Curious Health

IMPACT Report 2025

A progress report from the last twelve months,
and our targets for the coming year.



Better health comms, powered by curiosity



We’re an agency of spirited consultants, combining healthcare communications with smart digital marketing to create work that connects with people and proves its value for our clients.

Curious Health was founded on the belief that better questions lead to better answers and meaningful change. We take the time to understand your world and design solutions that are meaningful, cost-effective, and redefine progress in health communications.

We’re thoughtful, energetic and passionate about what healthcare communications can achieve. Our culture is built on curiosity, collaboration and a whole lot of character.



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We kicked off year 3 with one word in mind: *BOOM*



And we meant it.

In 2024/25, we didn’t just deliver campaigns, we delivered change. We helped clients connect with the people who matter most, tackled health inequities head-on, and gave our time to causes that matter. We grew our team, raised our voices, and built tools that turn insight into action.

All while staying profitable, sustainable, and true to our values, proving that doing good and doing well aren’t mutually exclusive.

This is what it looks like when curiosity leads. Here's how we made our mark over the last year, and why the best is still to come.

Values guide our actions and decisions

We believe in the power of why.

We are optimistic and believe that being curious challenges us to do things better every day. In our fast-changing world, a questioning mindset has never been more important.

We challenge ourselves and our clients to deliver real and long-lasting impact by understanding their own ‘why’ and crafting amazing work that delivers against it.

We are lastingly mindful of our team, community and beautiful planet.

Always deliver

We are dedicated to delivering brilliant results that our clients will be admired for.

Show your spirit

We make sure our personalities show up in our work and we don’t take ourselves too seriously.

Collaborate and celebrate

We collaborate and celebrate often. Whilst we can work from anywhere, we spend meaningful time together as a team.

Be respectful

We are respectful of people’s right to disconnect. Our business is built on different experiences and perspectives.

Doing things better
in governance



Purpose in practice

Our purpose is embedded into how we work, grow, and show up,

This year, we continued our **Justice, Equity, Diversity, and Inclusion (JEDI) workshops**, covering topics like epistemic injustice and cultural competency. These support team development, foster a culture we're proud of, and ensure our work resonates with - and reaches - everyone.

We've continued our commitment to transparency and ethical practice, through clear communication, training, and reviews.

Justice, Equity, Diversity, and Inclusion (JEDI) is embedded across our governance and client delivery. From hiring practices and 'work from anywhere' flexibility to equity-focused briefs, we're committed to building a workplace – and producing work – that reflects the diversity of the people we serve.



Transparency, training and trust

Good governance doesn't just give us structure - it shapes our culture. The way that we operate helps us to stay connected as a team, uphold our values, and ensure our work meets the highest standards.

Monthly meetings

Our **monthly agency meeting** are a cornerstone of transparency.

They cover:

- Business performance and team actions
- New business pipeline and organic growth
- Operational and strategic updates – with space for team feedback
- People and client news
- Progress on building a business that benefits people and planet

Policy reviews

We regularly review and update our **Code of Ethics and Whistle-blower Policy**, ensuring they reflect our evolving standards and continue to meet team needs.

These reviews are part of our commitment to create a safe, transparent, and values-led workplace. Every update is communicated clearly, and team members are encouraged to ask questions and share feedback.

ABPI Training

As a business operating in a highly regulated sector, we ensure every team member is trained in the **ABPI Code of Practice**. Deepening our commitment, we have become members of Code Clarity.

This ensures our work is not only creative and impactful, but compliant and trusted.

Doing things better
for our community



Giving back to move forward

Each team member is encouraged to dedicate **pro bono time volunteering** for causes they care about, whether championing a cause, supporting their local community, or lending their expertise to drive the industry forward.

This year, we're proud to spotlight our **partnership with Thrombosis UK**, where we used real patient stories to raise awareness of thrombosis symptoms and build confidence in speaking to healthcare professionals.

We also spent time investing in the future, supporting tomorrow's health communicators at a **graduate recruitment day** alongside like-minded agencies.



Donating our time

The team have remained committed to giving back time to the community and causes they care about. Pro bono time over the past year was split across the industry community, supporting NGOs, and taking part in local causes.

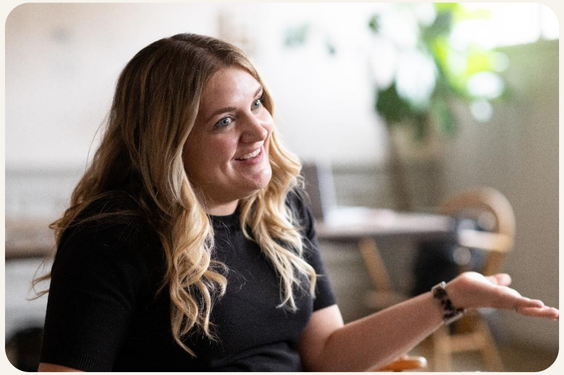
Projects included: time investment in Co-Chair of the Communiqué Awards, ensuring the highest standards are maintained during the judging process, and guiding the future of the Awards; organising events with Young Women in Pharma to raise the profile of the health communications industry amongst high-achieving young women; and assisting at local schools in a Careers Fair event.

The team also worked with Thrombosis UK, our pro bono partnership for 2024/25.



£34.4k
in billable time invested

75 hrs
to individual causes



Creating conversations around blood clot risk

Blood clots can happen to anyone, at any age. Despite 1 in 20 people experiencing a VTE in their lifetime, the signs and symptoms are widely unknown. Thrombosis UK wanted to create a hard-hitting social media campaign, that coincided with National Thrombosis Week in May, to reach a diverse range of people and spread information about blood clots.

Through close work with Thrombosis UK, we identified its rich bank of patient stories, with a range of experiences, which we mobilised for the duration of National Thrombosis Week. This allowed us to tell real stories that truly reached and resonated with people.

#LetsTalkClots, a social media campaign built around the real-life stories of people who had experienced blood clots (and their loved ones) developed to raise awareness of thrombosis risk and improve confidence to discuss with HCPs. The campaign content resonated with the target audiences, with a combined reach of 52,592 and an 290% increase in visits to Thrombosis UK's website.

"Curious Health's strategic counsel and thoughtful approach helped us shine a light on our patient community and resulted in impressive engagement. As a result of the campaign, we've had more personal accounts shared with us, and we've changed how we present these stories on our social channels. We are extremely grateful for Curious Health's support on this campaign." Jo Jerrome, CEO, Thrombosis UK .



Meeting the future of health communications

We believe that the future of health comms is brimming with talent, and this year we set out to meet it. Teaming up with fellow agencies 67health, Bounce Medical Communications, Synthesis Health, and TCC Health, we hosted a graduate recruitment day in Central London to connect with the next generation of communicators.

The event brought in 25 applicants for hands-on insight into agency life, including a live brief challenge and candid conversations about what it’s really like working in health comms.

Opening doors for tomorrow’s communicators isn’t just smart business, it’s how we keep things fresh, challenge the status quo, and stay curious.



Doing things better
for our team



Growing boldly, thinking differently

This year, we've **grown into a tight-knit team of eight**, united by curiosity, creativity, and a shared drive to make a difference.

In line with our goal to raise team member profiles, we've celebrated our people through **awards entries, thought leadership,** and our very own **Curious Lab** sessions, where team members share interests that spark fresh thinking.

From exploring **Dolly Parton's storytelling genius** to inspire narrative change in health communications, to unpacking **Charli XCX's brat-era marketing** as a blueprint for engaging Gen-Z, our team brings bold ideas and cultural insight to the table.

Here's what the team has been up to over the past year.





Purpose-led, people-first, and progress-driven

Managing Director and Co-Founder Lottie Williams was shortlisted for the Agency Leader Role Model Award at the Women in Pharma Role Model Awards 2025.

With over 15 years in healthcare communications, Lottie’s leadership blends strategic vision with deep purpose. She’s helped shape Curious Health into a values-driven agency, where innovation meets impact and culture is built on inclusivity, authenticity, and excellence.

From championing JEDI and securing Living Wage accreditation to fostering a collaborative, high-performing team, Lottie leads with courage and clarity. Her recognition is a reflection of the kind of leadership our clients and team benefit from every day.

Sharing our curious minds

We are endlessly fascinated by our industry and the potential to improve fairer outcomes. Individual team members regularly share their perspectives with actionable insights on our own websites and through publications such as Pharmaceutical Marketing Europe and eConsultancy. Here are some highlights from the last twelve months and you can read more here.



Technology and AI

Offline, but not out of reach: Re-thinking healthcare communications in an increasingly disconnected world

by Gigi Williams



DEI

Immunisation for all: health communications as a bridge to vaccine equity

by Kalyn Carpenter



Women's health

Dismissed, Delayed, Denied – Fixing the Women's Health Crisis

by the Curious Health team



The future of healthcare comms

Five predictions for health communications in 2025

by the Curious Health team

Why we do what we do

At Curious Health, we're driven by more than deliverables. We choose work that matters and build a culture where people feel connected to the difference they're making. Here's how our team describe the experience of working in a place built with purpose.



"We take on work that matters and collaborate with our clients to deliver programmes that measurably improve healthcare. I feel proud of the work I do when I answer the 'so, what do you do?' question in the pub."



"Seeing the dedication and passion everyone has for Curious Health's values and mission is inspiring. Knowing we're part of something that improves patients' lives… it's simply the best feeling ever."



"Supporting on our EcoVadis submission really cemented my commitment to the planet — and to the agency."



"I love how we throw ourselves into health inequity. It shines through in client work and our own thought leadership."



"The culture feels special as everyone has the ability to shape it, and the work we do with clients. I have faith in the ability and judgement of all team members… the work is always more impactful for it."



"Everyone genuinely believes in doing things better – and feels they can share their ideas on where we can make a greater impact."

Work that works

We've designed a way of working that's flexible, thoughtful, and built on trust. It's not just about getting the job done, it's about creating space for people to grow, contribute, and belong. Here's what our team have to say about a culture that's as human as it is high-performing.



"Being able to be present for important family moments, like my child starting school, without guilt… I find it easier to blend work and personal life in a way that works for me, my family, my colleagues, and my clients."



"We've recruited smart, curious people capable of using their intuition while knowing when to get input. It means I don't spend time worrying about every little detail — and when I can't be on a call, I know the clients are in excellent hands."



"I like that we all get exposure to the business pipeline, regardless of role or level. It makes me feel part of growing the business."



"Thanks to our flexi working model, I was able to prioritise my wellbeing without compromising my responsibilities."



"I feel able to be unapologetically myself, which is really special."



"I love logging on every day and working with clever, funny, and powerful women who do amazing work."

Doing things better
for the environment



Small footprint, big intentions

Let’s be real: as a remote communications agency, we know our carbon footprint isn’t massive, but that doesn’t mean we’re standing still.

Always committed to doing better, we’ve taken meaningful steps to embed sustainability in how we operate, earning us the **Green Small Business certification. And, very excitingly, in September 2025 we were awarded a silver medal from EcoVadis, in recognition of our commitment to sustainability**. This award highlights how holding ourselves accountable, from ethical practices to reducing our environmental impact, all plays into a wider mission to weave sustainability into everything we do and shape a better future.

There’s more: we’ve also evolved our **Environmental Policy and systems for monitoring work-related travel, and implemented an Environmentally Preferable Purchasing policy** to help us put our money where our mouth is. We’ve also developed a method to **assess the environmental impact of the communications programmes** we deliver, which we’ll pilot in the coming year.



The Silver medal puts Curious Health in the top 15% of businesses assessed by Ecovadis.

Measuring our impact, mapping our future

As a remote-first agency, we haven't generated any Scope 1 or Scope 2 emissions.

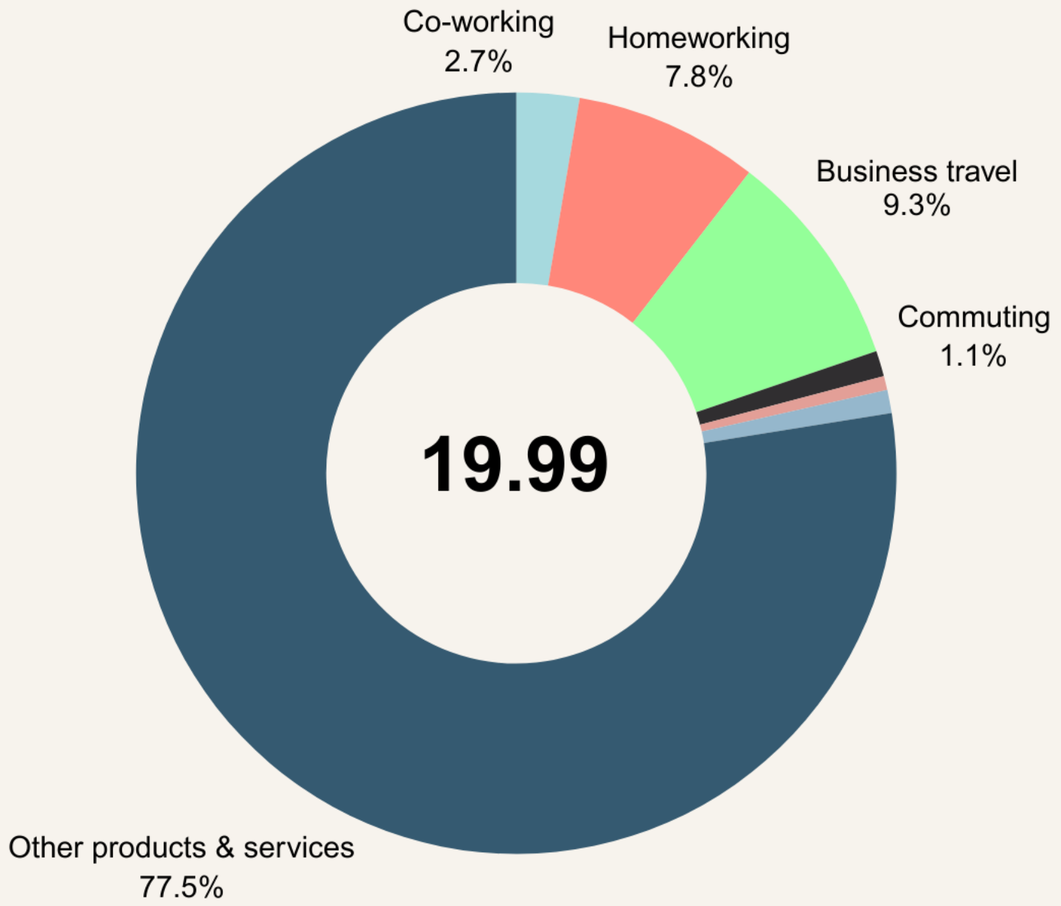
This year, we measured our total carbon footprint at **19.99 tonnes CO_2e all from Scope 3 emissions.** These include the tools we use, the suppliers we work with, and the ways we travel.

We have committed to align our carbon reduction targets with the requirements of the **Science Based Targets Initiative (SBTi).** The targets are:

- Near-term (2030) – to maintain our Scope 1 & 2 emissions at zero and to measure and reduce our Scope 3 emissions from a 2024/25 base year.
- Long-term (2050) – to achieve Net Zero, defined as a 90% absolute reduction in emissions across Scopes 1, 2 and 3 from our 2024/25 base year, with the residual emissions offset

We're also proud to be **Green Small Business certified**, recognising our commitment to environmental responsibility. But we're not stopping there.

Emissions (as tonnes of CO_2e)



Doing things better
for our clients



Relationships that drive results

For us, doing things better for clients means giving our team the headspace to deliver excellent work, keeping relationships at the heart, and focusing budgets on what truly drives impact - for patients, society, and for clients' bottom lines.

And it's working: we've achieved a **100% client retention** rate over the past year and added two additional client partners to our roster.

To keep improving, we've introduced a **formal client satisfaction process**, including six-monthly relationship surveys, and launched a **Client Suitability Policy** to ensure every relationship aligns with our purpose-led values.

Always innovating, we've also published a **new AI policy** and have **trademarked Curious COMPASS™**, our proprietary tool for measuring impact and moving from insights to action.









66%

Said we understood their business extremely well, with the remainder responding ‘very well’.

100%

Reported that the programme we delivered had the highest level of impact.

100%

Said that they would be very happy to recommend Curious Health to a colleague. And most of them did!









AI that’s curious, compliant, and client-centric

As the AI-revolution gains pace, we’ve modelled our adoption around innovation with integrity and using artificial intelligence for an impact.

We’re selective about where and how we use AI. With our new AI Policy, every tool we use is vetted, every output is carefully reviewed, and every decision is made with care; for clients, stakeholders, and planet.

Staying ahead of the curve, the team has undergone training on Generative Engine Optimisation (GEO) to drive clients’ authority even as times change.

We’ve also developed custom AI agents for clients, helping clients move faster and think smarter, all with human expertise at the helm.

Curious COMPASS™
Turning data into direction

The past year has seen the trademark and partial AI automation of **Curious COMPASS™ - Communications and Marketing Presence Audit System.**

In a world where brands are shaped by every click, comment, and conversation, Curious COMPASS™ helps you to see the full picture and chart a smarter course forward. Curious COMPASS™ reveals how your brand shows up online, how it's perceived, and how it compares to competitors, turning digital signals into clear, confident action.

COMPASS™ delivers:

Consistent, repeatable benchmarking across time, campaigns, and competitors

Objective measurement of brand visibility, sentiment, and authority

Strategic clarity that empowers teams to act with confidence

From reshaping climate conversations in respiratory care or finding new ways to support women's reproductive health, COMPASS™ has driven meaningful change for clients, people, and planet.

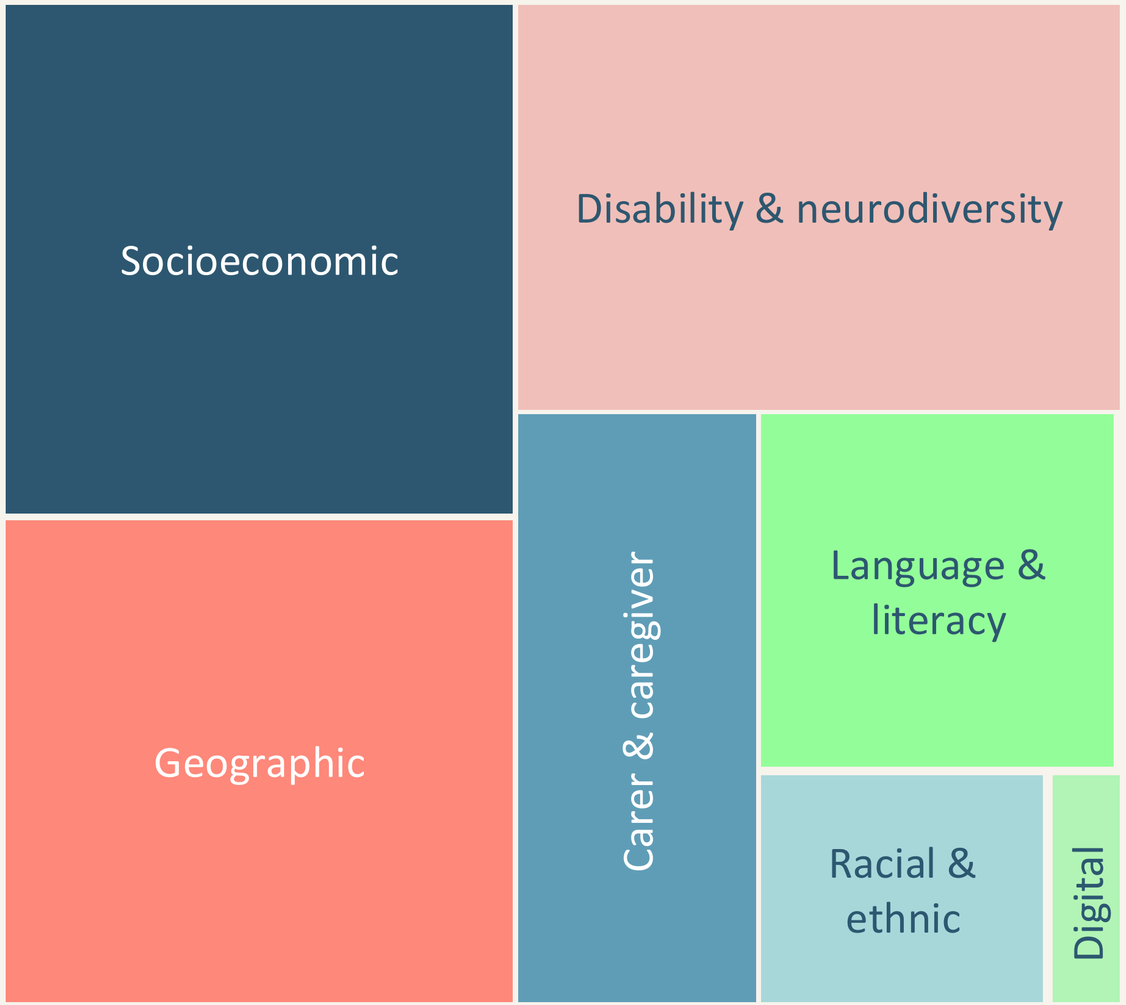
78%

Of our responses to client briefs directly addressed issues of inequity.

Last year, we established a formal KPI that >70% of our responses to client briefs addressed inequity. This year, we've smashed it.

This has been supported through ongoing training of team members to consider inequity in the work we do, how work is delivered, and how we measure our impact - to ensure it's actually impactful with the people that matter most.

Curious about where we've made an impact?
Here's the breakdown:



Looking to the future



What’s next

Governance

- Audit how we're delivering on our current JEDI promise to identify gaps.
- Develop a JEDI action plan, based on audit, to continue our commitment.
- Hold 4x JEDI workshops, in line with audit.

Community

- Offer a pro bono Curious COMPASS session to a charity client to help inform their digital marketing and communications strategies.
- Continue to encourage team members to volunteer for and work with causes they are passionate about, amounting to 15hrs/team member.

Team

- Team members to hold 4x Curious Labs.
- Run an employee satisfaction survey to ensure benefits align with team needs and identify any areas for development, looking to achieve a satisfaction score of >95%.
- Implement monthly sessions, outside of the agency meetings, for us to come together as a team to continue supporting a sense of community and belonging.

Environment

- Integrate environmental considerations into our policy on ethical use of AI
- Provide access to a Cycle to Work scheme.
- Maintain Scope 1 & 2 emissions at zero and to measure and reduce our Scope 3 emissions from a 2024/25 base year.

Clients

- Highlight team expertise and excellence through award entries and continuing to raise individual profiles (as desired).
- Continue our KPI of >70% of responses to client briefs addressing inequity.
- Continue training team members to ensure work is as impactful as it is compliant, with 3x team training sessions to be held over the next year, in addition to individualised training.



Reflecting on another year’s progress has shown us how much the team has achieved. A real highlight being the achievement of the Ecovadis silver medal, which puts us in the top 15% of businesses assessed.

We’ve kept up our momentum despite a challenging year for the health sciences industry, and we feel inspired to build on our hard-won successes. We are eternally grateful to our team, clients and partner agencies, and the individuals who have had a hand in shaping the business as it’s completed its third year.

Our commitment to building a thriving business which delivers a positive impact for our clients, team and the planet has never been stronger. We have the best team in place to deliver this work in collaboration with our valued clients and look forward to sharing more over the coming months.

Catherine and Lottie



STAY CURIOUS.