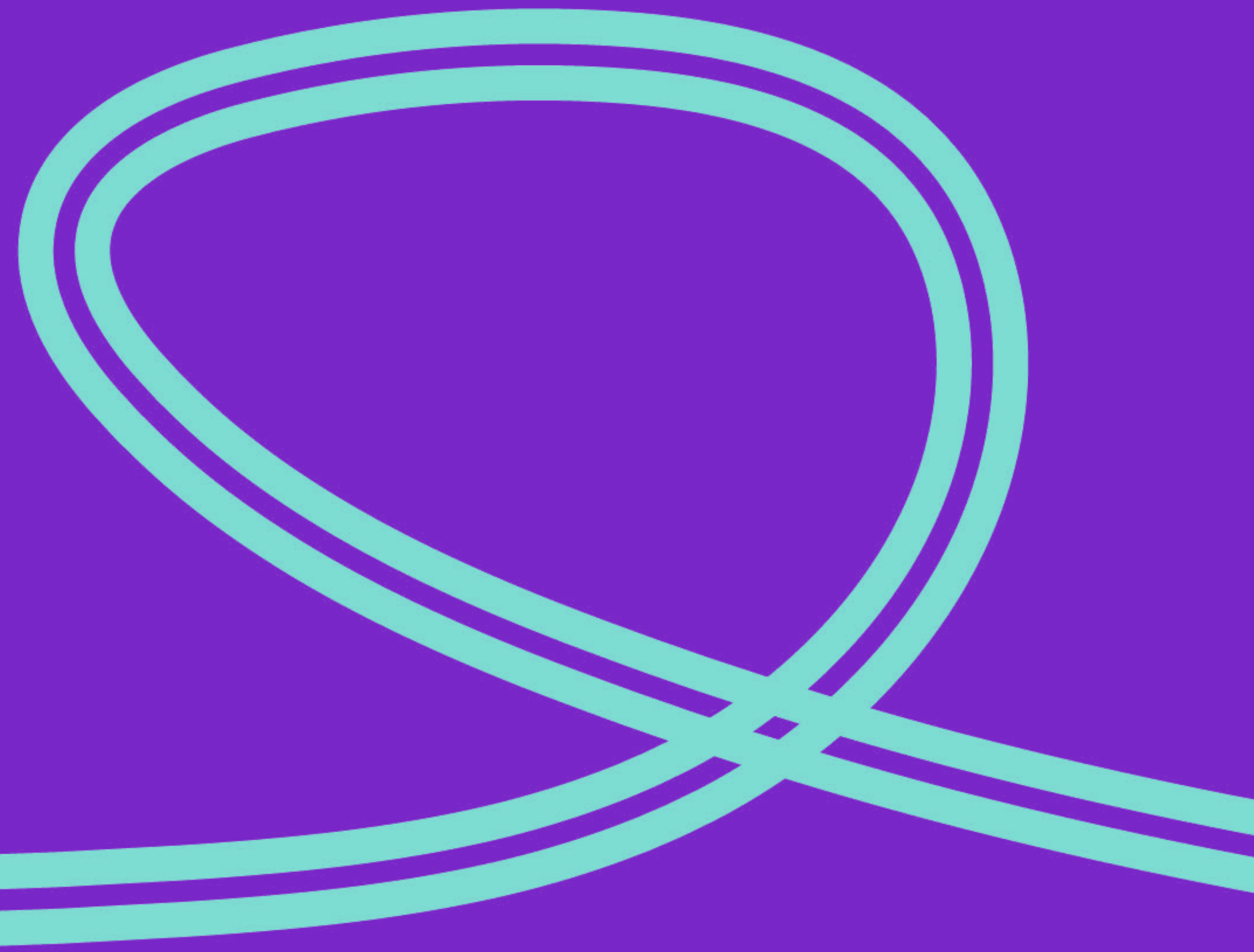




M+F Health

Impact Report 2025

December 2025



Welcome to our first impact report



We're thrilled to share our first-ever impact report – a moment that lets us celebrate how far we've come and look forward to what's next. As an independent, integrated communications and public affairs agency, our mission is very simple – we aim to make a significant, positive difference to people's health and wellbeing, every single day.

To do this, we partner with a vibrant mix of clients – from charities and consumer health brands to pharma companies, professional bodies, charities and patient organisations. Our work is as diverse as the people we serve, and our omnichannel campaigns reach far and wide across the healthcare sector. Whether we're connecting with patients, collaborating with policymakers, or supporting healthcare professionals and underserved people and communities, we're always focused on creating meaningful change.

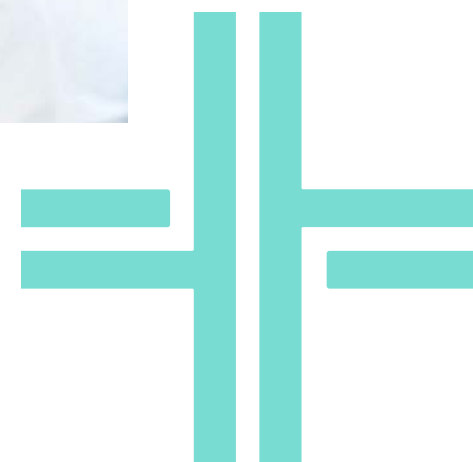
Our impact starts with our people, and it always has done. We're committed to supporting our team, encouraging continuous learning, and fostering a culture where everyone can thrive. Independence, strong values and a pride and passion for what we do guides the way we show up at work and what we deliver for our audiences.

As one of the UK's top and fastest-growing healthcare agencies, we're proud of our progress – but we're even more excited about where we're headed. Putting this report together has been a chance to reflect on what matters most and to set our sights on even bigger goals for the future.

Thank you for being part of our journey. Here's to making an even greater impact together!

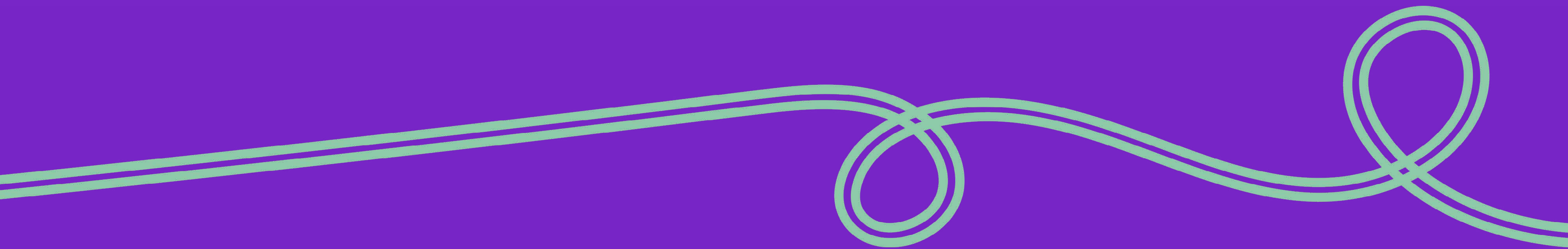
A handwritten signature in black ink, appearing to read 'James Hollaway', with a long, sweeping underline.

James Hollaway
Founder and CEO, M+F Health



Our purpose

We aim to make a significant, positive impact on people's health and wellbeing. We deliver on this every day by supporting our people and through our work with clients and the communities they serve.



Our impact journey highlights



Making a positive impact on
our People



Making a positive impact on our people

Since our inception in 2017, we have been determined in our belief that the foundation of a successful agency lies in cultivating a culture rooted in inclusion, belonging, and shared success – one where every individual feels valued, supported, and empowered to thrive. At the heart of our ethos is the core value of “Happy People,” a principle that continues to shape every aspect of our organisation.

To ensure that we consistently embody our commitment to health and wellbeing, we prioritise listening to our team’s feedback and acting on it. We routinely benchmark ourselves against industry standards to maintain a competitive and forward-thinking environment. Our participation in assessments that consider ethical working practice, such as EcoVadis, further demonstrates our dedication to transparency and continuous improvement, holding us accountable not just to ourselves, but to the broader community and industry as well.



We manage our impact on our people by investing, and striving to improve, in four key areas -

Pay and Benefits, Training and Career Development, Equality, Diversity and Inclusion and Health and Wellbeing.



Pay, Benefits and Rewards

- + We pay all employees, including interns, at least the London Living Wage and regularly review pay to stay competitive, with most team members receiving a recent pay rise. In 2025, every client-facing permanent employee got a bonus.
- + To ease living costs, we provide free breakfasts, snacks, interest-free loans, the Cycle to Work scheme, and pay December wages early to help with Christmas.
- + We reward referrals and new business with bonuses and celebrate wins with weekly shout-outs and monthly 'M+F Heroes' Juno Wellbeing Points.

M+F Health

Health and Wellbeing

- + Our Wellbeing Champion leads initiatives, with a bi-annual survey to drive real improvements.
- + Flexible hybrid working: 40% office-first, on your choice of days.
- + Our team enjoy Flexible Fridays and Summer Hours for a better work-life balance.
- + BUPA Cash Plan and 24/7 Employee Assistance Programme for everyone.
- + Monthly Juno Wellbeing Points to spend on perks, from fitness classes to veggie boxes.
- + Extra self-care day added to our generous leave - including a 3-day seasonal shutdown.
- + Always at least two trained mental health first aiders on hand for support.
- + 2025 saw our first company away day at Dreamland, Margate.
- + Quarterly socials now include alcohol-free options like Flight Club and The Traitors Experience, based on employee feedback.



Equality, Diversity and Inclusion

- + We launched a new Equality, Diversity and Inclusion Strategy last year, and renewed it again this year, setting clear commitments in culture, recruitment, internships, transparency, and development. We track and report our team's diversity, adding social mobility to our ED&I monitoring and are planning a company-wide survey for next year.
- + Currently, 69% of our agency are female (industry: 67%), 19% are from ethnic minorities (industry: 13%), and 60% of our leadership team are women.
- + This year we delivered diversity training for line managers and refreshed our inclusive language guide for all staff.
- + Our intern scheme continues to open doors for diverse candidates, with blind shortlisting and partnerships with organisations like No Turning Back.
- + We aim to be the best in offering support for working parents; we provide flexible working options and recently announced a significant increase in maternity and paternity pay.

M+F Health



Training and Career Development

- + This year, we overhauled our Career Development, Training and Skills Policy, setting a generous training budget and clear KPIs for the number of mental health first aiders in the company, full use of personal training budgets, and team participation in ED&I and social/environmental training.
- + M+F Masterclasses have expanded, with recent sessions including media training, negotiation skills and design.
- + We've kept up our annual appraisals with 360-degree feedback, Personal Development Plans, and regular check-ins.
- + Our Buddy Scheme now offers all junior staff informal mentoring, and we've made our Pay and Promotions Guidance more transparent.



Making a positive impact on our Communities



Making a positive impact on our communities

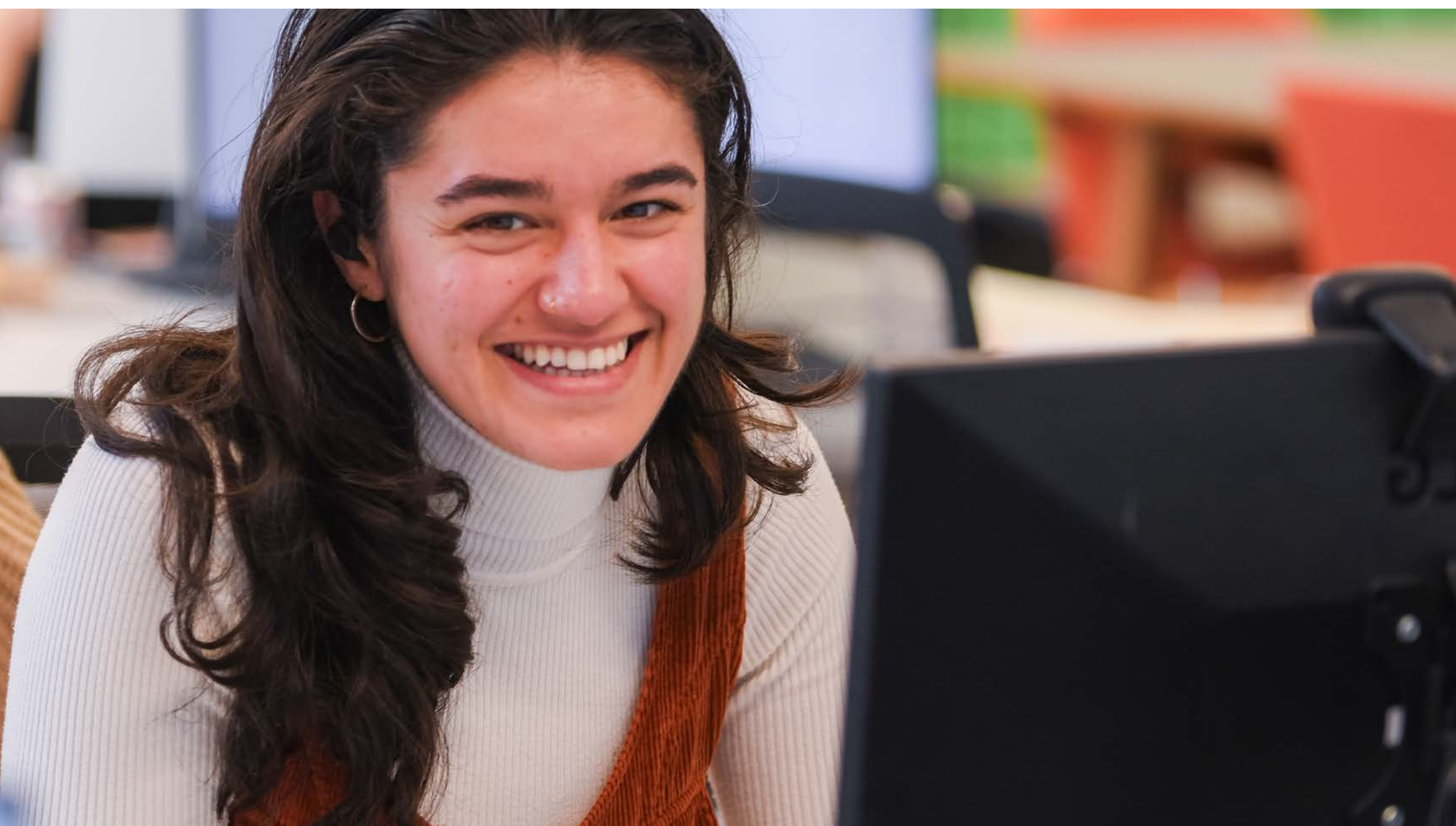
Just as we care deeply about our people, we also care about the communities we are part of – from charity and non-profit clients and the people they serve, to the partners and suppliers we work with and our wider professional industry.

Our approach is rooted in connection and support – we build partnerships with our stakeholders and make conscious choices about where and how we spend our money with suppliers.



We aim to positively impact our communities by **working with public, professional, and voluntary sector clients, advocating for underserved populations, and supporting local organisations and suppliers.**

Working with public, professional, and voluntary sector clients, and advocating for underserved populations



This year, 8% of our income came from public, professional groups, and voluntary sector clients such as BASHH, BAPEN, The Urology Foundation, Leukaemia UK, and the Blood Cancer Alliance. We provide our services to these clients at reduced rates.

Much of our work for these and other clients focuses on reaching underserved populations. This includes minority communities who face healthcare barriers, people living with HIV or rare diseases, those with neurodiversity, and individuals from ethnic minorities.



Our work with the British Association for Sexual Health and HIV (BASHH)



Over nearly two decades, our partnership with BASHH has grown into a comprehensive, multidisciplinary communications programme that spans political advocacy, press office management, social and digital media, and wider MarComms. What began as policy-focused support has grown in step with the changing landscape of sexual health, HIV prevention, and gender-related care – underpinned by our deep understanding of policy and the structural barriers faced by communities historically excluded from equitable access to high-quality services.

Championing Access and Inclusion

Our work has strengthened BASHH’s position as a trusted national authority, ensuring communities receive accurate, accessible sexual health information. This has been critical during moments of heightened importance – from the Mpox outbreak, which disproportionately affected minority groups, to ongoing pressures on STI testing, HIV prevention, and broader sexual wellbeing. A defining feature of our approach is proactive engagement with populations who face barriers to mainstream health services, including producing tailored content for minority groups.

In 2025, we supported two landmark developments that place the UK at the forefront of global sexual health innovation:

- ✦ We played a pivotal role in supporting the effective rollout and communication of the BASHH guideline for doxycycline post-exposure prophylaxis (doxyPEP). Our work ensured clear, consistent messaging and stakeholder engagement during the launch of the UK’s first evidence-based framework for doxyPEP to prevent syphilis. This guidance, recommended for individuals at increased risk—including gay and bisexual men and trans women—positions the UK among the first countries worldwide to adopt such a proactive approach.
- ✦ We supported BASHH’s advocacy and coordinated sector-wide partnerships to secure a policy decision on JCVI recommendations for a gonorrhoea vaccination programme. Our role included driving sustained influencing efforts and strategic engagement to build consensus, followed by leading clear, timely communication with BASHH members to ensure readiness for implementation. These efforts culminated in NHS England announcing the world’s first routine gonorrhoea vaccination rollout. The 4CMenB vaccine will help protect those most at risk – potentially averting up to 100,000 cases and easing pressure on NHS services – while tackling record-high infection rates and reducing health inequalities.

Influencing Policy and Public Discourse

Our integrated press office and media engagement ensure that critical issues, from service pressures and policy milestones to outbreaks like mpox, reach policymakers, journalists, healthcare professionals, and the wider public. We position BASHH spokespeople on influential platforms, from Health and Social Care Committee evidence sessions to national media outlets such as LBC Radio.

Building the Future Workforce

Beyond policy and advocacy, we have supported initiatives to strengthen the specialty’s future workforce and empower clinicians to champion inclusive care. A standout example is the LoveGUM campaign, a campaign addressing declining interest in Genitourinary Medicine (GUM). Through a vibrant brand identity, interactive microsite, and ambassador-led digital campaign, LoveGUM tackled misconceptions, highlighted the specialty’s critical role, and showcased its benefits. The campaign reached over 184 million people through editorial media outreach alone, secured endorsements from 18 key organisations, and helped improve recruitment rates – with 24% of national vacancies filled in 2024, compared to 11% in 2022 and 16% in 2023.

Sexual health is a cornerstone of overall wellbeing, yet it remains an area marked by inequity and stigma. Our work with BASHH uses multi-channel communications and advocacy to break down barriers, foster inclusion, and drive systemic change.

Supporting local organisations and suppliers

Our internship scheme helps emerging talent gain experience in communications and public affairs, with a focus on accessibility for those new to agency life. We've hired our last three interns as permanent staff.

Wherever possible we partner with suppliers who share our values: ethical practices, fair treatment, environmental responsibility, and transparency. We favour local businesses, independent suppliers, and B Corps.

Office supplies and events support local providers, and we recently launched a policy to help support this.

We match charitable donations, encouraging the team to raise money for causes they are passionate about, supporting volunteering efforts outside of work hours. This year we announced the launch of our first-ever volunteering day with team members choosing, and then spending the day supporting, a local charity.



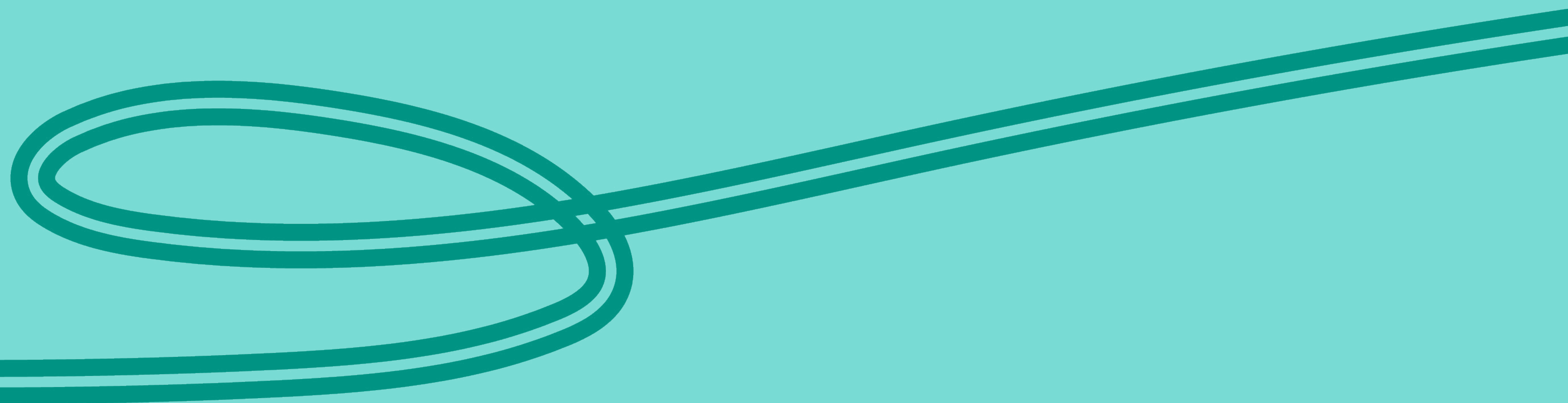
Over recent months, one of our Account Directors, Georgia, volunteered through Media Trust to support the launch of WARM (Workplace Addiction and Recovery Movement), a Community Interest Company (CIC) dedicated to tackling workplace addiction stigma and helping organisations become recovery-ready.

Research shows that most people with substance use disorders are in employment, yet many never receive help. WARM was created to break the taboo around addiction, normalise conversations, and provide practical tools for leaders. As a CIC, all profits are reinvested into its mission.

Georgia supported WARM with message development, press materials, and strategic communications counsel to help the organisation build its presence.

This initiative demonstrates how professional skills can drive meaningful social impact and aligns with our commitment to community engagement.

Making a positive impact on the Environment



Making a positive impact on the environment

In 2025, we deepened our focus on sustainability, aligning our growth with an increase in ethical practices led by our Sustainability and Impact Champion.

In the workplace, we dialled up our understanding, and measurement of our carbon footprint to enable us to set targets, adopt policies and make positive choices. We also supported clients on their impact goals and earned a Silver EcoVadis accreditation, demonstrating our commitment to positive, independently assessed action.



We aim to make a positive impact on the environment by **adopting sustainable practices in the workplace, earning independent accreditations, and partnering with clients** to help reduce their environmental footprint.

Sustainable practices in the workplace

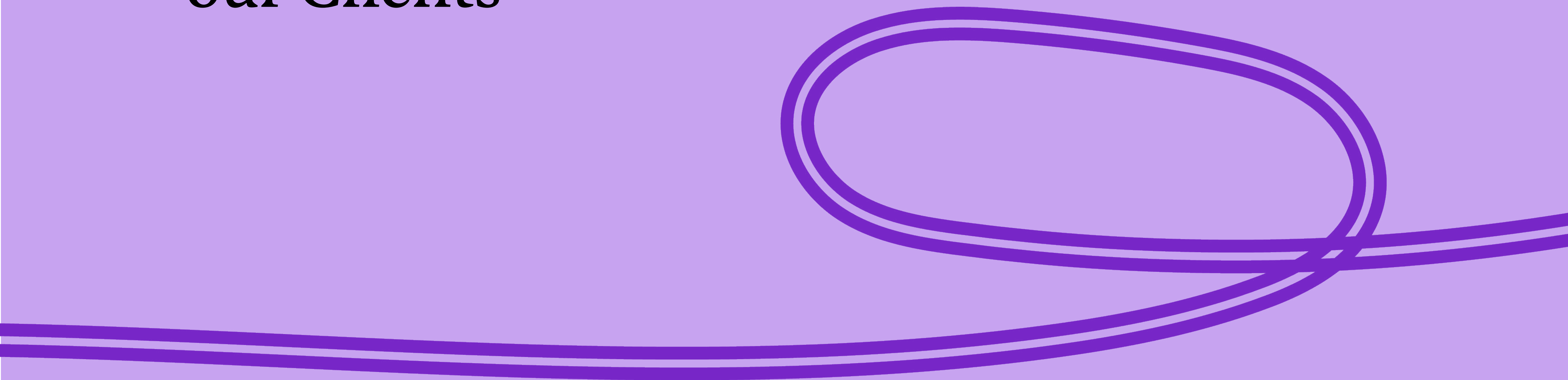
- + We set-about developing a better understanding of our Scope 1, 2 and 3 emissions to help inform future plans.
- + We track our Scope 1 and 2 emissions, and plan to work with our suppliers and clients to begin the process of tracking Scope 3 emissions.
- + We published an M+F Health Work Travel Guidance to help employees consider the environmental impact of business meetings.
- + Our Energy and Waste Management Policy includes commitments to improve energy efficiency, reduce energy consumption, reduce waste production (including paper, plastic, and other), track hazardous waste production, and improve recycling targets.
- + This year we achieved 100%:
 - + Renewable energy use in our office
 - + Use of LED lighting
 - + Reduction in paper ordering
 - + Recycling of computer equipment and coffee pods
 - + Use of refillable, eco-friendly products for cleaning and washing supplies



Certifying our commitments

- + Kirsty Baldry, one of our Account Directors, is our Sustainability and Impact Champion and guides our efforts. She works with colleagues to shape our strategy, updates the Senior Leadership Team on progress, and connects with the wider team with advice
- + This year we were EcoVadis Silver medalists having recently entered a bigger category and following a proud three-year streak of both Silver and Gold scores.
- + We've pursued additional assessments and accreditations to ensure accountability in our impact initiatives. This includes attaining Living Wage Employer status and establishing a clear roadmap to reduce our emissions over time, embedding sustainability into every key decision that influences our footprint - from office selection and operations to broader business practices.

Making a positive impact on
our Clients



Making a positive impact on our clients

As an independent agency, we have the freedom to work with clients who are as passionate as we are about making a positive impact on people's health and wellbeing.



We work with more than 65 businesses and organisations across the length and breadth of the sector including companies, charities, advocacy and professional groups, and trade associations across Global and UK Pharma, Life Sciences, Health Tech, Consumer and Animal Health, and the Public and Voluntary Sector.

Much of our work involves leading broad coalitions, enabling a diverse range of organisations to benefit from our expertise. We frequently engage in rare and neglected disease projects for pharmaceutical clients and remain committed to our work in the public and voluntary sector and reaching underserved populations.

We take pride in forming long-standing partnerships with our clients – many of whom we've been working with for over five years. We undertake frequent and regular feedback sessions to ensure we're always improving the work that we deliver.

We regularly receive recognition for the impact of our work, with award wins across our campaigns. This year we've been nominated for our work doing everything from helping future-proof the UK's sexual health workforce through enabling a healthcare and biotech start-up come out of stealth mode and launching a campaign to support parents and families in their journey towards a smokefree lifestyle.

Our 2025 client impact in numbers

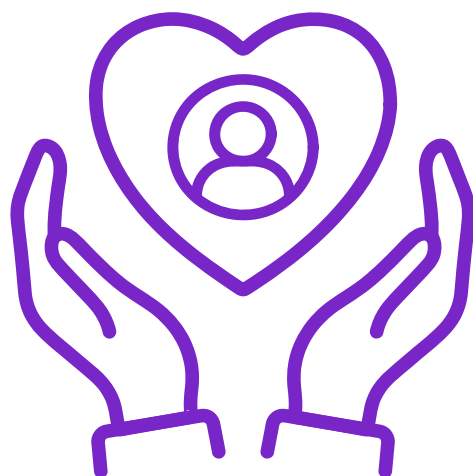
We onboarded **10 new clients** in 2025, growing our client base by

15%

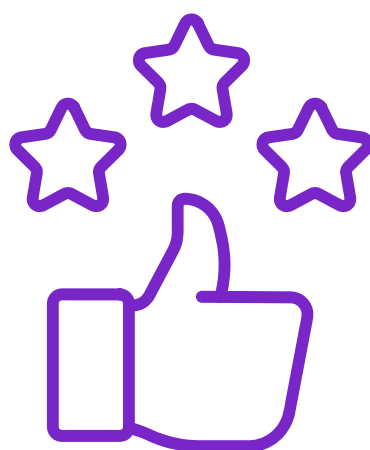


We worked with more than
65 businesses
and organisations across the health and wellbeing sector.

We achieved
100%
client retention



In 2025 our client satisfaction survey gave us average scores of:



9/10

for communication and responsiveness

9.5/10

for value for money

9/10

on whether they would recommend M+F

42% of our clients have worked with us for more than



Award Wins including for Excellence in Media Relations (for Smokefree Families with Kenvue) and Excellence in Paid, Earned, Owned and Combined Communications (for LoveGUM with BASHH)



Award nominations including Agency of the Year and Public Sector campaign of the Year

What our clients say about working with us

“M+F provided an “end to end” service, securing data input and research resource, managing the advisory group, and drafting the narrative. It was the first time we commissioned work of this kind, and it has **set the benchmark for how we want to strategically partner with agencies** in the future.”

Shelagh McKinlay, Director of Research and Advocacy, Myeloma UK

“It genuinely feels like you are **an integral part of our team**. There’s no sense of separation; instead, it feels like a unified, consolidated team, which is absolutely brilliant.”

Rebecca Law, Corporate Affairs, Central Northern Europe, Organon

“M+F’s strategic approach helped drive real impact... Their ability to translate complex policy into compelling narratives ensured our message resonated with policymakers, healthcare professionals, and families. By leveraging expert ambassadors, data-driven insights, and a multi-channel campaign, they not only raised awareness but helped **influence meaningful discussions on policy change**.”

Mairead Langbien, Communications and Public Affairs Leader at Kenvue

“From the minute we started working with them, everything was spot on. They created powerful campaign branding and identity in “Mindful of Huntington’s” a concept that really resonated with the community. They advised on media messaging, press relations and our social media strategy, ensuring the campaign worked on every level. The campaign centrepiece was three powerful films that were filmed with people from the community. I was honestly blown away when I watched the films. They had captured people’s stories in such a powerful and effective way. **Giving people from the Huntington’s community their own voice** was a vital part of this campaign, one they did so well. We received only positive feedback from the community. We really knew the message of the campaign had cut through when we had over 700 professionals book onto a course about mental health and Huntington’s disease. M+F Health wholly understand us as a charity and more importantly people living with Huntington’s disease. They highlighted a complex issue with a simple effective and powerful message.”

Vicki Rutland, Head of Communication and Marketing, Huntington’s Disease Association

“M+F’s successful delivery of the communications campaign for You, Me and COPD enabled us to reach our target audience within the communities we visited. They helped us **spread the message** about these events across many different forms of media which worked so well that at some points people were queueing out of the door to talk to us.”

David Lyons, Patient Lead at Chiesi

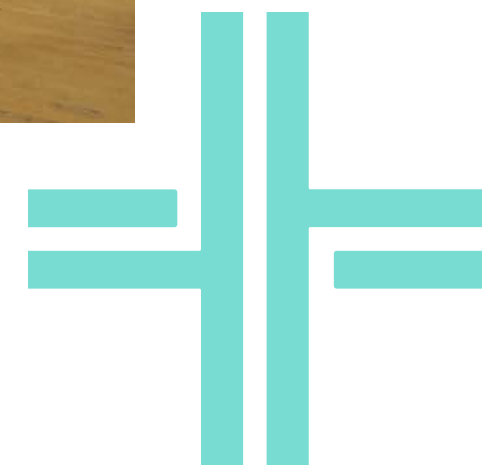
“M+F started the process with a discovery exercise, helping us to understand the drivers of the issue we were tackling and ensure that we had an **evidence-based campaign, targeting the right people with the right information and tone**. While it’s early days, we know that this campaign and its brand are supporting activity to engage more people with our specialty. M+F have been able to expand our reach to new audiences through developing content alongside content creators. We are seeing follow-up opportunities come from this, supporting the sustainability of the brand.”

Kat Smithson, CEO of BASHH

What's next



Writing this Impact Report has taught us a lot, about what we've done well and where we could improve, and has helped guide our commitments for 2026 and beyond.



We're proud of the progress we've made so far, and in particular in the last 12 months where we've sought to deepen our understanding of our impact, and make tangible changes across all areas of our team, communities, clients and the environment.

Next year, we aim to improve across the board, especially by strengthening our commitment to environmental responsibility and reducing our carbon footprint. We are also dedicated to expanding our support for non-profits and underserved communities as our business grows.

Thank you for reading about our impact journey



To hear more about M+F Health, or our impact journey please get in touch :

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