

spirithealth

Yearbook 2024

*Our culture,
our achievements
and the difference
we make*



HEALTH & SOCIAL CARE'S

#1

BEST COMPANY

TO WORK FOR

2024

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WELLBEING



BEST COMPANIES

SPECIAL AWARD

2024

b.co.uk

THE UK'S

TOP 5

BEST SMALL COMPANIES

TO WORK FOR

2024

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THE EAST MIDLANDS'

TOP 5

BEST COMPANIES

TO WORK FOR

2024

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Welcome



“Welcome to the 2024 Spirit Health Yearbook.

Some may consider the work we do as wide-ranging. I see it as tied closely together by our mission to make health easy, accessible and affordable for all.

2024 has been a phenomenal and tough year. We have broadened our horizons, building on our existing products and services whilst introducing them to new markets. All this whilst sharpening our focus internally to ensure we work with greater efficiency and impact.

By balancing growth with continuous improvement, we remain committed to delivering meaningful health solutions brilliantly. I'm incredibly proud of our work and every Spirit team member who embodies our core values: brilliance, vigour, and family.

The work we do is really hard, and this yearbook is another fantastic collection of our achievements, learnings, and hopes for the future. It's a great example of how we can work with organisations worldwide to help make health easy and shows what a great place Spirit is to work.

I hope you enjoy it as much as I have.”

Chris Barker
CEO, Chief Mischievist

About us

At Spirit, our mission is simple but powerful: we're making healthcare easy, affordable and accessible for everyone.

We are committed to simplifying healthcare, improving patients' lives, and providing the best value for healthcare providers.

We are passionate about providing innovative solutions that bridge gaps in healthcare, empower patients and drive positive change.

Our commitment goes beyond quick fixes - we're all about building long-term partnerships with the NHS and global allies to create real, lasting impact. We take the time to deeply understand the challenges on the frontline and craft solutions that not only work but stick.

While we started with medicines optimisation, we've grown into a dynamic, multi-faceted team supporting patients and healthcare systems across the globe through cutting edge digital health technology, GP practices, educational services, and our online pharmacy.



Our people and culture



“At Spirit Health, culture isn't just something we talk about; it's something that we live and breathe every day.

Simply put, it underpins, affects, and shapes everything we do and achieve.

As a result, Spirit isn't just a place to work. Our collective mission to make health easy, affordable and accessible is something we're all proud to be part of. It pushes us to work collaboratively, challenge, and hold each other accountable to be our best.

Throughout 2024, the People Team has conducted High-Performing Team Workshops across the group, exploring the fundamentals of high performance globally and assessing how our teams measure up against them.

Our teams embody our values of brilliance, vigour and family and demonstrate them daily.

It's been fantastic to work so closely with teams, seeing how our values are intertwined in everything they do and supporting them in refining how they work to make the most significant difference.

Best Companies have recognised us as one of the Best Companies to Work For since 2021, and this year, we were recognised yet again as a world-class company to work for, receiving their renowned three-star accreditation for employee engagement.”



Kerry Taylor-Smith

People Director

What's it like working at Spirit?

Every day here brings new challenges, new opportunities, and plenty of moments that remind us why we love what we do.

But don't just take our word for it - let's hear from our incredible people about what makes working at Spirit so special. From the fun and friendships, to the feeling of making a real impact, this is what it's all about.



"Spirit is different but great! It is very welcoming, and nothing is too much trouble for people. We have a mixed bag of personalities, whose opinions are all heard and counted, and I like that. Working at Spirit means the world to me, and I love the fact that no two days are the same."

Vanessa Reading



"I truly love working at Spirit. I'm fortunate to be part of an incredible team of people who are genuinely passionate about the work we do, helping us to move towards our mission and achieve our goals."

Danielle Limmagine



"It can be hectic at times but seeing the real-world impact we can make with this product keeps me hopeful for our future success."

Umar Ahmed



"Spirit is like no other place I've worked! There is a great family atmosphere, with everyone working toward the same goals. We hold each other to account and support each other equally."

Mahesh Mistry



"I feel valued ALL the time, not only in my team but within the company and community. If there is a problem, however big or small, it is not looked upon as a bad thing; it is looked upon as a learning tool. The Spirit culture and values are not just there for show; everyone really does work with them in mind, and that's why I love working here."

Claire Butler



"There are always interesting and challenging tasks and a desire to do them as well as possible, with support from people you can rely on."

Daria Yelshaieva



"Spirit is a very friendly family, focused on individual needs and addressing company goals at the same time."

Tom Ciski



"You must be okay with spinning plates and being in an environment where things change from one day to the next. However, this only contributes to the fun and highlights the need for our values to be at the core of everything we do. I love the fast-paced environment!"

Mia Haines



"It's one big dysfunctional family, but everyone in it is great. Everyone I've come across is so supportive and helpful, even if you have only just met them!"

Emma Proffitt-White



"I feel proud to be part of the Spirit family. I may work remotely, but I always have support close to hand, which doesn't make the work lonely at all."

Donna Sutton



"Spirit is a great place to work, with good values and a culture used throughout the organisation. The people are so friendly that it helps you do the role better."

Jiten Ghandi



"It's different - we focus on how we work with each other to achieve results."

Angela Tyler



"Challenging, purposeful, and rewarding."

Stuart Henderson



"It's been a great experience for me. I have 12 years of friendships made and a great team that I value dearly. When you have a great team that highly values each other, it comes naturally for the support to pour out to customers and colleagues, living our values daily."

Alison Myers



"Fantastic. End to end, the experiences, personal and professional development and the way in which Spirit conduct its business is great. I love the family feel, whilst also seeing the passion and determination of peers to deliver a brilliant product/service."

Cam Baird



"We work with such diverse personalities that we use them to our advantage. I believe this should be celebrated more as other companies do not take advantage of these elements, but Spirit does."

Jessica Stewart



"It is brilliant and exciting. There is a constantly evolving marketplace that really needs us and great people to work alongside to help meet the challenges that healthcare faces."

Jim Swift



"Working at Spirit is super dynamic and rewarding! Being able to support patients and carers at a time when the NHS is struggling, and a number of pharmacies are closing feels incredibly meaningful and impactful."

Zara Syed

Living Spirit Values

Our company values are the driving force behind everything we do - woven into the fabric of our daily work.

From teamwork to innovation, our values shine through in tackling challenges and celebrating wins. But what does that really look like?

Here's what our team had to say when they shared real examples of how our values shape their everyday experiences.





Brilliance

We work to our strengths. **Brilliance** requires us to know our strengths (our superpowers) and spend most of our time working on them.

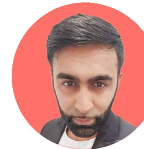
We show vulnerability, identifying our weaknesses and sharing them so others may work on them instead of us.

We provide informed data driven solutions designed to tackle root causes and deliver tangible results, brilliantly!



"As physios, we're always trying to better ourselves; it's great to see this in the team, too - our team meetings are never short of new ideas to improve the service and patient outcomes."

Bal Matharu



"We consistently strive for excellence in everything we do, always seeking innovative solutions and pushing the boundaries of what's possible. My commitment to continuous learning and improvement ensures that I stay ahead of the curve, bringing fresh ideas and perspectives to the table."

Shabbir Shanji



"Spirit is full of brilliant people doing brilliant things - it's my job to get everyone working together in the most brilliant way possible!"

Andy Coxon



"Working to our strengths has been a key part of our success this year, which means using each member of the team to drive things forward collectively."

Richard Chrystal



"Due to recent circumstances, my responsibilities have been rejigged, which has given me the chance to work on new (to me) tasks and projects. I've learned about my strengths and what I enjoy doing the most, which is just very important to me personally."

Paulina Saproniene



"We're committed to pushing boundaries and striving for the best possible outcomes. It's a value which inspires me to seek out challenging tasks, learn new things, and contribute to a high-performing team."

Clare Leek



"We are always thinking of improving and reducing our processes to be more efficient."

Sadiq Ibrahim



Vigour

We don't give up. **Vigour** requires us to be persistent towards our goals – making sure we deliver. It also requires resilience, sharing learnings widely and starting afresh with a different approach if we fail.

We challenge perceived wisdom, thrive on change and implement better approaches that are designed to tackle root causes.



"Within the NHS, there are often many unknown obstacles and hurdles we must jump through, and it's this vigour and resilience that allows us to be successful."

Jess Twose



"A lot of what we're about at Spirit is looking at how we can add value. Spotting those opportunities for improvement and trying, failing, and learning all the time."

Sarah Rodricks



"Vigour, for me, represents tenacity and being super focused on what we are trying to achieve. Bouncing back when things don't go to plan and starting again with equal tenacity. Resilience is key."

Kerry Taylor-Smith



"There's power in recognising that we won't always get it right first time, but instead of giving up, it makes us even more driven to achieve it next time! I love that we're a company of problem-solvers - it's that attitude that helps us to adapt and continue to deliver results."

Lisa White



"To achieve what we're looking to achieve, we need a huge amount of vigour to keep driving forward and problem-solving on the fly."

Bruce Adams



"Everywhere around me, I see vigour, passion and dedication, which energises and motivates me every day, and I feel like this radiates around the company. Vigour inspires vigour."

James Waine



"Witnessing those moments where we pull together across the teams to tackle a problem head-on, inspires me to continue pushing forward through the challenges."

Umar Ahmed



"No matter what, we all have a collective goal that we understand and consistently persevere to work towards no matter what challenges are thrown our way."

Maddie Tudor





Family

We are accountable. **Family** requires us to jointly agree our goals and commit to delivering them together. We support our work family when they need us – beyond normal expectations.

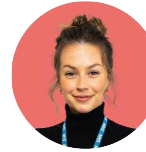
Family also requires us to be accountable and do what we say when we say we will do it, sharing direct, constructive feedback.

We understand each other, ourselves and treat everyone with respect.



“If we work together towards the same goal and we all want the same thing, we can do it! That is what I believe families do!”

Caroline Smith



“Our family ethos is a source of motivation and drive to do well whilst providing a stable support system. We all bring something different to the table, which enables us to get the job done.”

Danielle Limmage



“I joined Spirit in August and in the short time I’ve worked here, I have been welcomed by some amazing people. Everyone I work with checks in with one another and cares for them.”

George Browne



“I feel that everyone at Spirit respects everyone else, and that’s how a family should be. Everyone is also so supportive and thoughtful of others.”

Vanessa Reading



“Even when conversations get tough, we stay honest and respectful. At the end of the day, we’re one team, all in the same boat, rowing towards the same goals - and we’re always ready to help each other get there.”

Sarah-Marie Gregory



“It’s maybe the only environment I’ve ever worked in where vulnerability is seen as a strength, and not a weakness.”

Stuart Henderson



"The Customer Services team is honestly like my second family, I'm lucky enough to have a work mum and sister in the office with me every day! All Spirit staff are so kind, friendly and supportive that it just feels like we are all part of a huge family."

Emily Lee



"Family is the foundation of a happy and productive workplace. It is so important to get on with those you work with and have great communication to work effectively as a team."

Alex Deakin



"Family fosters a sense of belonging, trust and mutual support. It creates an environment where I can rely on others, feel safe sharing ideas, and know that my well-being is prioritised. This has led to stronger bonds with colleagues and a deeper sense of purpose in my work."

Lena Mistry





Awards and recognition

From great company culture to innovations in health tech, we're making waves in many areas, and it's been amazing to be recognised for our work.

Medilink Midlands Business Awards

- Clinitouch - Highly commended for Outstanding Achievement
- Clinitouch - One of the World's Best Digital Health Companies 2024

East Midlands 200

- #64 in the top 200 fastest growing companies in the East Midlands

Best Companies Awards

- #1 Best health and social care company to work for in the UK
- #2 Best company to work in the East Midlands
- #2 Best mid-sized company to work for in the UK
- Three-star accreditation for 'world-class' levels of employee engagement

Not only did we get amazing results in the league tables, but this year we were thrilled to have won a special award for Wellbeing.

This reflects our commitment to creating a work environment where our people feel supported, valued and prioritise their physical and mental health.



What makes Spirit different?

At Spirit, we don't just do things - we do them differently. Whether it's our innovative approach, our dynamic culture, or the way we support each other, there's something truly unique about how we operate.

Spirit is all about standing out. But what really makes us different? Let's dive into what sets Spirit apart and makes it the place we're proud to call home!



"We're a strengths-based organisation where an idea is king. No matter who comes up with the idea, if it's a good one, it's jumped on and rapidly activated. This is a major strength compared to larger, more corporate organisations where sometimes great ideas are killed because of paperwork, processes or political forces at play."

Matt Jones



"We have such a strong culture and relationships, even though we're predominantly remote workers. People often assume you miss the team-building side of things when you mostly communicate through a screen, but we all try to bring those 'water cooler' moments to every day."

Lisa White



"The culture at Spirit is incredibly unique. Even with the (guaranteed to happen) stressful sides of working, the culture and supportive community we have at Spirit helps us overcome and not dwell on those moments."

Drew Bennett



"The way we challenge norms and advocate 'outside the box thinking'. Spirit has created a safe space where all ideas can be put forward; we challenge and inspire each other daily. Not a lot of other companies get this right, but we do it brilliantly."

Andy Coxon



"Mistakes are viewed as opportunities for growth rather than failures. This mindset encourages experimentation, risk-taking, and continuous learning."

Maddie Tudor



"We're open to doing things differently. A test-and-see approach is something I see across Spirit and it's really refreshing not to be set in our ways."

Sarah Rodricks



"Striving to be brilliant together - no competition, it makes a change to work for a place where everyone's invested in lifting one another."

Bal Matharu



"No two days are the same, things are ever-changing and new challenges appear every day, which makes the work so much more engaging."

Alex Deakin



"The supportive culture promotes personal and professional growth, allowing team members to thrive while maintaining a healthy work-life balance."

Shahbaz Afzal



"The morale of the entire company. It feels like one big family but always remaining professional."

Melissa Richardson



"The flexibility is fantastic and allows for a vibrant work/life balance. It's been a blessing to have the ability to not stress when sorting a family emergency!"

Cam Baird



"We support one another. There is a very positive energy within the Spirit Team. We all work to our strengths which is very rare to see, and it uplifts everyone."

Danielle Armstrong





SOAR

SOAR is how we reward, recognise and incentivise our fabulous people.

It is a series of financial and non-financial targets to achieve by March 2028. If we are successful, everyone eligible and opted in will receive monetary rewards.

Our goals are bold and achieving them will require dedication from **all of us** at Spirit. Together, we aim to:



Reach

25 Million

EBITDA



Support

Millions

of people in
underserved countries
through Clinitouch



Save the NHS

100 Million

in medicines savings

Our progress so far

We know that to reach our audacious goals, we need to focus.



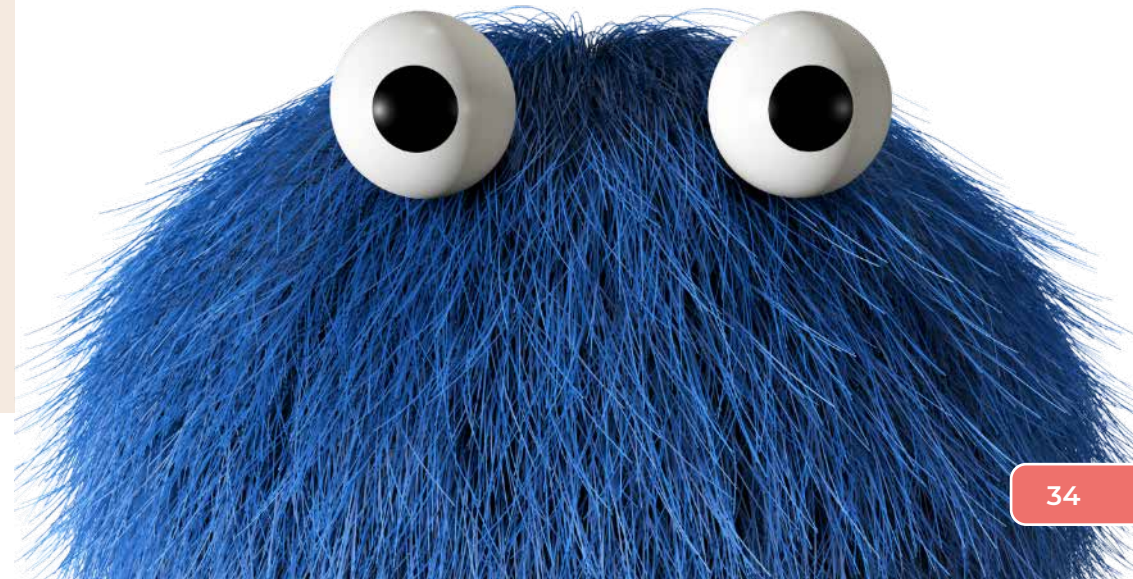
We've sharpened our focus this year by improving our accountability

Each division, team, and individual now has a clearer understanding of our objectives, what they stand to gain, and their critical role in helping us reach these targets.



We're also committed to greater transparency

Our people now receive clear, regular updates on our progress, so everyone remains informed and motivated as we work toward these shared milestones.





“

“We’ve learned a lot from our past experiences, and one of the key lessons is the importance of truly involving our people at **every level**.

This year, we’ve taken deliberate steps to ensure everyone feels connected to our SOAR goals, not just as targets but as something we **all** benefit from. We’ve spent time visualising what that might look like and the impact it could have on our lives, as well as those around us.

By sharpening our focus, improving transparency, and making accountability clearer for every individual, we’re ensuring that our entire team is bought in and committed to turning these ambitious goals into a reality.”



Chris Barker

CEO, Chief Mischievist

The difference we're making

We know our end destination, our mission - to make health easy and accessible to all. Here we reflect on the steps we've taken on that journey this year and share some highlights.



From strategy to service: a year of progress in Medicines Optimisation

Everyone should have access to the most affordable and effective medicine when needed.

That is where our Medicines Optimisation team comes in.

We have been delivering optimisation programmes within the NHS for many years, reviewing what drugs and devices are prescribed to patients and evaluating if higher-quality and more cost-effective alternatives can be offered.

Our goal is to ensure that every medicine taken positively impacts patient health, reduces unnecessary costs for the NHS and helps prevent complications that could lead to hospital visits.

This year has been about changing how we work to maximise results and meet our business objectives.



21,594

Patients reviewed
and switched



38%

of Integrated Care
Boards have worked
with us

Our highlights



Covering more ground

After the challenges of COVID, an ever-evolving NHS and a brand-new sales team, we are seeing some real breakthroughs in the number of projects we have running across the country. Our sales team are building relationships that are underpinned by an excellent service delivery team. This means we can mobilise quicker than before to deliver our review services.



Empowering our team for greater efficiency and effectiveness

We're transforming how we work - enabling quicker decisions, improving processes, and enhancing project accuracy. We're more accountable, driven, and collaborative, and we're already seeing results from our renewed focus and 'one team' mentality.



Gaining traction in the NHS with our diabetes products

NHS England included two of our blood glucose meters in the National Diabetes Framework last year, providing us with an opportunity to open more doors across the NHS. This has also been aided by our insulin pen needles, which had rapid market share growth in 2024 due to the excellent teamwork across the Meds Op team.



More than just diabetes

We're well-known in the NHS for our diabetes products, but we can offer a lot more than that. In 2024, we worked within other therapy areas such as Direct Oral Anticoagulants (DOACs), Dry Eye and Oral Nutritional Supplements (ONS), and finally had some success in implementing our continence range, which we hope to build on in 2025.



A changing NHS

As ever, it's been a state of change across the NHS with ongoing developments across the UK. It's been a year of quick learning and adaptation for the sales team in a highly competitive market. It's been challenging, but we have gained valuable insights into NHS decision-making and are progressing steadily in getting our review services in more places across the UK.



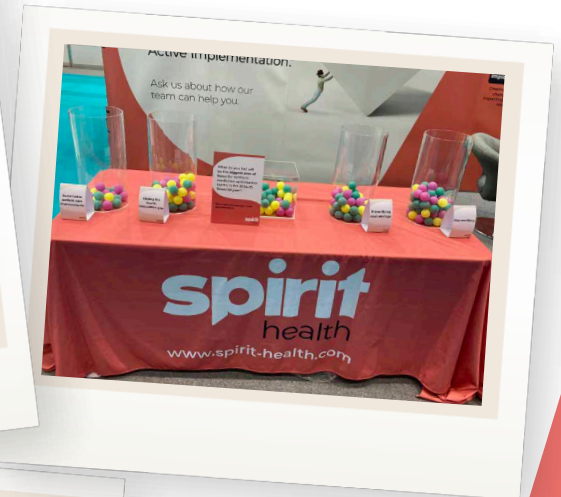
“Our new approach, driven by collaboration and accountability, has sparked a new level of energy and efficiency within our team. This is helping us identify challenges, work more strategically, and make faster decisions.

In a rapidly evolving and competitive landscape, our team is facing challenges head-on with brilliance and vigour, pushing boundaries so that more patients can benefit from our products and services while saving the NHS money. This year has shown just how unstoppable we are when we come together with shared purpose and passion.”



Katherine John

Head of Sales





Transforming health through education

At the heart of Education Services is our mission to empower patients to take control of their health.

Our award-winning diabetes education programme and pulmonary rehabilitation services give individuals the skills and knowledge to manage their conditions and live well.

We make it quick and easy for healthcare professionals to refer patients to our courses and for patients to book a session that suits them via our booking hubs.

This year, we focused on building a solid foundation for our education services to thrive, enhancing teamwork and expanding our reach to new markets internationally and non-NHS businesses.

Our hard-earned reputation with the NHS remains strong, with ICB contacts regularly asking us to do more, including developing a type 1 course and a type 2 diabetes course specific to young adults.

Each month on average we:

Educate
300 people
with type 2 diabetes the
knowledge and confidence
to live well

Handle
1725 calls
to support patients to
get the type 2 diabetes
education they need

Support
1000 calls
related to our diabetes
booking hub

Receive a
100% score
on the Friends and Family test
for both our EMPOWER and
pulmonary rehab programmes

Our highlights



New horizons for EMPOWER

We want as many people as possible with diabetes to benefit from our award-winning EMPOWER programme.

To support this, we expanded our 'train the educator' programme internationally, updated our course materials, developed a Partner Portal for our licenced and accredited educators, and explored working with non-NHS businesses and charities in the UK.

We have also secured a pilot for a type 2 diabetes programme aimed at people under 40 and proposed a type 1 diabetes education programme.

This year has proved to be a fantastic opportunity to 'test and learn', and we really do learn something new every day.



Fantastic results for our pulmonary rehabilitation programme

Patients attending our six-week pulmonary rehabilitation programme in Staffordshire achieved fantastic results. In response to patient demand and through additional funding from the ICB, we launched a 12-week maintenance programme that patients can book after completing the initial course.

The results from this have been phenomenal and hold a vast potential to improve the quality of life for people with chronic lung conditions.



Big changes behind the scenes

From upgrading the systems we use to improving how our team works, we've made significant strides in boosting our efficiency while maintaining an excellent patient experience. These changes are instrumental in ensuring we can continue growing our services without compromise.



What we're excited about

We've been busily working away at a new string to our bow, a weight loss management service that combines weight loss injections with advice and information about nutrition and exercise. We see this as a fascinating opportunity and aim to be ready when the NHS seeks partners to deliver this kind of care.

What do our patients think?



"I've been really worried about my newly diagnosed type 2 diabetes. But today's course has given me some fantastic knowledge.... I wanted you to know you really have made a difference to my life and how I was feeling, lots of positive changes to start."

EMPOWER type 2 participant, Sherry



"Working with the clinical services teams this year has been inspiring - particularly seeing and hearing about our teams' impact on patient's lives - it's humbling. This year's win for me has been taking the best practices and processes from different team members and merging them collectively into a new, streamlined way of working. We have standardised what we do and improved efficiency, meaning we can help more patients! Win-win!"



Nadine Miles

Director of Business Development



Healthcare beyond walls - expanding care with Clinitouch

With a focus on shifting patient care from traditional settings into patients' homes, digital technology is helping to make healthcare safe, smarter and more efficient. The drive for this globally has remained as strong as ever in 2024.

Our multi-award-winning platform, Clinitouch, helps to monitor people's health from anywhere. It provides better care outside of hospitals and clinics, freeing up critical healthcare resources and empowering patients to self-manage their health.

This year, we have continued our commitment to our work across the NHS and actively look to expand this further. We have also continued our expansion around the globe, launching projects in Australia, India, South Africa, Namibia, Ghana, Uganda, and Nigeria, with more to come.

Our work has focused on the private healthcare markets internationally as we pick up footprint, evidence and experience. Still, our passion remains to make a difference in public health and positively impact the lives of millions around the world. In that vein, we're proud to continue supporting the fantastic growth of the Spirit Health Foundation.

It hasn't been without its challenges (Nigerian phone networks, anyone?!), but anything worth doing rarely is. However, the team continues to learn fast and build our collective expertise to help Clinitouch fulfil its potential!



10k+

patients supported
through Clinitouch



26

Clinitouch resellers



16 countries, **5** continents

Our highlights



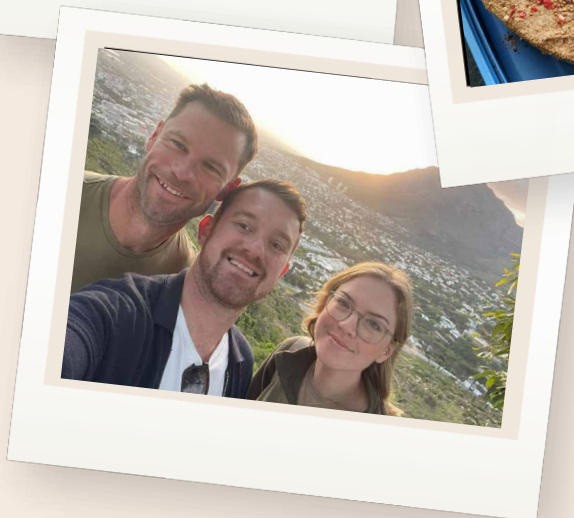
Continued to support our NHS partners and projects - our Devon heart failure project even featured in The Guardian!



Established a genuinely global Clinitouch reseller network, and continued growing our brand awareness through the Department for Business and Trade, Clinitouch events and in-country visits.



Supported the launch of the Spirit Health Foundation's first project - via a rebuilt Clinitouch!



“

“2024 has been another rollercoaster of a year in the Clinitouch team. There have been plenty of wins, losses, slow starts and many surprises, but the collective learning (and thirst for it) throughout has been most valuable. We can all be proud of the team’s ability to problem-solve, adapt, and push forward.

Yet, what’s really impressive is that we’ve done it with humility, respect, understanding and a solid dose of humour. This will stand us in great stead as we move into 2025 and continue on our path to positively impacting lives worldwide.”



Bruce Adams

Managing Director

Spirit Pharmacy - bringing medicine home

Spirit Pharmacy is what the NHS likes to call a distant selling pharmacy - which means we don't have patients come to our premises, and we deliver all our medication.

Any patient registered with one of the 6,300+ GP practices in England can get their medicines from us - and many of our staff use us as their main pharmacy.

We provide all types of medicines but focus on people living with diabetes and people with long-term conditions. People are often surprised that they can get their tablets delivered to their door without the need to go into a pharmacy - and it's straightforward to 'nominate' Spirit Pharmacy - you can even do it via the NHS App!

As we are an online pharmacy, we are not allowed to charge patients for delivery, so this is a convenient and cost-effective service! The pharmacy team is adept at packing patient medicines into small parcels so they are deliverable in a letterbox.

Some of our patients also have trouble remembering when to take different tablets, and we help them by popping the pills out of the packets and sending their medication in 'blister packs'. We have one patient with 29 different medications to take, so we're pleased to help them this way!

Our highlights



Established a brand-new service called Pharmacy First. This is part of a national initiative to help relieve the pressure on GP practices for conditions that a pharmacist is better suited to help them with.



Changed our stock ordering process so that we are more likely to have all the items in stock when a prescription is sent to us - making our service even slicker for patients.



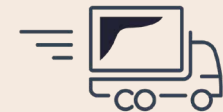
Helped more staff and patients get their Health & Beauty products at very competitive prices.



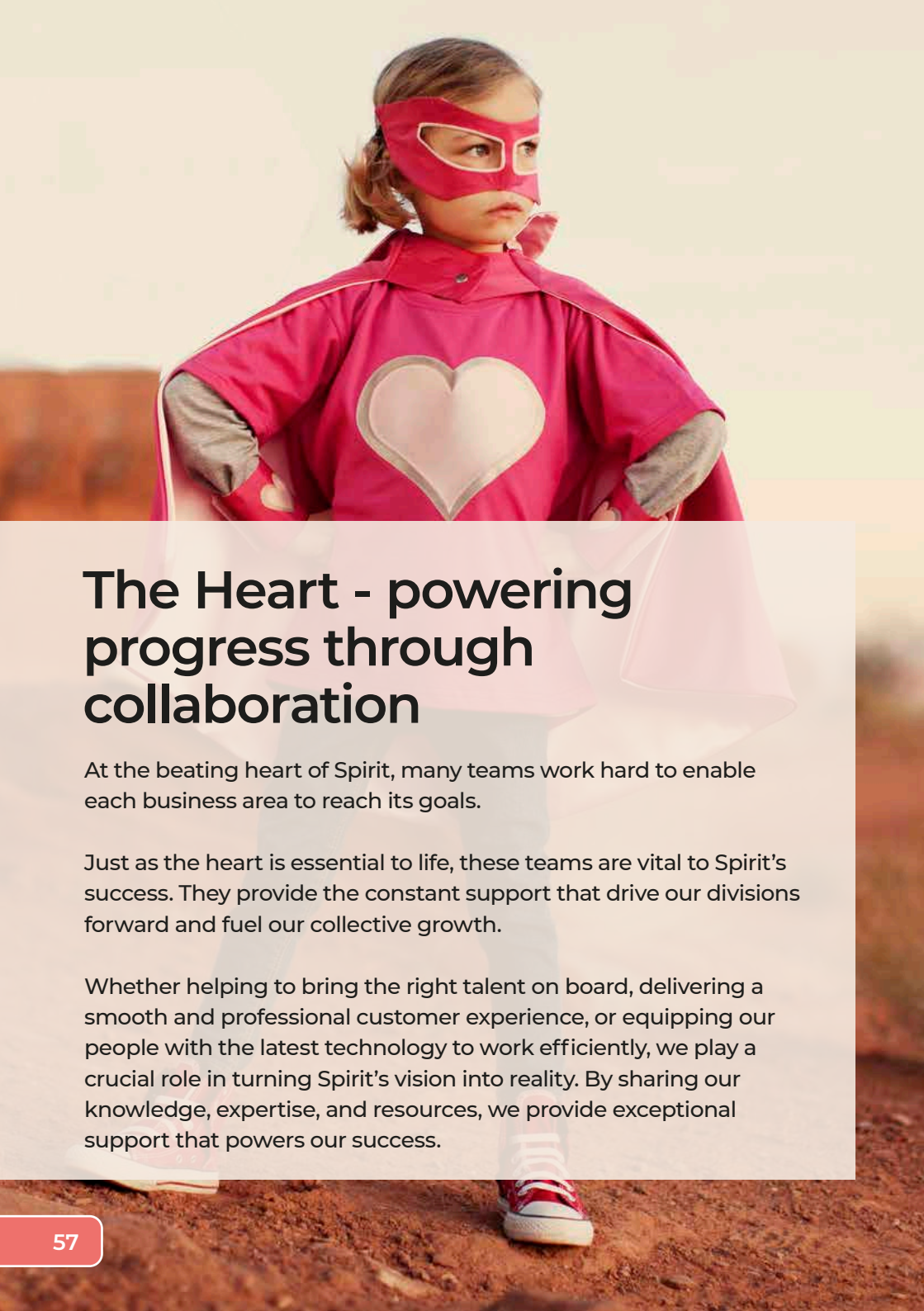
Trained our staff in diabetes and Basic Life Support to help our patients.



We stock
2000+
different medications.



We send out
150+
packages a week.



The Heart - powering progress through collaboration

At the beating heart of Spirit, many teams work hard to enable each business area to reach its goals.

Just as the heart is essential to life, these teams are vital to Spirit's success. They provide the constant support that drive our divisions forward and fuel our collective growth.

Whether helping to bring the right talent on board, delivering a smooth and professional customer experience, or equipping our people with the latest technology to work efficiently, we play a crucial role in turning Spirit's vision into reality. By sharing our knowledge, expertise, and resources, we provide exceptional support that powers our success.

In the first two quarters of 2024 we have:



Supported

9039

customer enquiries



Resolved

1843

IT issues



Processed

4000

orders



Sold

69,899,757

Medical devices and products in the UK

Our highlights



Enhancing operations across Spirit Health Group

We are constantly evolving how we work, whether that's improving processes such as our financial reporting and analysis, introducing new ways of working across the company or supporting teams to work at their best together through leading high-performance workshops. These improvements ensure that we stay on track to meet our long-term goals.



Amplifying our marketing efforts

Our marketing team plays a vital role in Spirit's dynamic ecosystem. Externally, they drive brand awareness, helping people understand who we are, what sets us apart, and why they should work with us. This year, their efforts have included launching new websites and updating course materials to support the global rollout of EMPOWER's "train-the-educator" programme to an international audience.

Internally, marketing supports our teams by developing communication strategies that align everyone with our mission and vision, ensuring we tell our story effectively both within the company and to the wider world.



Preparing for new product launches

A lot goes into the launch of a new product behind the scenes. Our procurement team have been negotiating stock at the best price and adapting to the growth in products that we offer. We've also been establishing processes and equipping our Customer Service Team with vital product knowledge to give them the information they need to continue providing top-notch customer service.



Bringing Spirit together

This year, we introduced 'Spirit Fest,' our bi-annual event to bring our predominantly remote workforce together for a day of face-to-face connection, collaboration and creativity.

These opportunities help to foster our thriving culture and encourage us all to step away from screens, meet people from other teams, solve challenges and share ideas while having fun.



Strengthening Our IT Infrastructure

Our rapid growth has brought about evolving technology needs. This year, our IT team has focused on upgrading our infrastructure to better serve our organisation, including moving to a new cloud-based telephony system that reduces downtime and improves security. We have also enhanced our cyber security by achieving Cyber Essentials and Plus certifications, upgrading our website server, and launching phishing awareness training for staff.

Plenty more exciting upgrades are planned, including a move to Windows 11 and a new intranet for staff.



"Our teams have diverse skills and expertise to offer divisions across Spirit.

I'm consistently impressed by our drive for excellence and tenacity in facing challenges head-on, always finding innovative solutions together.

This collective determination empowers those we work with to move forward, helping us all progress towards achieving our mission."



Angela Tyler

Finance Director





One year of Spirit Health Foundation

Launched at the end of 2023, Spirit Health Foundation is an independent, non-profit organisation with the goal to enable 30 million people in underserved communities to get essential healthcare by 2030 - particularly focused on maternal and child health in Sub-Saharan Africa.

Less than half of people in Sub-Saharan African countries get the healthcare they need, resulting in many lost lives. The Foundation provides unlimited licences for the Clinitouch platform and a range of services as millions of pounds of in-kind funding to country partners, and together we build smarter health systems to improve and save lives in underserved communities.

Our highlights



Enabling essential healthcare in low-income communities in South Africa

We launched a new community health service with Unjani Clinics in low-income communities in South Africa. Unjani Clinics' Health Promotion Officers are now equipped with Clinitouch to provide free health screening to adults and children under five in the communities, and refer them to get the essential care they need. So far, **thousands** of community members have been screened and referred.



Protecting mothers and newborns in Eswatini

We're partnering with Elizabeth Glaser Pediatric AIDS Foundation and the Ministry of Health to deliver innovative maternal health services in Eswatini. Rural Health Motivators and Healthcare Providers are being equipped with Clinitouch to provide vital antenatal and postnatal care, identifying potential risks early to protect mothers and newborns with the care they need. Maternal and neonatal deaths are still very high in Eswatini and across many countries in the Sub-Saharan Africa region, and we're committed to helping change this.



Rich Bryson

Chief Executive, Spirit Health Foundation



Biggest Wins

This year has been packed with achievements, so let's take a moment to celebrate our wins and the people who made them happen.

Here's to the hustle, the heart, and the high-fives that shaped our 2024!





“Writing a pilot education programme for young people living with Type 2 diabetes. This will hopefully give people tools they need to live longer and healthier lives.”

Donna Sutton



“It’s been a particularly challenging year for the People team, and as a result, I’ve probably learnt more in the past few months than I have throughout my entire HR career. Hearing people say “you always make my day” or “it doesn’t feel like I’m sitting in an HR office” fills me with such happiness and gratitude for the path I’ve chosen and the company I’m part of.”

Paulina Saproniene



“I’d say my biggest work win is when I help someone really connect with the information I share and see/hear how they apply it to their lives. It’s super fulfilling to know that I’m making a difference.”

Benita Shepherd



“Getting to grips with my new role, working with people in need and seeing the improvement in quality of life that the pulmonary rehabilitation programme makes for our patients is amazing.”

Anne Bird



“As a team, we have learnt a lot from delivering our continence service and I have gained really positive feedback from patients which will hopefully help build towards some great case studies and generate increased business across primary care.”

Julia Bevan



“Sitting on a customer call with our reseller partner in Nigeria and watching them take the lead in pitching Clinitouch. They nailed the key messages, answered questions like total pros and showed so much passion for our product. Our goal with the Partner Program was always to empower them to pitch Clinitouch independently, and that was the first time that I really saw that come to life.”

Lisa White



“I can’t say I have anything that has been a particular win for me; as a team, we win every day with all the help and support we provide patients.”

Nikki Weston



“Setting up the new Pharmacy First service!”

Samir Issak





"Launching the Spirit Health Foundation in partnership with Unjani to serve millions of people in underserved populations in South Africa is the proudest moment of not just this year but my entire time at Spirit."

This required a combination of Brilliance, Vigour and Family from many people across our company."

Chris Barker



"Launching our Partner Relationship Management Software to enable us to onboard and implement projects with our partners more efficiently."

Emma Proffitt-White



"Gaining 100% practice engagement in Dudley place with 42 practice switches to our products."

Jessica Stewart



"My first project going live! Helping St. Barnabas Hospice Trust in Lincoln to help families and carers monitor their relatives with dementia using Clinitouch has been a great project to be involved in."

James Waine



"The one-team approach that's resulted from the restructuring in Medicines Optimisation has proved to be a great move; no longer in silos, and we all have the same objectives to support and work to."

Katherine John



"Seeing the benefits of a new version of Clinitouch has been particularly satisfying because it's required a huge amount of collaboration and focus across all the teams to make it work."

Duncan Harris



"Being the project lead on the new Cost Centre reporting. We brought this in to give clearer information to the business owners on their spending/revenue each month, which has been a success."

Chloe Beszant



"Venturing into the events space, including planning events for our international partners in Uganda and Tanzania. These sessions are a great opportunity to raise awareness of Clinitouch and build stronger relationships with partners, helping to push towards our SOAR goals."

Mia Haines





"Breaking out of siloed working patterns and fully integrating our marketing output in line with our Account Managers and Service Delivery teams. It was a tough cookie to crack, but we're getting there."

Pash Sonigra



"Our first ever 100% practice sign up in an Active Implementation project. Amazing work with the ICB Place Meds Op team to deliver fantastic result that everyone is delighted with, not least the customers. Brilliance on every level."

Duncan Richardson



"We successfully got a contract between ourselves and our Insupen supplier with a favourable pricing structure despite many difficulties in negotiating terms and conditions."

Sarah Protheroe



"Surprising myself with my professional capabilities despite having a year off on maternity leave and now balancing motherhood and work."

Cherisse Hill



"Working to launch insulin across Europe, being unsuccessful initially and then finding a new potential route to market that is less risky for Spirit."

Ollie Brooks



"For the past few months, I have been working closely with one of England's largest ICBs (Cheshire & Merseyside), which has now led to Spirit Health being the preferred medicines optimisation service for diabetes blood glucose meters & pen needles. We have now launched an ICB switch programme which will gradually review all diabetic patients within a total population of almost 1.3m people!"

Richard Chrystal



"From supporting the Spirit Health Foundation with the rollout of Unjani's screening programme in South African townships to meeting our innovative partners in Zambia, Tanzania and Uganda with Bruce. It's been an exciting year."

Noel O'Kelly



Memorable moments

From laugh-out-loud moments to unexpected surprises, 2024 has been full of memories that made us smile, cringe, and everything in between!





"Seeing team members flourish. Seeing the initial success of The Spirit Health Foundation. Getting decaf coffee in the Spirit House kitchen!!"

Nadine Miles



"Returning to work after being on maternity leave, the team made me feel appreciated and missed."

Cherisse Hill



"Standing with a nurse at a clinic in a township in South Africa, I realised the impact we would make with Clinitouch."

Chris Barker



"Christmas dinner, where I finally had the chance to connect with the team in person. This gathering highlighted the camaraderie and community that make our culture so special."

Shahbaz Afzal



"There's been a lot of highs and lows, and I've learnt a lot - including how to manage and improvise when we lost internet access for 10 days!"

Beth Young



"The first 'Spirit-fest'. It was really interesting and was great to see how everyone helped one another."

Natalie Turner



"Birth of my first born and the support and love I have received from Spirit as a result."

Matt Jones



"The team-bonding exercise with HR as it was nice to get everyone together."

Owen Browne



"When the Director of Service Delivery stopped our meeting to inform us that an ice cream van was here, we all enjoyed a lovely treat. Departmental team meetings - sounds boring? Not at Spirit :)"

Claire Butler





"From training Unjani Health Promotion Officers on how to screen people in the community in South Africa to attending a conference in Amsterdam where they did my hair & make up and had Stroopwafels on tap! It's been pretty memorable."

Emma Proffitt-White



"The TechOps presentation at the Corporate Divisional Meeting was a memorable experience (both out of terror and fun)."

Drew Bennett



"Most of the success in our pulmonary rehab programme comes from our patient's motivation, but for people to say that our encouragement made such a huge difference makes me incredibly proud."

Molly Johnson



"V singing Rod Stewart in the corridor loudly during the ISO13485 audit was definitely a highlight!"

Andy Coxon



"I can't forget the funny bike ride with Duncan to a restaurant with our Italian suppliers! Duncan was initially reluctant but gave it a go."

Clare Leek



"Probably all the adventures in Dubai for the Arab Health conference... let's just say I won't be visiting the desert again."

Jamie Starr



"Seeing the warehouse cleared of 10 years' worth of old stock!"

Alison Myers



Eyes on 2025: What's next?

As we close the chapter on an amazing 2024, it's time to shift our focus forward. The future is bright, and our team is already setting its sights on new challenges, bold goals, and exciting opportunities.

From personal growth to team triumphs, everyone has something they're fired up about in the year ahead. So, what's on the horizon for 2025? Let's hear what our team is ready to tackle, achieve, and celebrate in the coming year!





"I love a new challenge! So, I'm looking forward to launching our first EMPOWER service internationally and working on many new projects!"

Nadine Miles



"Delivering our award-winning structured diabetes education to new areas across Lancashire."

Carol Cheshire



"Growing Clinitouch user numbers in the thousands around the world!"

Bruce Adams



"Winning new contracts and helping more people with their type 2 diabetes."

Paula Jeffs



"Hopefully, seeing much of the last year's hard work come to fruition. A lot of these big projects take months, if not years to get going, so it will be great to see the overall result next year."

Jess Twose





"Witnessing the launch of Clinitouch 3, the phase-out of Clinitouch 2, and a sharpened focus on addressing real pain points with a strong value proposition, especially as we gear up to onboard thousands of new users and see some real traction and growth."

Grant Ricker



"I'm looking forward to the countless opportunities sailing our way and the current projects we are working on. It's just about to get bigger and better, and I'm all here for it!"

Ayesha Deen



"I am looking forward to having a proper Christmas party with the company and celebrating together for the first time in a long time."

Emily Lee



"Further developing EMPOWER and launching our type 1 diabetes education course T1-Day."

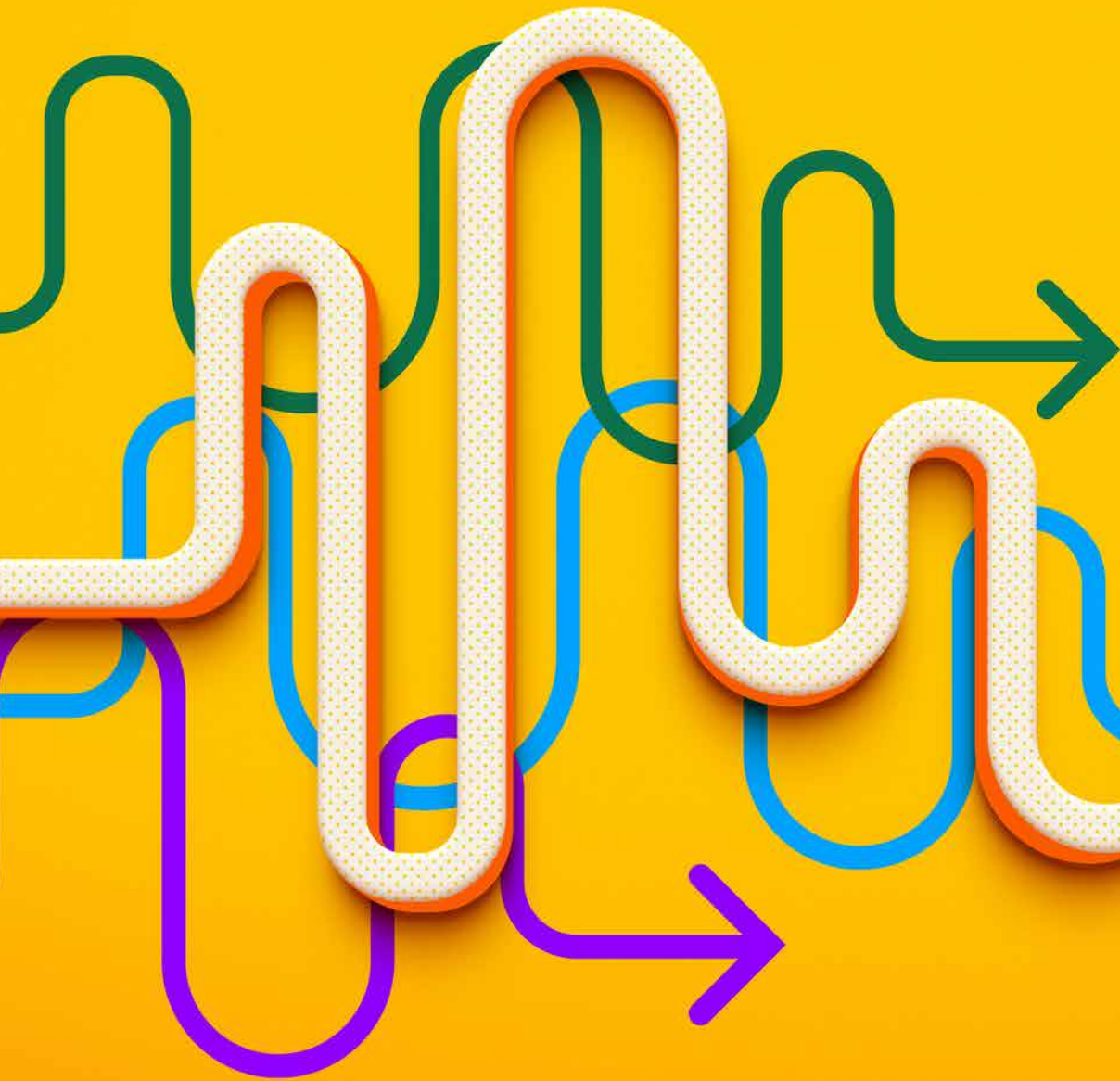
Claire Pridige



"Growth! And the challenges and rewards that come with it."

Angela Tyler





**Thank you
for reading
about our 2024
journey.**

**Here's to the
next year
ahead!**



spirit
health

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