



PATIENTS KNOW BEST®
THE PATIENT'S COMPANY



PKB IMPACT REPORT



2021-
2023

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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 allows patients to share all or parts of their record with family, carers and other healthcare professionals, 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 first Impact Report, looking at the 5 areas of the Impact Assessment, what we have achieved and where we want to 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, preparing for our first assessment and going through our recertifications. In this time we have been proud to be in the Best For The Word: Governance, four times, a testament to the founding mission of PKB and the continued delivery on our own movement.

Reading through this report, I think the recent changes to B Corp, including the introductions of Impact Assessments will only help us grow as a business, both in those areas we already excel, but more importantly in those areas we need to continually improve on.

This report highlights the progress we have made in our governance, environmental and workers policies, key changes we think 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, and learning from others in the Bcorp movement to keep driving positive change forward, in all the ways we can.



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.

2021 Impact Score



2017 Overall B Impact Score

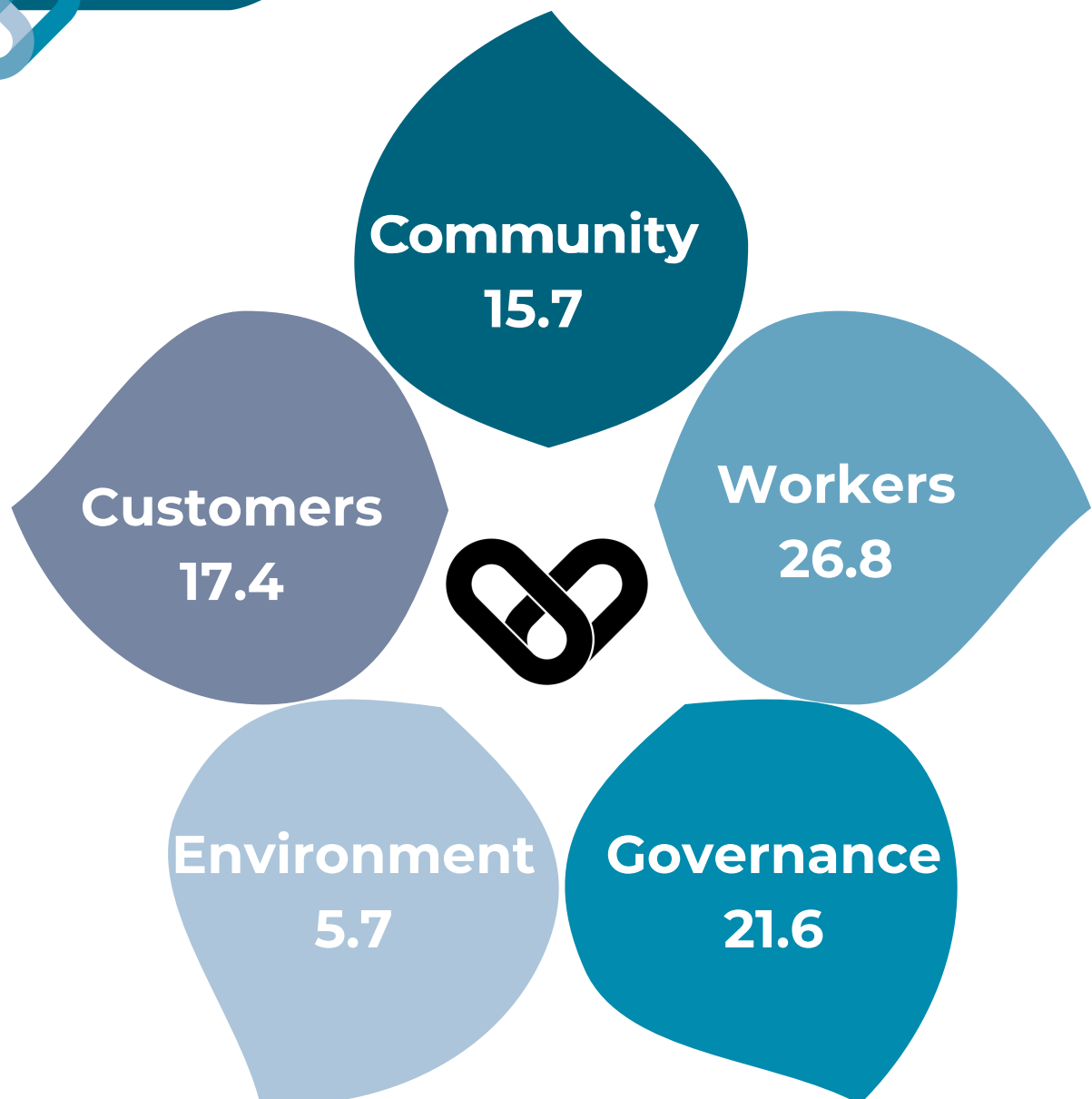
88.6

2015 Overall B Impact Score

83.6

PKB Impact Report 2020

B CORP SCORE & GOALS



2022 GOALS

GOVERNANCE

To build upon our achievements in 2021, we aimed to expand our impact by increasing the number of lives covered and registered patients using our platform. Our plan not only involved collaborating with existing clients who share our values but onboarding new ones.

WORKERS

Elevating the overall experience of our employees. We firmly believed that through the enhancement of benefits, policies and our positive work environment we could not only sustain our ability in attracting top talent but also retain our exceptional PKB team. Leading us towards continued success. To help guide us in implementing meaningful changes for our staff we were going to analyse feedback from our employee surveys. This approach enabled us to make targeted changes that aligned with the needs and expectations of our valued workforce.

ENVIRONMENT

At PKB we are dedicated to supporting healthcare providers in delivering sustainable care. Our aim for 2022 was to continue being accountable for our footprint, minimising where possible and removing anything that we can't reduce. We recognise this is a continuous journey and we will always be on a mission to improve.



2022 GOALS

COMMUNITY

At PKB, our passion for our work drives our commitment. A core aspect of this commitment is our dedication to providing our education program, at no cost, to any institution teaching medical, pharmaceutical or other healthcare students. We firmly believe every student, regardless of their background,, should have access to training with digital health tools. That's why in 2022 our goal was to extend the reach of this initiative, not only within the UK but also on a global scale.

CUSTOMERS

In our pursuit of continuous improvement in 2022, 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.



IMPROVEMENTS MADE FROM 2021



Governance

We take social and environmental performance seriously and integrate it into our everyday decision making. Our Director, Dr Richard Smith, is renowned for addressing green issues and promoting a sustainable future for the planet. He plays a vital role in driving our efforts towards net zero emissions and minimising our environmental impact. He actively promotes awareness, most recently speaking at the [BMA international committee](#) where he warned health services around the world were contributing to the climate crisis by being among some of the largest sources of carbon emissions.

Over the last year, we have placed a greater emphasis on the environment, including referencing it in our performance reviews and highlighting the importance within our job descriptions and adverts. From summer 2022, we started to include the below information in every job description and advert and incorporated it into our interview process:

- Everyone who works at PKB is here to make a positive impact in the world
- We are committed to creating a [greener world](#).
- We are proud to be part of the first ever cohort of UK companies to hold B Corp Social Enterprise status since 2015 (and to have won the [Best for the World](#) in the governance category for 2022)

At PKB, our mission remains unchanged. Our goal is to provide patients with access and ownership of their health records, unlocking the potential for improved health outcomes and a better experience. We achieve this by continuously evolving and improving. In 2022, we made the following advancements:

- Increasing the number of registered patients to 3 million in June 2023
- Increasing our contracts to cover 20 million lives in June 2023
- Providing support to NHS trusts in streamlining their processes. In 2022, as a result of our assistance, the NHS did not send 841,740 letters
- Providing the opportunity for every staff member to have a development plan aligned with their personal career aims

Over the last year we have also implemented a number of new policies including Modern Slavery and a Code of Ethics. These are circulated to all staff members and are made available to read anytime through Confluence.

IMPROVEMENTS MADE FROM 2021



Worker

Increased Maternity and Paternity Pay and Leave

To better cater to the needs of our employees, we have made significant enhancements to our maternity and paternity policies. We have increased both the leave duration and associated pay, ensuring that parents have sufficient time to bond with their newborns and support their families without having to worry about pay reduction. Our aim is to foster a positive work-life balance and enhance the wellbeing of our employees.

Introduction of flexible working

We understand that every employee has unique circumstances and responsibilities outside of work. To accommodate these needs we have introduced a flexible working policy. Employees now have the option to request flexitime where they can choose the hours worked during the month and request part-time hours. We are a fully remote company where employees have the freedom to choose where they work alongside the above options.

Introduction of Learning and Development policy

We believe that investing in our people is essential to fostering a thriving workplace culture. To support continuous learning we have implemented a learning and development policy that includes paid study leave. Our employees are encouraged to pursue educational opportunities, such as professional certifications and courses. By providing paid study leave we demonstrate our commitment to employee development and empower our workforce to reach their full potential.

Growth of PKB

Over the last year and a half we have experienced substantial growth with 39 new starters joining us since the beginning of 2022. Our growth rate increased by an impressive 16.7% in 2022 and we have continued to expand with a further 6% growth to date in 2023. Our aim moving forward is to become an employer of choice and believe the above new policies will help support this.

IMPROVEMENTS MADE FROM 2021



Worker

In addition, we recognise the significance of retaining talent in our company and offering opportunities for our staff to progress. Since 2021, our commitment to this has grown, resulting in 15 staff members receiving promotions and gaining the chance to advance their career. This has also been supported by the recent implementation of our Learning and Development policy.

Furthermore, we actively promote interdepartmental mobility, as we believe in encouraging our staff to pursue their passions and aspirations. This has proven highly beneficial for us since 2022 as we have retained a number of talented staff by offering them other opportunities. Our internal mobility rate in 2022 was 14.4% and we expect to improve this figure in 2023 as we are currently on 10.5%. This option supports our culture that values personal growth and personal development.

Team building events

Our people are our biggest asset. We want them to know not only how valued they are but how important their contribution is to making PKB what it is. To ensure everyone continues to connect and grow we offer annual company team building holidays. Last year we went to Barcelona where the team spent three days enjoying various activities including quad biking, cheese and wine tasting, snorkelling and different tours. This year we went away to Budapest for four days where our staff enjoyed another wide selection of activities from laser tag to paddle boarding, spa visits, from sunset tours to adventure caving.

We listen

In January we circulated an engagement at work survey relating to a number of topics including work-life balance and employment conditions. We scored an impressive 99% positive feedback that our staff are proud to work at PKB. The survey did highlight that some of our staff felt that our professional training and development was an area where improvement could be made. In response to this feedback, we have implemented an extensive Learning and Development policy that supports flexible learning opportunities that can be accessed by our staff when the time is right for them. PKB will cover the fees, and paid study time will be offered. We are hopeful that when we next circulate the engagement survey, these figures will improve.

IMPROVEMENTS MADE FROM 2021



Community

We understand the importance of giving back to our wider community, which is why, as part of our social mission and company ethos, we offer the Patients Know Best platform free of charge to any institutions teaching medical, pharmaceutical or healthcare students. This initiative supports the remote consultation and patient management practices of our future healthcare professionals. We are training today's students to help tomorrow's patients.

This has grown significantly since 2021 with a number of new universities using our service, including University of Suffolk, University of Winchester's Faculty of Health and Wellbeing and University of Sunderland Medical School. Alongside this free service, we also provide internships for medical students, where they are supported by a PKB mentor who guides them through their time here.

We are a remote working company, who understands that being remote helps foster diversity and inclusivity in our workforce. This is something we continue to do on a daily basis, it is part of us and happens naturally. Even though it is embedded within PKB we still look at ways we can improve. Over the last year we have enhanced our job descriptions and adverts. We have done this by making a conscious effort to ensure they are inclusive and attract candidates from various backgrounds. We focus on skills and potential rather than specific qualifications, opening the door for a wider pool of applicants.

Additionally, we implemented a flexible working policy that acknowledges the diverse needs and circumstances of employees. This policy allows individuals to work during hours that best suit their personal situations, considering time zones, family responsibilities and other commitments. By accommodating different work schedules, we empower employees from various backgrounds to thrive and contribute effectively.



We are proud that in 2022 we were a finalist for the HSJ Partnership Awards in Best Educational Programme for the NHS.

IMPROVEMENTS MADE FROM 2021



Environment

We continue to work with the climate software experts at Supercritical, who recently carried out an extensive footprinting process for 2021 and 2022 business activity. Their rigorous calculations found that PKB was responsible for 163 tonnes of Carbon Dioxide equivalent in 2022. The average footprint of an employee in a tech company is 3.5-5.5 tonnes, whereas our footprint per employee over 2022 was 2.17 tonnes. This is an excellent achievement and something we are extremely proud of.

We delivered this through a combination of minimal travel, remote working (ensuring that PKB employees footprints are still accounted for) and using the most sustainable hosting provider available (Google Cloud Platform) who continue to promote sustainability and as the most transparent in terms of its own footprint.

So far, we have removed our entire footprint for 2022 using a range of carbon removal/sequestration solutions, accounting for the full 268 tonnes.

We have also recently shared our [Carbon Reduction Plan](#) based on our carbon footprint across 2021 and 2022. As a company, we are passionate about doing all we can to ensure that we continue to support healthcare providers in delivering environmentally sustainable care, as well as accounting for the footprint that we at PKB are responsible for. We are proud of our progress but know this is a journey and we are on a constant mission.

Alongside the work we have been doing over the last year to become net zero we have also implemented a Waste Electronic & Electrical Equipment Directive (WEEE) policy. This improvement means we can reduce wastage the correct way. It has also provided staff with the opportunity to purchase equipment at a discounted rate.

IMPROVEMENTS MADE FROM 2021



Customer

At PKB, we continuously seek ways to support our clients with streamlining certain processes. We are committed to delivering solutions that address our clients' requirements whilst minimising negative impacts on the environment and society. An example of this is the work we did with Hull University in 2022. They were facing certain challenges with their prescription service and needed to make improvements. Our amazing team worked alongside them coming up with a solution to each of their problems. The benefits seen by the Trust were huge including saving time, reducing costs and giving the patients more control. Feedback received included "i love it....Patients are benefitting from easy access to speaking to someone and also confirmation emails have helped a lot", "i'm definitely an advocate for PKB", "great tool to communicate with patients".

At PKB, we understand the importance of actively listening to our clients and improving based on feedback. By continuing to monitor customer feedback we have enhanced our services and continue to meet evolving needs. We are passionate about what we do and this can be evidenced by the feedback received. Some of our recent feedback includes: -

"The lady i worked with is one of the most diligent people i have ever worked with, she is making a difference to the work between us and is very very good"

"I wanted to formally make contact to put on record my thanks for the support from yourself and the PKB integration team. At short notice, the team reacted with a supportive and knowledgeable approach. Feedback from our Global Head of Solution described PKB as the most professional integration we have been involved with. The expertise was evident at all times, even providing last minute troubleshooting to ensure the bilateral integration was demonstrated successfully".

We always celebrate successes like the above by announcing them on our messaging boards.

NEXT

PKB commitments moving forward are:

1

Updating and implementing policies

Moving forward the People team at PKB will continue to update and implement new policies including a new Human Rights policy and an Employee Volunteering Policy.

2

Transparency

To continue being transparent we will publish our financial information quarterly. We also aim to have pay ranges published by 2024.

3

Improve our sustainability programme

We will recruit at least 2 sustainability officers to help support our sustainability programme.

4

Employee Assistance Program (EAP)

To help support our staff with any mental health needs we would like to implement a EAP. We feel by offering this service it will help promote a positive environment, supporting our culture of support and care.

5

Shares

By 2024 we would like to have increased the number of staff that hold shares.



NEXT



Environmentally friendly

Due to being a remote based company our staff make their own decisions on the products they use linked with work. We would like to encourage all of our staff to make eco-friendly choices in their purchasing decisions. We plan to implement a policy on this, which includes options for office supplies and energy efficient electronics.



Net Zero

To continue being a net zero provider to all customers focusing on reducing our footprint where possible, whilst removing any residual carbon that can't be reduced.

