

wallace
health

Wallace Health Impact Report 2024



1. About us

Our purpose

We look after our people and aim to do good in the world through inclusivity, sustainability and a culture of learning.

Wallace Health is a healthcare communications agency with a successful track record of delivering digital content marketing and strategy.

We're committed to helping clients meet the growing demand for impactful health content and have delivered many digital first content projects across the UK, Europe, and globally for pharma, biotech and healthcare providers.

We enjoy positive and lasting client partnerships, sharing ideas, expertise and a commitment to achieving measurable results.

"We share a passion for health and communicating the ideas and innovations that change lives every day."



2. Leadership letter

A letter from our Managing Director Lyn Cruickshank

B Corp status has quickly become a way of life for Wallace Health.

The B Corp ethos underpins our business decisions and has provided us with a framework for how we work together as a team and with the outside world.

I'm very proud of how much the team has continued the B Corp journey and of their commitment to making a positive impact which goes beyond their work responsibilities.

Our B Corp certification helps us to continually improve.

Our certification makes us question our behaviours and decisions, which in turn supports us in being accountable and transparent.

By setting our social and environmental objectives for the year, we have been able to demonstrate to ourselves and our stakeholders how important it is to maintain the B Corp mission around people, planet, profit.

As a women-owned women-led business, one of our goals in 2025 is to support similar businesses by joining and being an active member of an international network dedicated to championing like-minded agencies.

I will also be continuing to help create positive change in my role as Lead for the PM Society Sustainability Interest Group, focusing on issues which have the greatest environmental impact in the health and the pharmaceutical sector.

There's still a lot of work to do within the industry - and within Wallace Health - but we will continue to implement change and make progress.

I look forward to the next stage of our B Corp journey and to maintaining the mission to help make business a force for good.



Lyn Cruickshank
Managing Director

3. Our journey to certification

Wallace Health has always been progressive

The agency's culture is built on strong values and an aim to have a positive impact on the world.

B Corp certification allows us to further articulate our values and purpose to our stakeholders and peers.

Our journey to certification started at the beginning of 2023. The goal was to achieve certification by the end of that year – which we did.

The B Impact Assessment stage helped us establish which areas we scored well in and where we needed to improve. Our main challenge was providing the evidence needed to support our assessment. This gave us the push we needed to formally document missing policies and processes and commit to our social and environmental goals in writing.

A big part of our journey was taking our team along with us.

It was important to us to get the team's buy-in and understanding of what we were trying to achieve. With town halls, mini challenges and updates, we ensured everyone was involved and informed.

We submitted for verification and assessment with a score of 83.8 at the end of November 2023 and achieved certification on December 20th.

Ending the year with this significant achievement provided us with strong momentum to continue our B Corp journey into 2024.

"My three favourite things about Wallace Health are the collaborative environment, entrepreneurial style and amazing people."



4. Wallace Health Impact Assessment 2023

Our first certification score in December 2023



We're committed to improving our scores in each of these areas.

5. Impact areas – progress and plans

Governance

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

What we said we would do

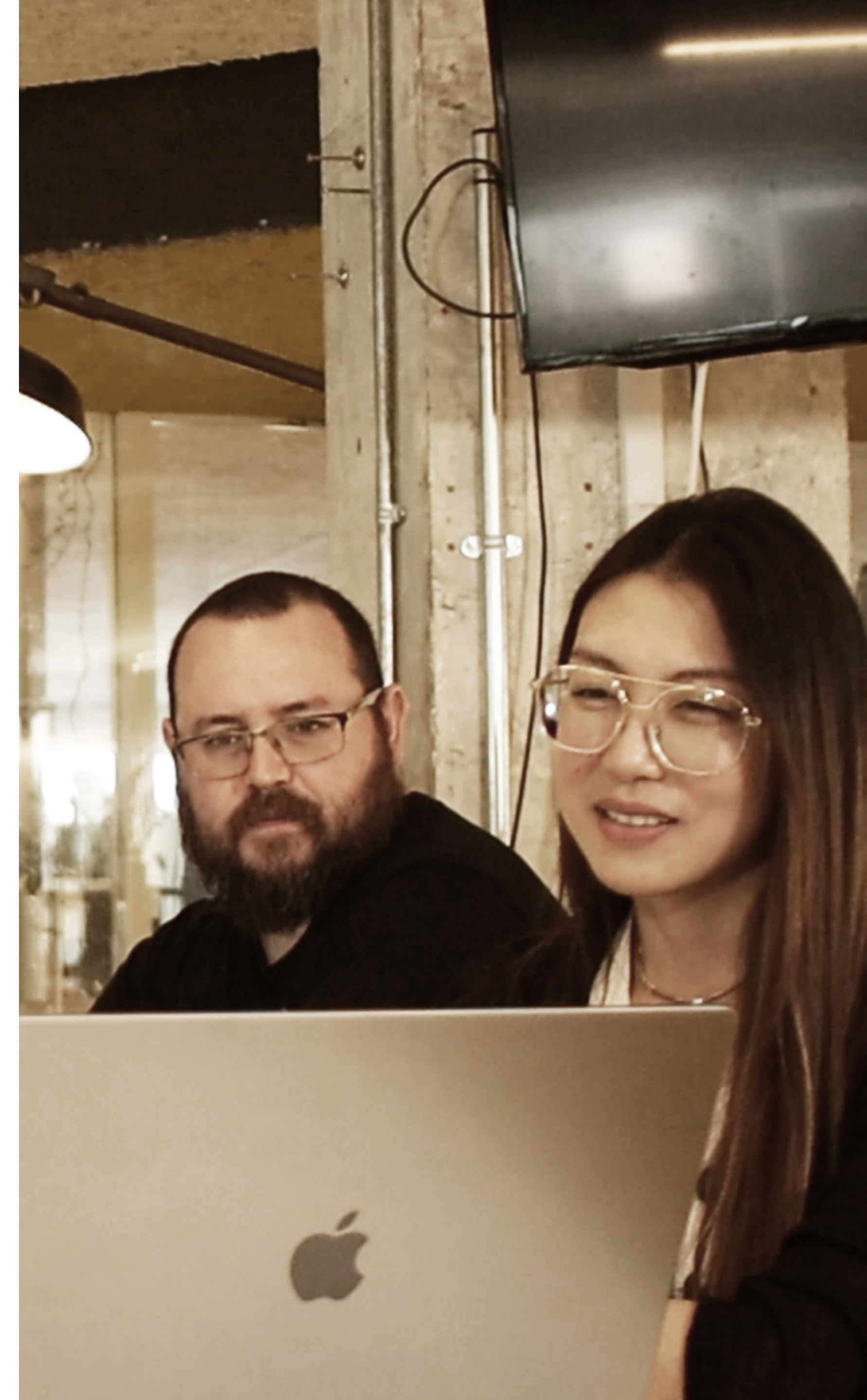
- Create an impact report outlining our social and environmental achievements and objectives
- Ensure our team is aware of and committed to the company's social and environmental goals
- Incorporate social and environmental objectives into the team's performance reviews

What we did

- We produced our first impact report enabling us to review our progress and future plans as a B Corp
- We communicated our social and environmental objectives to the team through town halls, newsletters and performance reviews

What we plan to do in 2025

- Be more transparent about our social and environmental commitments by sharing our impact report on our website and distributing it to our stakeholders
- Set new objectives and share and review these with the team on a regular basis
- Continue to encourage the team to pursue their individual social and environmental goals



6. Impact areas – progress and plans

Workers

Workers evaluates a company's contributions to its employees' financial security, health and safety, wellness, career development, and engagement and satisfaction

What we said we would do

- Maintain our employee satisfaction rating which is measured through our employee engagement survey
- Commit to a permanent office so the team can get together in one place at least twice a week
- Support and mentor at least one intern
- Deliver on our disability confident commitment by ensuring we provide inclusive recruitment processes

What we did

- Our employee survey showed all our staff were satisfied with Wallace Health as a place to work and felt they had the opportunity to do what they do best every day
- We signed a contract for a permanent office space at our East London workspace (Second Home)
- We took on an intern who is being supported by a business director and will continue with us in 2025
- We were approached by and interviewed candidates under the disability confident scheme
- In support of World Mental Health Day we shared a Mind Wellness Action Plan with the team
- As a thank you for their hard work we gave the team an extra day's annual leave over Christmas

What we plan to do in 2025

- Provide training in new skills such as AI for the team
- Recognise and reward our team members through the employee stars initiative
- Review our processes to ensure we are catering for different learning styles within the team
- Discuss all our Strengths (from the Gallup StrengthFinder test) with the team to identify what motivates and energises everyone

What the team say

"At Wallace Health we have a real friend/family dynamic going on."

"What makes Wallace Health different is everyone has the same goal of improving people's health."

"I feel like the team trusts me to do a good job and respects me as a person. And because of this I can do my best work."

7. Impact areas – progress and plans

Community

Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from.

Topics include diversity, equity and inclusion, economic impact, civic engagement, charitable giving, and supply chain management

What we said we would do

- Work with B Corp suppliers as much as possible
- Support the WEConnect women's network
- Donate 0.5-1% of revenue to charity and matchfund employee fundraising

What we did

- We started using a B Corp company for support with booking holiday and absence management
- We matchfunded our employee fundraising for charities including Oxfam, Macmillan Cancer, Movember
- We donated to a local food bank near our office
- We did a team challenge to learn basic Makaton

“What makes Wallace Health different is everyone has the same goal of improving people's health.”

What we plan to do in 2025

- Work with clients to gain the PIF TICK for their health information to help them achieve diversity, equity and inclusion targets
- Continue to raise money for charity and matchfund employee fundraising
- Support local businesses near our office in East London
- Gain WEConnect International certification to grow our network of women-led businesses

8. Impact areas – progress and plans

Environment

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

What we said we would do

- Encourage the team to monitor their environmental impact through the WWF app
- Continue to work from Second Home who are a B Corp

“B Corp certification allows us to further articulate our values and purpose to our stakeholders and peers.”

What we did

- We have permanent office space at Second Home in Spitalfields
- We took part in Second Hand September showing our commitment to reducing the demand for fast fashion
- We promoted Plastic Free July to our team and on our social channels
- Our Managing Director presented on sustainability at an industry careers event

What we plan to do in 2025

- Raise awareness of environmental initiatives on our social channels and within the team
- Continue to follow the AdGreen recommendations and our process for sustainable production
- Incorporate recommendations from the PM Society Sustainability Interest Group into our day-to-day practices



9. Impact areas – progress and plans

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

What we said we would do

- Help clients to provide accessible trusted content
- Maintain our levels of client satisfaction
- Uphold the commitments outlined in our Client Service Charter

"Our B Corp certification helps us to continually improve."

What we did

- Through our social channels we offered companies a free health literacy assessment
- We asked our clients to complete our satisfaction survey and analysed the results of this to see where we could make improvements
- We maintained relationships with our long-term clients based on our expertise, trust and successful outcomes

What we plan to do in 2025

- Ensure our team is trained in the latest techniques (for example AI) to enable us to continue to deliver high quality services as efficiently as possible
- Continue to maintain our PIF TICK trusted information creator status
- Standardise our rates so they are more transparent for clients



Thank you for reading

If you have any questions or would like to chat about our B Corp initiatives, please reach out.

Lyn Cruickshank

Managing Director

Lyn@wallaceheatlh.co.uk

wallace
health

