEPTED AS A
POSTER AT
ISMPP EU

RECEIVED OUR
B CORPORATION
ACCREDITATION

33 PROJECTS
COMPLETE/ONGOING
IN **14** THERAPY/
HEALTHCARE AREAS

We passed our B Corp
accreditation with an
overall score of 96.6
(minimum pass threshold is 80)



Governance

'Governance' evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency

In the area of Governance in 2023 we have...

Refined our processes and SOPs in line with B Corp requirements

Refined our systems to monitor and record our business impact

Passed our B Corp accreditation

Actively supported the B Corp movement and The Salve's purpose and mission via webinars and speaking at in-person events



Governance
B Corp
score:
20.8/25



Community

'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 2023...

Since launching The Salve, we feel very proud to be able to support not-for-profit organisations working in global health. This has extended beyond traditional monetary donations to dedicated pro bono working, and we hope that our clients in this sector have benefitted directly from the medical writing and communications skills of our talented team, and in turn we hope our team have benefitted too!

As such in 2023 we have:

- Incorporated not-for-profit businesses into our new business strategy
- Started to deliver on our community-oriented strategic business goals by:
 - Working across a range of not-for-profit enterprises carrying out volunteering, pro-bono work, and at cost work using our ESG rates
 - These enterprises include: Cheltenham Science Festival; Sitopia Farm; University of Heidelberg; Asthma & Lung UK; Wellbeing of Women; and Restless Legs Syndrome UK
 - Current projects include: literature searches; opinion/call-to-action pieces; slide presentations; strategic consultancy; qualitative and quantitative research; manuscript editing; report writing; as well as good old-fashioned elbow grease doing marshalling and farm work!
- We have also undertaken our own original research in the area of Plain Language Summaries having convened a cross-industry/agency working group. The ultimate aim of this research is to help patients access scientific materials. We are proud to be part of this group and are looking forward to publishing our research in 2024.



Community
B Corp
score:
63.5/115

THE
SALVE

In the area of Community in 2023...

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
20% LOCAL
90% FEMALE OWNED/LED

SOME **FEEDBACK** FROM OUR INDEPENDENT CONTRACTORS

"Working with Elena and Liz again was a pleasure!"

"Always very friendly and approachable, embrace flexibility. I get a real sense that I'm cared about (which is pretty rare in this industry); community is something I really miss about being a freelancer and Elena and Liz are my only client who give me any sense of that."

"I enjoyed working with a team I had worked with before."



Environment

'Environment' evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity

Ecologi



12 months of climate action

Environment
B Corp
score:
8.7/20

Ecologi

368 trees

In the area of Environment in 2023...

While operating as a virtual Med Comms business we know that by nature we do not have the same environmental effect relative to other businesses. However, we have been learning more and more how we do impact the environment and how to measure our indirect carbon emissions. This is an area we are continuing to explore.

In 2023 we have:

- Attended a Sustainability Workout ran by the SETsquared Partnership in collaboration with Bath University
- Signed up to the Better Business Act
- Switched to measuring our home-working carbon footprint using Ecologi Zero; this has been especially important as we grow as a team
- Started to monitor in more detail the environmental impact of all business travel we undertake (we were already monitoring this, but we can now link this to eCO2 using Ecologi Zero) and ensure our offsetting accounts for this
- Have planted 260 trees in 2023 (368 in total since the launch of The Salve) and offset 19.5 tonnes of CO2 emissions
- Our next step is to look at how we can develop and work towards Net Zero targets



Customers

'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 2023...

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

We developed systems last year to ensure our work with clients is high quality, repeatable, and measurable.

We send out our optional client satisfaction surveys periodically and/or post-project to all clients. We are delighted that the team, together with the processes and systems in place, have helped us achieve our target NPS score ($\geq 9/10$) across all aspect of project delivery.

Client satisfaction survey results	Average score
Overall project delivery experience	10/10
Quality of scientific writing	9/10
Quality of client service	10/10
Likelihood of recommendation	10/10

"Customer focused and very flexible."

"I was very happy with suggestions that were made to my vague requests along the lines of "it would be good to have something like..." or "is it possible to...!"

"Good combination between proactivity and following my guidance."

Customers
B Corp
score:
3.6/5

"Excellent customer service, very quick to respond and address any issues."

The future

Where are we going next?



Where are we going next?

Our second year in business has just whizzed by and it has been filled with amazing clients and projects and people. Coming off the back of the COVID-19 pandemic and other global pressures it has not been without its challenges, but we cannot wait to see what 2024 brings us.

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

- + Continuing 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)
- + Increasing the depth of support for our current not-for-profit clients
- + Maintaining our existing high levels of feedback from independent contractors/suppliers (aiming for 4/5 and 5/5 scores across all aspects)
- + Undertaking the requirements of the 'Workers' section of the B Impact Assessment
- + Reviewing the new B Impact Standards when published and develop a plan using these for our re-accreditation in 2026



Want to know more?

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