



Wallace Health Impact Report 2025

wallace
health

Contents



01

About us 3

02

Leadership letter 4

03

**Our B Corp
verified score** 5

04

**How we are improving
our impact** 6

Governance 6

Workers 7

Community 8

Environment 10

Customers 11

At Wallace Health, our work is driven by a shared passion for health and communicating the ideas and innovations that improve lives every day.

"We're an agency that looks after our people and aims to do good in the world through inclusivity, sustainability, a culture of learning and a deep understanding of the needs of others."

We are a specialist healthcare communications agency supporting health providers and biotech organisations in the UK, Europe and globally. Our mission is to help our clients meet the need for meaningful, human-centred health brands - empowering patients, professionals and communities through impactful communication.

In 2025, we launched **brand w**, our dedicated brand consultancy for health. This evolution brings all creative and brand-building expertise under one purpose-driven umbrella. Through brand w, we are shaping the future of healthcare branding - whether by unlocking more value in an existing brand or building something entirely new.

"We create and grow brands that inspire joy, for products and services that help people do serious things."

About us



As we celebrate two years as a certified B Corp, we're proud of how deeply the B Corp ethos has become woven into the fabric of our agency. Throughout 2025, our team continued to demonstrate a genuine commitment to driving positive impact - within our work, within our culture and within the wider communities we serve.

2025 was also a year of evolution. We launched our brand consultancy, brand w, marking a new chapter in how we deliver strategic and creative value. Alongside moments of growth, we also faced challenges - and these helped reinforce our belief that, whatever the circumstances, businesses and the people behind them can choose to act with fairness, integrity and intention.

A letter from our Founder Lyn Cruickshank

"Supporting charitable and mission-led organisations has always been an integral part of who we are."

While we continued our commitment through donations and matchfunding, 2025 brought an opportunity to make a different kind of contribution. We helped Prostate Cancer UK with resources for trans women on prostate cancer following the publication of our inclusive writing guide, *Beyond Words, Into Practice*. This work reflects our ongoing commitment to DEI and our belief in setting higher standards for inclusive communication in our industry.

We also continued to engage in broader sector-wide sustainability efforts. My involvement in the PM Society Sustainability Group remained a meaningful part of the year, contributing to the re-writing of the group's mission and helping shape its future direction. The group aims to accelerate positive environmental and social change across the health and pharmaceutical sectors.

Looking ahead to 2026, we remain firmly committed to ethical practice and continuous improvement.

"We will continue to act with transparency and accountability and to ensure our work benefits people, the planet and society."

Our B Corp journey continues.....

In December 2023 Wallace Health certified as a B Corp with a score of 83.8 out of a possible 200. This exceeds the 80 point benchmark required for certification. The median score for most businesses is 50.9.

The B Impact assessment provides a framework for us to monitor our impact as well as challenging us to do more. It requires us to answer questions about how the company's operations create positive impact for workers, community, customers and the environment.

We're working to improve our performance in all these areas.



Customers 2.2

Environment 7

Governance 18.1

Community 24.1

Workers 31.7

Our B Corp
verified score

How we are improving our impact

Governance

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

What we said we would do

- 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

What we did

- We published our 2024 Impact report on our website, shared it on social media and emailed it to our clients and other stakeholders
- We set new objectives and shared these with the team through town halls and at performance reviews
- We reviewed all our policies to ensure they were up-to-date and relevant

What we plan to do in 2026

- We will use our 2025 Impact report to communicate our social and environmental commitments to our stakeholders
- With the launch of brand w, we will ensure we remain aligned with our original purpose and mission

How we are improving our impact

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

- 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 we did

- Our content and account management team completed AI in Marketing training run by the Chartered Institute of Marketing
- We converted an intern to a permanent employee
- We completed Step into January as a team
- We reduced our hours on Fridays with no impact on our team's holiday hours or salaries
- We encouraged the team to attend financial wellbeing webinars run by fellow B Corps

What we plan to do in 2026

- We will prioritise employee wellbeing ensuring there's a healthy work/life balance
- We will continue working reduced hours on Fridays
- We remain committed to offering every team member an extra day off to celebrate their birthday

How we are improving our impact

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 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

What we did

- We provided a free LGBTQIA+ inclusive writing guide for health information creators
- We gave approximately 1% of our revenue to charity through donations and matchfunding
- We supported Prostate Cancer UK with the development of resources about prostate cancer for trans women
- We offered discounts to our fellow B Corps
- We supported World Autism Acceptance Month
- We held and supported events at venues near our office

What we plan to do in 2026

- We will continue to source locally and ethically wherever possible
- We will develop partnerships with like-minded businesses
- We will donate and fundraise for our nominated charity for 2026 Médecins Sans Frontières
- We will continue to apply inclusive design principles (for example colour contrast, clear language) to all our projects
- We will ensure brand strategy and messaging for our clients avoids bias and represents diverse audiences

April 2025 marked World Autism Acceptance Month which aimed to change attitudes towards autism and to create a society where autistic people are supported, understood and empowered.

As part of our commitment to awareness and inclusion, we produced a short video about 18-year-old art student Shereene who has been diagnosed with autism and ADHD. Shereene talks about the challenges she faces which people may not expect and the strengths autism brings to her life.

[Watch the video](#)

World Autism Acceptance Month

**What is your diagnosis
and what made you seek support?**



ADOS
Autism Diagnostic
Observation Schedule Test



How we are improving our impact

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

- 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

What we did

- We produced videos using sustainable production processes and following AdGreen recommendations
- We only used eco-friendly printers for our clients' print needs

What we plan to do in 2026

- We will continue to use sustainable workspaces
- We will only use suppliers with verified sustainability policies
- We will only use public transport to travel to meetings

How we are improving our impact

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 healthcare, branding is just a tool. It's how you use it that matters. Connecting with every audience and inspiring positive change."

What we said we would do

- Ensure our team is trained in the latest techniques 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

What we did

- Our team received CIM training on AI in Marketing
- We maintained our PIF TICK status
- We did a client satisfaction survey

What we plan to do in 2026

- Our client onboarding process will include sustainability and ethical marketing aspects
- We will work with clients to identify areas of non-compliance in their marketing communications, helping to ensure patients receive safe and accurate information

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Thank you for reading

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

Lyn Cruickshank
Founder

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