



## **M&F Health Communications Ltd's B Corp Certification**

### **Marketing Services provided to Pharmaceutical Clients**

M&F Health Communications Ltd is required to disclose a summary of how it mitigates the risk of providing marketing services to clients in the Pharmaceutical Industry.

#### **Summary of Company**

M+F Health provides a range of health-focused communications services to pharmaceutical clients. These services are designed to improve understanding of health conditions, elevate patient and clinician voice, strengthen evidence-based care, and support responsible corporate behaviour.

The company's specific services include:

- Disease awareness and public education campaigns
- Medical and scientific communications materials for HCPs or patients
- Patient engagement and advocacy
- Clinician engagement and professional communications
- Corporate and internal communications
- Public affairs and policy engagement
- Stakeholder engagement (including with Government, Parliamentarians and key decision/policy makers)
- Political monitoring, research and analysis
- Parliamentary events management
- Strategic counsel
- Coalition and partnership building

M+F Health's clients operate across a range of roles within the life sciences and healthcare sector. Those clients research, develop, manufacture, and commercialise a broad portfolio of healthcare products aimed at preventing, diagnosing, and treating disease, as well as supporting overall health and wellbeing. The types of products commercialised by the company clients include:

- **Prescription medicines (Rx)** for a wide range of diseases and medical conditions
- **Over-the-counter (OTC) medicines** used for self-care and the treatment of common conditions
- **Vaccines**



- **Consumer health and wellness products**

The exact product varies by client and therapeutic area, but all products are developed and marketed in line with applicable regulatory, ethical, and industry standards.

### **M&F Health Communications Ltd's Disclosure on Required Best Practices**

Under its [Risk Standards for companies directly involved in the pharmaceutical industry](#), B Lab highlights potential risks related to (see below):

- **Aggressive Marketing**: Marketing and sales practices used to distribute products and increase revenue can cause severe adverse effects on stakeholders. Pharmaceutical and marketing companies intentionally misrepresented the risk and benefits of the medications through marketing campaigns that often featured doctors paid to convince other doctors to prescribe more medications. The companies also incentivize their sales staff to be aggressive by tying bonuses to sales volumes
- **Lobbying Against Competition and Affordability**: While pharmaceutical companies have the ability to lobby for policies that support their ability to maximize profit, the resulting risk to healthcare systems and users' well-being is significant. Companies engaged in lobbying for policies to keep the price of medications high and suppress competition and negotiation are prioritizing shareholder profits over stakeholder outcomes, which goes against the holistic stakeholder-focused approach of B Corp Certification,
- **Quality, safety, and efficacy assurance risks**: Companies outside the traditional pharmaceutical industry scope may face increased risk due to the lack of applicable rules and standards for the products sold.

*Here is how M+F Health complies with the following practices:*

1. *A Code of Ethics and/or other policies applicable to all company employees and critical third parties that establish minimum expectations with regard to:*

- a. ***Anti-corruption and bribery***

*M+F Health applies best practice through a clear, documented zero-tolerance approach to fraud, bribery and corruption, set out in its Anti-Fraud, Anti-Bribery and Anti-Corruption Policy. This policy applies to all employees and third parties working on the company behalf and is aligned with relevant UK legislation. It is supported by induction-based and ongoing training, clear guidance on gifts and hospitality, and defined procedures for raising concerns without fear of retaliation. Anti-bribery and corruption expectations are also embedded within the company's Employee*



*Handbook and communicated to suppliers and partners at the outset of business relationships, with breaches subject to disciplinary action or termination.*

**b. Lobbying and advocacy activities**

*M+F Health is a member of the Professional Lobbying Register held by the PRCA to promote and maintain transparency in the Professional Lobbying activities of Members and, where appropriate, their employees or contractors. The Register lists all Members engaged in Professional Lobbying, their clients and other specified information. It is updated on a quarterly basis and is publicly available.*

*M+F Health also complies with the Office of the Registrar of Consultant Lobbyists, set up by the Transparency of Lobbying, Non-Party Campaigning and Trade Union Administration Act 2014 to ensure transparency in the work of consultant lobbyists and their engagement with Ministers and Permanent Secretaries on behalf of clients. The Registrar considers that transparent, ethical lobbying can contribute to effective public policy making. The work of the Office of the Registrar supports this by putting the activities of consultant lobbyists into the public domain.*

**c. Company interactions with healthcare professionals/organizations**

*All M+F Employees are trained in and obliged to follow the ABPI (Association of the British Pharmaceutical Industry) Code of Practice that regulates interactions between pharmaceutical companies and healthcare professionals (HCPs) to ensure that promotion is ethical, professional, transparent, and patient-focused.*

**d. Ethical marketing**

*M+F Health applies best practice in ethical marketing by ensuring all activity is accurate, responsible, transparent and patient-focused, and aligned with the regulatory frameworks governing the sectors in which we operate. When working with pharmaceutical clients, all employees are trained to comply with the ABPI Code of Practice, ensuring that promotional activity is appropriate, evidence-based and clearly differentiated from education. Ethical marketing principles are reinforced through mandatory internal review and senior sign-off processes and robust data protection set out in the company's Employee Handbook, and a culture of accountability supported by regular training and accessible whistleblowing mechanisms.*

**e. Responsible sales**

*M+F Health applies best practice in responsible sales by ensuring that all commercial activity is ethical, transparent, compliant and focused on long-term value. All employees working with pharmaceutical clients are trained to comply with the ABPI Code of Practice, including strict rules governing interactions with healthcare*



*professionals, promotion of prescription-only medicines, and disclosure of transfers of value. Responsible sales principles are reinforced through clear internal governance, mandatory training, senior sign-off processes, and contractual requirements that uphold compliant behaviour and accountability throughout the client engagement lifecycle.*

**f. Quality, safety, and efficacy**

*M+F Health applies best practice in relation to quality, safety and efficacy through documented Standard Operating Procedures and mandatory Quality Control (QC) processes that apply to all client work. All materials are subject to structured internal review and senior signoff to ensure accuracy, compliance and clarity, with content developed on the basis of approved data, evidence and regulatory standards. For pharmaceutical clients, teams are trained in the ABPI Code of Practice, and safety considerations are managed through clear project protocols, escalation processes, and close adherence to client's specific requirements. Continuous improvement is supported through regular training, accreditation against recognised quality frameworks, and formal client feedback mechanisms.*

2. *The company must also have clear processes to enforce the Code, including*

**a. An accessible whistleblowing channel**

*M+F Health has clear and documented processes in place to enforce applicable codes of practise and ethical standards, supported by an accessible whistleblowing and grievance mechanism. The company's External Grievance & Whistleblowing Policy, published on its website, provides clear routes for both internal and external stakeholders to raise concerns confidentially or anonymously via email or post, with oversight by a Director or nominated senior individual. All concerns are acknowledged, reviewed, and - where substantiated -managed through defined investigation and corrective action processes, with clear protections against retaliation. These external mechanisms sit alongside its internal whistleblowing and grievance procedures set out in the M+F Health Employee Handbook, ensuring consistent enforcement, accountability and escalation where required.*

**b. Regular training of staff and third parties on the Code**

*M+F Health ensures regular training of staff and relevant third parties on the ABPI Code of Practice. All employees working with pharmaceutical clients receive ABPI Code training as part of their induction and ongoing professional development, with refresher training provided to reflect updates, guidance and key case learnings. Where relevant contracts with third-party consultants and suppliers include obligations to complete ABPI Code training.*



3. *Public disclosure (this disclosure under the company's B Corp Profile would be sufficient) detailing the company's approach to:*

**a. government affairs, inclusive of lobbying/advocacy and political activities.**

*i. This should include disclosure of the material issues that the company lobbies/advocates for*

*M+F Health complies with the Office of the Registrar of Consultant Lobbyists, which identifies any consultant lobbying which involved communication with Government Ministers, Permanent Secretaries or very senior officials on behalf of clients during the preceding quarter and lists the clients concerned.*

*ii. their trade associations*

*Through M+F's voluntary membership of The Professional Lobbying Register held by the PRCA all its employees and contractors engaged in Professional Lobbying, its clients and other specified information are published on the quarterly register.*

*iii. the controls they have in place in regards to political contributions, lobbying/advocacy on the company's behalf, revolving door policy, political contributions and donations.*

*The Public Relations and Communications Association (PRCA) maintains stringent, voluntary controls for its members regarding lobbying, political engagement, and ethical conduct.*

*In addition to the publication of a quarterly register listing clients for whom M+F provide public affairs or lobbying services the code also prevents members from hiring MPs, Members of the House of Lords, Devolved Legislature members, or Non-Executive Directors (NEDs) of Government Departments to undertake professional lobbying. If a member employs an elected official (e.g., local councillor) in a non-lobbying capacity, this must be declared on the register.*

*Members must not make donations on behalf of clients or employers in a manner that constitutes improper influence. PRCA code requires adherence to all UK statutory rules regarding donations to political parties. The PRCA holds members accountable through an independent Public Affairs Board and the Code is enforceable, with sanctions including reprimands, fines, or expulsion from the PRCA for serious breaches.*



## **B Lab's Public Complaints Process**

Any party may submit a complaint about a current B Corp through [B Lab's Public Complaint Process](#). Grounds for complaint include:

1. Intentional misrepresentation of practices, policies, and/or claimed outcomes during the [certification process](#), or
2. Breach of the core values articulated in our [Declaration of Interdependence](#) within the B Corp Community.