

Impact Report

2024-2025



PATIENTS KNOW BEST®
THE PATIENT'S COMPANY

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Who we are + What we do

Not come across us before? A bit lost as to who 'Patients Know Best' are and what we do? Let us give you a quick intro...

Patients Know Best (PKB) is a social enterprise and technology platform. It's designed to help health and social care providers bring together patient data, along with the patient's own data. This creates one secure Personal Health Record (PHR) for the patient to access their information. This includes everything from appointment letters and test results, to their multi-disciplinary care plans. To empower patients to play an active role in their health and wellbeing, they can use specially designed tools to monitor and track their health condition.

Underpinning this is our privacy model, which gives patients the choice to share all or parts of their record with any person or organisation to help them manage their health, anywhere in the world.

But why do we do this, and why is this important?

Well, why don't we start with why we were founded...

As a patient with a rare disease himself, our CEO Mohammad quickly realised he was often repeating his story and explaining his condition to the healthcare experts he routinely saw. These healthcare professionals relied on him to provide accurate information about his condition and like many patients, he therefore, became the 'expert' on his own health.

From this experience, Mohammad understood that patients not only have the power to change their own health destinies but they also hold the key to a more sustainable and responsive healthcare system which better meets the needs and expectations of citizens. However, to make this a reality, they need access and accountability of their health records.

Patients Know Best is our social mission

We believe we will achieve this mission when every person:

Owns a copy of all their health information

Understands what this information means

Uses this understanding to make shared decisions with family members or carers and healthcare professionals.

Who we are + What we do

As the company is founded and underpinned by the belief that patient access and ownership of health records can unlock the potential to greater health outcomes and experiences, our aim is for every person to have the ability to access their personal health record, control who can see it and use this information to manage their health and care.

We have identified the following team values as the core building blocks to help us achieve this aim:

We are trustworthy

We are innovators

We are professional

We always put the patient at the centre of our approach.

By embedding our mission, aims and company values in everything we do, we strive to make healthcare services better for patients, professionals and the global healthcare economy. This has paved the way for joined-up care that is safer, efficient and focused around the individual care needs of more than 15 million citizens in the UK alone.

As an innovative social enterprise driven by a clear social purpose, we are proud to be a recognised B Corporation. Our values are therefore, intrinsically linked to our mission.



Message from our leader

Dear Colleagues and Partners,

We are so pleased to share with you our latest Impact Report. As a social enterprise, the impact of our mission has always been at the heart of our business; we use the five areas of the B Impact Assessment to provide a transparent framework to review our specific scores, what we have achieved, and plan where we must strive to do better in the coming year.

Having been a B Corp since 2015, it is hard to remember a time when we have not been part of this movement. While we have always operated as a social enterprise, the rigour of these assessments has become the backbone of how we hold ourselves accountable, plan initiatives and measure ourselves against our goals.

This report highlights the progress we have made in our governance, environmental, and workers policies—key changes we believe will have an immediate, tangible benefit for our staff, our environment, and our customers.

We look forward to reflecting throughout the year on how we are progressing against our goals. We remain committed to learning from our peers in both the Ashoka network and the B Corp movement to keep driving positive change forward, in all the ways we can.

Dr Mohammad, Al-Ubaydli, CEO



Journey to certification

Mohammad came across B Corporations in 2014 from Charmian as she was about to co-found B Corp UK. He spent Christmas reading the B Corp certification manual and was hooked!

The principles of B Corp aligned so well with PKB's original mission, that it made complete sense to incorporate these into the day to day running of the business, and so our B Corp journey began.

PKB became a certified B Corp as part of the B Corp UK launch in summer 2015, along with 61 other companies and has gone through two rounds of recertification since.

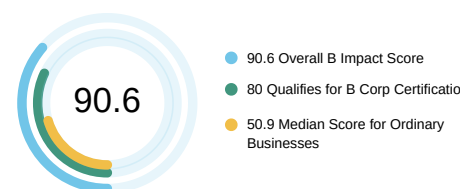
In the early years of our accreditation, B Corp, especially in the UK, was not as well known, and the principles not widely as appreciated and acknowledged - quite similar to PKB's own story. We spent a lot of time explaining both the principles of PKB and what it meant for us to be a B Corp, as well as why we want to continue to be a B Corp. For those customers and investors who believed in and wanted to support PKB's mission, we often found also supported the B Corp mission.

The first real applications and benefits of this came in two milestones for the business:

1. Our first regional NHS contract: its committee including patients loved learning about B Corp
2. Investors: we took money from the investor who understood and valued our B Corp certification.

As time has gone on, PKB's roll-out has accelerated and B Corp's brand recognition exploded, the benefits have only grown. The main benefit PKB has currently found is ensuring that company growth is aligned with the right company culture. Focusing on B Corp to align internal and external policies and listening to our staff feedback on the priority areas for improvement ensures we continue to create a company that people are proud to work for, that supports positive workplace wellbeing and pushes PKB to continually improve, all while maintaining the critical governance our customers know and trust.

2024 Impact Score



2024 Overall B Impact Score 90.6

2021 Overall B Impact Score 87.4

B Corp score & goals

2024 score
90.6



2024/25 Impact Highlights

Over the last two years, we've actively accelerated our commitment to the B Corp mandate, moving beyond compliance to truly embed positive change into our operational culture and strategy. Following our successful 2024 recertification, we set a clear agenda for continuous improvement and are proud to report significant progress across impact areas.

- Successfully navigated the 2024 recertification, reaffirming our B Corp legal commitment and achieving a verified score of 90.6. Our highest over the years
- Increased the number of registered patients to over 6 million
- Supported over 7.5 million letters being sent digitally, avoiding 363.88tCO₂e
- Enabled all adults in England to access and control their GP data
- Successfully launched a dedicated Employee Assistance Programme (EAP), ensuring comprehensive mental health support for our growing team
- Provided internships for future medical employees
- Approved and implemented a number of new policies

2 years of meaningful impact

Governance

Our goal

Increasing the number of lives covered and registered patients using our platform.

Our progress

In 2023, we served approximately 4.8 million registered users; as of late 2025, that figure has reached 6 million, representing a roughly 25% increase in the number of patients actively managing their health through PKB. This growth is intrinsically linked to our B Corp purpose, as every new registration means another individual has full digital ownership and control over their healthcare journey.

Furthermore, our commitment saw major geographical progress. We successfully expanded into new regions, including deepening our presence across Europe in the Netherlands and Germany, and securing landmark contracts in Lagos, Nigeria and Manitoba, Canada which has significantly widened our contracted coverage. This global reach, now spanning an estimated 47 million Lives under contract, demands heightened governance and ethical oversight, reaffirming our mission to provide universal access to patient-controlled records.

This expansion was supported by our board and investors, who approved a strategic funding round in August 2025 to underpin this global growth. This demonstrates that our core commitment to a patient centric mission remains the central pillar of our financial and governance strategy.

Global Thought Leadership & Policy Influence

Beyond expanding our contracted reach, a key focus in 2024 was using our expertise to drive systemic change at the government and policy level. Our CEO Dr Mohammad Al-Ubaydli and Project Manager Federica Andreoni authored the book, *Personal Health Records for Governments*, and launched the companion resource website, phr4gov.org. This initiative represents a significant investment in global public policy:

- **Goal:** To provide governments and policymakers with a comprehensive, research-backed analysis of national health record platforms worldwide, highlighting best practices and areas for improvement
- **Impact:** By shedding light on the successes and challenges faced by different nations, we are actively fostering a global dialogue that drives innovation and positive change in public health technology
- **Transparency:** We actively seek input from the wider global community, ensuring our research remains current and representative, reinforcing our commitment to transparency (as detailed in the full blog post: <https://blog.patientsknowbest.com/2024/02/15/personal-health-records-for-governments/>).

This commitment to systemic change extends to our active participation in regional and national policy development. PKB is a dedicated member of the NHSE SME Advisory Group, representing the digital health sector to ensure government policy supports innovation and accessibility for all providers. Our advocacy in this space is further demonstrated by the publication of comprehensive playbooks for SMEs and our strategic contributions to the techUK SME strategy document. By sharing our expertise and advocating for a more transparent, mission-aligned marketplace, we are helping to ensure that the future of digital health is built on collaboration and patient empowerment.

Formalising Our Global Commitment

In 2024, we formally embedded the UN Sustainable Development Goals (SDGs) into our strategic policy, recognising the need to align our mission with the global agenda for social and environmental change. This framework ensures that the mission of PKB is validated against key international development benchmarks and that our growth directly contributes to a more equitable future.

We focus our efforts on six primary SDGs where our platform and operations create the most material impact:

- SDG 3: Good Health & Well-being: Addressed by expanding access to patient-controlled records and improving care coordination.
- SDG 4: Quality Education: Supported by our L&D policy, paid study days, and offering internships.
- SDG 5: Gender Equality: Driven by our enhanced parental leave and flexible, remote-first working arrangements, which eliminate traditional barriers for women in the workplace.
- SDG 8: Decent Work & Economic Growth: Achieved through fair wage commitment, the creation of mission-aligned, high-quality employment, and the implementation of strong human rights policies.
- SDG 13: Climate Action: Supported by our commitment to being a net-zero provider, accurate footprint measurement, and advocating for sustainable care practices within the NHS.
- SDG 16: Peace, Justice, Strong Institutions: Reinforced by our comprehensive policies on Code of Ethics, Anti-Corruption, and our core value of radical transparency in governance and internal operations.

This integration provides external validity and ensures that every major decision made by our leadership team is viewed through the lens of maximising our positive contribution to the global agenda.

2 years of meaningful impact

Worker

Our goal

Elevate the overall experience of our employees with the enhancement of benefits, policies and our positive work environment.

Our progress - Investing in Global Wellbeing through an EAP

Recognising that our remote first, mission focused work can present unique pressures, we made the decision to prioritise the mental health and wellbeing of our entire global workforce. Our approach was driven by a need for consistency and equity. We wanted to ensure every employee received the same high standard of confidential support, regardless of their physical location or time zone.

To achieve this, we engaged with a number of global EAP providers. We ultimately chose Telus Health as their solution perfectly met our core requirement of a globally consistent, 24/7/365, multi-disciplinary service that could seamlessly support our diverse employee base.

The EAP provides immediate access to counseling, legal advice, financial support, and specialised programs for family and wellness. Since launch, the program has been well received, with a registration rate of 61% in June 2025 and positive feedback on the scope and accessibility of services.

Worker

Enhancing Work-Life Balance with Holiday Buy-Back

To further support our flexible working culture and empower employees to manage their work and rest needs, we introduced a Holiday Buy-Back Scheme in 2024. This scheme allows employees the flexibility to voluntarily purchase additional annual leave days by dedicating a portion of their annual salary.

This initiative was driven by the understanding that a "one-size-fits-all" holiday allowance doesn't serve a diverse workforce. The scheme is structured to offer flexible choices: employees can elect to buy back an amount equivalent to 2%, 5%, or 10% of their holiday entitlement.

Key Benefits:

- Providing employees with the ability to take longer breaks directly supports mental health, reduces burnout risk, and enhances overall job satisfaction.
- It grants employees greater control over their total compensation package and their work schedule, which is vital in retaining high-quality, mission-aligned talent.
- The clear structure and accessibility via Confluence ensures the benefit is consistently available to all employees, reinforcing our commitment to equitable worker practices.

Driving Career Growth via L&D and Reviews

A critical component of our commitment to our staff is fostering their professional growth, directly linking individual development to the acceleration of our mission. Our Learning & Development (L&D) policy is formally governed by a structured annual review process.

The review process is intentionally designed to be a constructive dialogue, used not just for performance assessment but primarily for setting career trajectories and identifying mission critical skill gaps. Every employee review culminates in personalised L&D goals for the following year. Our L&D policy ensures that training is accessible to everyone, with costs covered and up to 10 paid study days dependent on course being studied.

Sustaining Mission-Aligned Growth and Investing in Internal Mobility

The period of 2024/2025 was defined by stable and strategic growth. We achieved a robust growth rate of 10.2%, welcoming a number of new starters to the PKB family. This expansion is positive for two reasons: first, it confirms the resilience and increasing demand for our mission-critical platform; and second, it demonstrates our ability to successfully onboard and integrate talent who are aligned with our B Corp values. As we grow, our commitment remains firmly focused on extending our ethical workplace standards to every new team member across every region.

A key measure of our success is our commitment to promoting from within. We are extremely proud to report 9 internal promotions over the 2024/2025 period. This internal mobility is a direct result of the investment in our L&D programs and the effectiveness of our review process, ensuring that career pathways are visible and accessible across all departments. By advancing our current team, we retain deep institutional knowledge and reward mission commitment, securing long-term resilience and leadership continuity for the company.

Fostering Connection Through Global Team Gatherings

As a remote-first organisation, intentionally investing in face-to-face connection is vital for maintaining our unique culture and fostering cross-functional collaboration. Over 2024 and 2025, we significantly prioritised opportunities for the team to gather and bond.

In the summer of 2024, we hosted local meet-ups in three key hubs: Brighton, Leeds, and Budapest. These events allowed regional teams to connect, share ideas, and unwind.

This momentum culminated in the Summer 2025 company-wide trip to Lisbon. The entire PKB team came together for five days of pure fun. Activities ranged from dolphin watching, exploring the historic Alfama district, to wine tasting sessions. This annual gathering strengthens the personal bonds that underpin our global mission, allowing every team member to feel truly connected to the people and the purpose of PKB.

2 years of meaningful impact

Community

Our Goal

To extend the reach of our education program, not only within the UK but also on a global scale.

Our Progress - Global Educational Reach: Launching in Saudi Arabia

In a significant achievement toward our goal of global expansion in education, we successfully launched a collaboration with Al-Maarefa University in Saudi Arabia in late 2025. This partnership integrates the PKB platform into the core curriculum for students across multiple disciplines, including medicine, nursing, and health information systems. This collaboration ensures future clinicians are not just medically knowledgeable, but culturally prepared to partner with a highly digital, patient-centric population. You can read more in the [Health Tech Article](#) circulate in November 2025

Investing in the Future of Digital Health

Recognising that the long-term success of digital health relies on the skills and understanding of future clinicians, we provide internships for medical students and future healthcare employees. This initiative is a direct contribution to our community, ensuring that the next generation of professionals enters the field with practical experience in health technology and patient empowerment.

We are proud to have supported 5 Interns over the 2024/2025 period. [My Summer as a PKB Intern: Researching The Global PHR Landscape](#)

Driving Leadership Diversity Through Intentional Policy

While our remote-first model and enhanced parental leave policies were established prior to this reporting cycle, the 2024/2025 period marks a significant achievement in realising the intended social impact of these policies. Our aim is to foster a genuinely equitable environment where professional advancement is based on merit, not geographical or systemic constraints.

This commitment to gender equality has yielded a measurable result in our leadership structure: that in 2024 over 60% of our manager roles were held by women. This metric serves as powerful evidence that our intentionally designed, flexible, and supportive policies successfully empower female employees, particularly those managing care responsibilities, to thrive and advance into senior positions across the health tech sector. This success reinforces our role as a leader in creating economic opportunity within our industry.

2 years of meaningful impact

Environment

Our Goal

Supporting healthcare providers in delivering sustainable care. Our aim was to continue being accountable for our footprint, minimising where possible and removing anything that we can't reduce.

Our Progress

In 2024/2025, we made a strategic shift to ensure our environmental responsibilities scaled with our global growth, prioritising accurate measurement and internal accountability.

Data Driven Accountability

We partnered with Greenly, a leading technology platform, to accurately measure and track our corporate carbon footprint, including Scope 1, 2, and 3 emissions. Greenly provides the essential data infrastructure to move beyond estimations and establish a credible baseline. Furthermore, we integrated their employee training module to launch a company-wide initiative ensuring all team members understand their role in carbon reduction, promoting environmental mindfulness within our remote and regional operations.

Dedicated Capacity with Expanded Sustainability Team

We recognised that measurement requires management. We expanded our dedicated Sustainability Officer team to four individuals (an increase from our original commitment of three). This combination of specialised technology, a dedicated team, and proactive policy adjustments confirms our intent to embed environmental stewardship deep within our company culture. You can read about one of our Sustainability Officers journey [here](#).

Driving Sustainable Healthcare Through Digital Efficiency

Our digital product is a major environmental contributor by enabling sustainable care delivery across the NHS. By supporting over 7.5 million letters being sent digitally over the past two years, we have achieved a substantial environmental impact:

- **Carbon Avoidance:** This digitalisation has directly avoided 363.88tCO₂e (tonnes of carbon dioxide equivalent) by eliminating the need for paper production, printing, and physical postal transport via trucks and vans. This is a direct measure of our contribution to **SDG 13 (Climate Action)** within the healthcare sector.
- **System Efficiency:** This switch also frees up clinical and administrative time, allowing our client organisations to focus resources on patient care rather than paper logistics, contributing to **SDG 3 (Good Health & Well-being)**.

2 years of meaningful impact

Customer

Our Goal

We aimed to take a more comprehensive approach by closely examining customer satisfaction data. We intended to analyse this data to pinpoint areas where improvements are required, enabling us to set ambitious targets for our progress. Our aim was to initiate the sharing of this insightful data by our next B Corp certification date, thereby demonstrating our dedication to transparency and growth.

Our Progress

Since setting this goal, we have evolved our methodology by going beyond static satisfaction scores to a more robust, evidence-based Stakeholder Health model. We believe that in a clinical environment, true satisfaction is best measured through long-term partnership, service reliability, and active usage.

By the time of our next B Corp certification, we will be disclosing the following "high-integrity" satisfaction data:

- **Validated Trust (90% Renewal Rate):** Our current 91% renewal rate serves as our primary KPI for sustained customer satisfaction. This provides a transparent, "real-world" metric of the value we deliver, far exceeding the insight gained from traditional surveys.
- **Operational Accountability (Issue & Feed Tracking):** To pinpoint areas where improvements are required, we have formalised the tracking of technical issues and data feed stability. This allows us to identify and remediate friction points in real-time, ensuring our infrastructure remains reliable for our customers.
- **Impact Verification (Clinical Usage & Case Studies):** We have analysed growth in registrations and clinical case studies to ensure our platform is delivering its intended social benefit. This data confirms that our product is deeply integrated into frontline healthcare workflows.

Transparency & Future Targets: By monitoring these metrics (Renewals, Issues, and Usage), we are establishing a "transparency baseline." This allows us to set ambitious, data-driven targets to reduce technical friction and increase clinical engagement year-on-year.

Original Goal Element	Progress against Objective
Comprehensive Approach	Shifted to a multi-dimensional mode (Renewals + Usage + Issues)
Examine Satisfaction Data	Leveraged our 91% renewal rate as the definitive satisfaction metric
Pinpoint Improvements	Used issue tracking and data feed logs to identify systemic friction
Set Ambitious Targets	Defined targets for integration feed volumes and increased patient registrations
Transparency & Growth	On track to disclose this comprehensive data by our next certification date

The Next Level of Patient Control - GP Data Access

The most significant product development in 2025, and a true testament to our mission, was achieving the ability to integrate GP data for any adult in England directly into their PKB record. This groundbreaking feature empowers patients with a copy of their primary care data including demographics, appointments, medications, and diagnoses, from virtually all GP surgeries across England.

This development is crucial because it solves a major healthcare coordination challenge: fragmented records. For hospital doctors in London, for instance, up to 50% of their patients are from outside the region and lack accessible GP records. By giving the patient ownership of this information in PKB, we ensure they can share a complete, accurate record with any healthcare provider, regardless of geographical boundary. This vastly improves care coordination, reduces the risk of medical errors, and ultimately drives better, safer health outcomes, thereby maximising the social impact of our product.

Expanding Digital Inclusion and Data Quality

To ensure PKB is truly accessible to all patient groups and that the data contained within is maximised for clinical use, we focused on two key areas of improvement:

- **Digital Inclusion via SMS:** We introduced SMS functionality to send notifications to unregistered patients, beginning with referral letters. This crucial update addresses digital inequality by reaching patients who may not have regular email access, improving engagement, and ensuring timely access to care
- **Advanced Questionnaires and Data Quality:** We launched Advanced Questionnaires (renaming the "Consultations" feature) which now supports the capture of coded data (SNOMED CT). This advancement enhances the usability and quality of patient-entered data, enabling clinicians to use this information more effectively for automated support and complex clinical planning.

Our focus for 2026

GOVERNANCE

In 2026, we aim to formalise our commitment to transparency by implementing a comprehensive Ethical Marketing policy.

- **Goal:** To ensure all marketing communications are substantiated, transparent, and respectful of user privacy, moving beyond standard GDPR compliance to lead with B Corp ethical standards.
- **Action:** Review and audit all public-facing messaging to ensure it reflects our mission-locked values and provides clear, accessible information to all stakeholders.

WORKERS

We believe that a culture of continuous learning is essential for a mission driven team. While mentoring has long been a core part of our onboarding and departmental culture, in 2026 we are moving to formalise this commitment.

- **Goal:** To implement a Mentoring Policy that guarantees mentorship access to every employee throughout their entire career at PKB.
- **Action:** We will launch a formal policy making it clear that mentoring is not just for new starters, but a permanent resource for professional growth. We are encouraging all staff to engage with their managers to identify internal or external mentors. This framework will ensure senior leaders are consistently available to support the long-term career progression of all team members.

Our focus for 2026

COMMUNITY

Our commitment to using business as a force for good extends beyond our platform to the wider ecosystem. While members of our leadership team have historically engaged in external mentoring, 2026 marks the year we formalise and track this contribution.

- **Goal:** To foster community mentorship and stewardship within the digital health sector.
- **Action:** We will implement a formal policy to support our Senior Leadership Team and Managers in dedicating time to mentor founders of other mission-aligned SMEs and startups. By providing dedicated time and establishing a tracking system for these contributions, we ensure that our expertise helps drive innovation and positive change across the broader public health technology landscape.

ENVIRONMENT

The Green Team is leading a new awareness initiative that will feed directly into our Carbon Reduction Plan.

- **Goal:** To achieve 100% staff participation in monthly sustainability literacy training through our Greenly partnership.
- **Action:** We will roll out one Greenly training module per month on a Friday. Each 10-minute session covers essential sustainability facts. The program will be gamified: employees will track their scores, and the top performer at the end of the year will win a prize, a tree planted on their behalf to contribute to our sequestration goals.

Our focus for 2026

CUSTOMER

While our platform is built for patients, we recognise that our impact begins with the first click on any PKB digital property.

- **Goal:** To achieve WCAG 2.1 AA Accessibility Standards across PKB including our platform, websites and digital resources.
- **Action:** Conduct a comprehensive accessibility audit of our corporate website and blog, ensuring that our mission, research, and support resources are inclusive and navigable for individuals with all levels of ability.