

# spirithealth

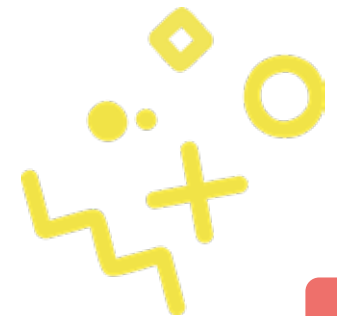
## Yearbook 2025/26

*Our people*  
*Our culture*



# Contents

- Welcome 3
- Our People and Culture 5
- A Year in Numbers 7
- Living Spirit Values 11
- Awards and Recognition 21
- Moments That Mattered 23
- Reflections & Learning 35
- Collaboration Driving Change 41
- Looking Ahead 53



# Welcome

The last 12–18 months have been a period of huge learning, growth and focus for Spirit.

Like many organisations working closely with the NHS, we have had to adapt to a changing environment and make some big decisions about where we can have the greatest impact.

Throughout all of that, we have stayed true to our values, focused on strengthening the business, supported each other and continued to deliver for patients and partners. I am incredibly proud of our team and what we have achieved.

Today, Spirit is stronger, clearer and more focused than it was 18 months ago.

What makes me especially proud is that, while doing that work behind the scenes, we've continued to make a real impact across the business. Through the Spirit Health Foundation and Clinitouch, we're now supporting over 10,000 people every month in oncology and maternal health pathways. These are people who might otherwise slip through the cracks. That work is a brilliant example of the impact we can make when technology and care come together in the right way.

Across Medicines Optimisation, we've continued helping the NHS deliver prescribing savings and improve patient care, including through the launch of our CGM and the development of a best-in-class offer for patients. Within our Education Services team, we have continued to deliver for patients, achieving remarkable improvements in outcomes for people with long-term conditions.

Spirit Pharmacy has also continued supporting a growing number of patients and services. Last but not least the many people who support these amazing services to support patients, practices, our internal family and partners across the country every day.

We have continued to refine our culture and constant feedback is that people genuinely value this. Our Best Companies results (number one company to work for in healthcare again!) were another reminder that culture is not something you write on a wall, it's something people experience day to day and is defined by the small behaviours that we all exhibit (especially at challenging times).

Most importantly though, I'm proud of how our people have responded throughout this period. We've continued to show our values of brilliance, vigour and family through change and growth. We've kept improving, kept supporting each other and kept moving forward.

The foundations are stronger than ever now.

This gives us an even greater opportunity for what comes next.



**Chris Barker**  
CEO, Chief Mischievist



# Our People and Culture

At Spirit, how we work together really matters. It shapes how we make decisions, how we support one another, and how we move forward together, guided by our shared mission to make healthcare easy, affordable and accessible for all.

This year has brought plenty of change, a few ups and downs, and lots of hard work. Through it all, teams have stayed focused on working well together, pulling in the same direction and supporting one another, even when things felt busy or uncertain. That shared commitment has been a real strength.

Across the year, we've worked to be more open and transparent in how we communicate, sharing clearer updates and giving people a better understanding of where Spirit is heading. We've also listened closely to feedback and used it to shape real changes across the business.

The strength of our culture continues to come through in how people experience working at Spirit, supported by consistent feedback and ongoing recognition through Best Companies.

Bringing people together has also played an important role. Spirit-Fest created space for collaboration across teams, helping ideas take shape and leading to initiatives such as Elevate, while moments like celebrating Christmas gave us time to connect and recognise progress.

Our culture is shaped by our people and lived through our values of brilliance, vigour and family. As Spirit continues to grow, we're committed to maintaining and strengthening what makes us who we are.

As we move into 2026/27, we'll continue building on the strong foundations created this year. By staying focused on collaboration, openness and supporting one another, we're well placed to keep growing our impact together.

# A Year in Numbers

## EMPOWER

**85%** reduction in patients waiting for diabetes education from our list of **3,500!**

**800** more people can now book an EMPOWER course in Kent and Medway through new contracts

**1,500** people benefited from our EMPOWER courses



**#1** Best Health & Social Care Company to Work For in the UK



**3-star** Best Companies accreditation





**10,000+** people supported monthly through Foundation and Clinitouch pathways



**Clinitouch 3** launched



**CareSens Air CGM** support service launched

**ISO 9001** reaccreditation secured



# 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.

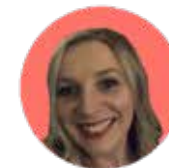
But what does that really look like?

Through initiatives like our WOW Awards, our Unsung Heroes recognition and Spirit-Fest, we celebrate the people, moments and ideas that bring those values to life across Spirit every day.



Donna quickly pulled together a full patient education course and video to support a key opportunity.

From content to delivery, she made it happen at pace and to a high standard. A brilliant piece of work that really supported the wider team.



**Donna Sutton**

Education Services Clinical Lead





Mia stepped in to support medicines optimisation warehouse packing and assets, helping get everything ready ahead of schedule. It made a real difference to the team and kept things moving smoothly. Thank you, Mia.



**Mia Haines**  
Marketing Manager



Claire met a new starter halfway to complete ID checks, making the process quicker and more straightforward for them. A thoughtful gesture that made a great first impression.



**Claire Butler**  
Technical Instructor



For over 13 years, Alison has been a constant at Spirit – the voice, the face and the person who keeps things steady when it matters.

She leads customer services with warmth, humour and a calm head, whether it's a busy day or complete chaos. Reliable, knowledgeable and quietly essential, Alison keeps things moving more than most of us realise. Thank you, Alison.



**Alison Myers**  
Customer Services & Quality Manager



Kat is one of those people who keeps everything ticking without making a fuss about it. From Salesforce and mailings to design, her work sits behind so much of what we do day to day.

Creative, reliable and always on it, she makes a real difference, even if it's not always front of mind. Thanks, Kat, for everything you do to keep Spirit running smoothly.



**Kat Everton**  
Marketing Executive



Duncan has been part of Spirit since the early days and brings a depth of NHS knowledge that's hard to match. He knows the system, the people and how to get things done.

Often working behind the scenes, he connects teams, solves problems and is usually one step ahead. Straight-talking, loyal and always willing to help, Duncan is a big part of what keeps things working. Thanks, Duncan.



**Duncan Richardson**

Head of Partnerships



During a period of absence, Naeem kept the pharmacy running smoothly and introduced a more structured approach to managing blister pack patients. It's improved both team efficiency and patient care. Great work, Naeem.



**Naeem Patel**  
Pharmacist



Trupti stepped up at month end to make sure KPI reporting was completed on time despite reduced capacity. Her focus and organisation kept everything running as it should.



**Trupti Lalgi**  
Education Services Administrator



Alison Myers and Andy Coxon led the work to secure ISO 9001 reaccreditation, bringing structure and focus to a complex process. The result strengthens the foundations of everything we do. A great team effort.



**Alison Myers**  
Customer Services & Quality Manager



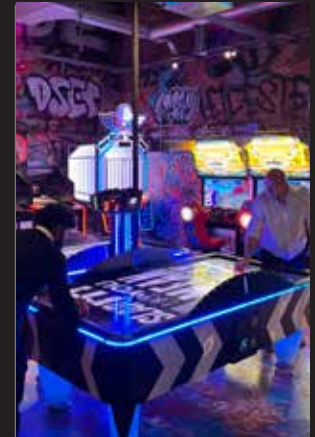
**Andy Coxon**  
Quality & Operations Director



Danielle tried a different approach when others hadn't landed, setting up face-to-face meetings with clear planning and purpose. It paid off, turning a strong prospect into real business. A great example of backing your judgement.



**Danielle Armstrong**  
Business Development Executive





Nat's had a huge impact on how the Education Services team works. From smart automations to time-saving processes, she's made things quicker, simpler and more consistent for everyone. She's also stepped up when it matters, covering gaps, supporting the team and sharing her knowledge. It's been great to see her grow in confidence too. Thanks, Nat, for everything you bring.



**Natalie Turner**  
Education Services Administrator



Kat stepped in to support the DPC website page and form, helping get everything live and running smoothly. Her attention to detail and teamwork made a real difference.



**Kat Everton**  
Marketing Executive



Claire's work across Kent & Medway for Meds Op has brought teams together and supported delivery across the region. A great example of collaboration making an impact.



**Claire Pridige**  
Head of Service Delivery



Andy might not be "unsung", but a lot of his impact happens behind the scenes. As Quality and Operations Director, he's played a key role in shaping Elevate – bringing together big-picture thinking with a focus on doing things properly. He's taken feedback, adapted quickly and kept standards high throughout. Elevate is starting to stick, and that's down in no small part to Andy. Great work.



**Andy Coxon**  
Quality & Operations Director



Scott stepped in to resolve a critical data issue, making sure a key report was delivered on time and without disruption. His problem-solving and ownership kept things on track when it mattered.



**Scott Wilson-Billing**  
Senior Product Engineer





Angela and Andy pulled together high-quality tender responses at pace, keeping everything on track and easy to work with. Their support made a complex submission feel much more manageable. A strong example of teamwork.



**Angela Tyler**  
Finance Director



**Andy Coxon**  
Quality & Operations Director



Aleks played a key role in securing the recommissioning of Onboarding and expanding EMPOWER in Kent & Medway, opening up 100 new patient spaces. A great outcome, driven by steady focus and commitment. Thanks, Aleks.



**Aleks Wozniak**  
Education Services Administrator



Lisa and Mia helped get the weight management pathway live on Clinitouch at short notice, testing thoroughly and resolving issues along the way. Their work meant the service could launch on time and with confidence.



**Mia Haines**  
Marketing Manager



**Lisa White**  
Head of Marketing



Andy supported the interview process with thoughtful input and a collaborative approach, helping everything run smoothly. A simple but important contribution to the wider team.



**Andy Coxon**  
Quality & Operations Director



Mia supported the DPC social content alongside her usual work, helping bring everything together with clear messaging and attention to detail. A great example of stepping in and making things happen.



**Mia Haines**  
Marketing Manager

# 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.

## Best Companies Awards

- #1 Best health and social care company to work for in the UK
- Top 5 Best company to work for in the East Midlands
- Top 5 Best small-sized company to work for in the UK
- Three-star accreditation for 'world-class' levels of employee engagement

## Medilink Midlands

- Winner! Clinitouch came out winners of the 'Outstanding Achievement' award





# Moments That Mattered

This year, we asked team heads what they were most proud of their teams delivering, and employees to share one moment that really showed what their team was made of.

The responses highlight the moments, achievements and team efforts that made the biggest impact across Spirit this year. From major milestones and service delivery to everyday moments of teamwork and support, these stories reflect what we can achieve when we work together toward a shared goal.

Most proud? We launched Clinitouch 3 fully out into the world, and put Clinitouch 2 to bed after years of service. This marked the end of a very long, difficult project to build a platform that was fit for the future and could support our ambitions for impacting millions of lives both in the UK and around the globe - as well as support the wider Spirit group.

Since launching Clinitouch 3 we've developed new, customer driven features at pace, opening up new opportunities, which was one of the key reasons for the ambitious rebuild. We've continued to support our projects throughout this change and supported the Foundation to touch thousands of lives across Africa.



**Bruce Adams**

Director of Sales and Marketing



How the team pulled together around the CGM support work when it became clear we weren't getting the patient numbers or insight we expected. Everyone came together and openly challenged - revisiting processes, reworking comms, speaking directly to patients, and being open about what wasn't working and why. It showed a real team spirit to listen, adapt, and do the right thing for patients, Healthcare Professionals and for us.

**Clare Leek**



Pulling together to rapidly launch our CGM support service to help patients to get the best possible start (and outcomes) on our CGM whilst minimising the impact on primary care services.

**Chris Barker**



Working with the People Team to deliver a fun packed, information rich, engaging Spirit-Fest!

**Nadine Miles**



The work in Coventry has been challenging, but we have been well-supported throughout. Communication within the team and with the ICB has been excellent, ensuring we remain fully informed at every stage of this project.

**Julia Bevan**



Launching the new EMPOWER 18–39 diabetes course. It took real collaboration to get it off the ground - from shaping the content to making sure it genuinely met the needs of a younger age group. Everyone brought their expertise, supported one another through challenges, and stayed focused on a shared goal, which made the success of the course feel like a true team win.

**Donna Sutton**



Finally putting Clinitouch 2 to bed. It was so satisfying for the team when we turned it off. A truly epic team effort, technically, operationally and commercially on a project that spanned not just months but years. In the end, it went rather smoothly (mainly!), but that was testament to the team pulling together and delivering.

**Bruce Adams**



One time there were multiple educators off sick and we had to cover and cancel courses last minute and rebook courses, we came together as a team and got that done quickly and professionally.

**Faiza Malik**



We had a particularly arduous audit but the team all took on the workload to deal with the high volume of requests.

**Angela Tyler**



What I'm most proud of is how quickly we launched our CGM support service. It's made a real difference in helping patients get the best start and outcomes from their CGM, while also taking pressure off primary care teams.



**Chris Barker**  
CEO, Chief Mischievist



One moment that really showed what our team is made of was during the Christmas period. Because of courier deadlines, we had to complete around four weeks' worth of work in just two weeks. Despite the pressure, everyone pulled together, supported each other, and stayed focused on ensuring patients received their medications on time. It showed the team's resilience, strong teamwork, and commitment to maintaining high standards even during challenging periods.

**Zara Syed**



Migration of existing customers from Clinitouch 2 to Clinitouch 3, and deprecating the old services. This was a huge team effort, including everything from questionnaire building, onboarding and re-training, rebuilding features, and countless little technical fixes along the way.

**Umar Ahmed**



We, as a department, have really pushed harder in order to ensure we complete our goals and targets to fulfil our contracts. To do this we have worked as a team to ensure we all communicate. We have also looked more closely at how the platform we use can work better and smarter for us, in sending automatic communications. This in turn saves time, which allows the team more time to contact patients, achieve more bookings and increase revenue.

**Paula Wood**



Most recently, a renewed focus on bringing in maximum revenue for SCS has shown real team 'togetherness' and drive to improve access to GP practices across NHS North East and North Cumbria - members across the team offered to proactively call practice managers alongside efforts of Marketing and Operations to improve impact/outcomes.

**Ollie Brooks**



Bringing CareSens Air to market against some very well established competitors but working across the team to design a compelling offer for the NHS that gives a chance of success this year.

**Duncan Richardson**



My one moment was the launch of the new Clinitouch Connect.

**Gary Spencer**



Last year, there were 3,500 unbooked patients, waiting for education because we didn't have enough capacity to handle the high volume of referrals. We offered to help, and we delivered 800 new patient spaces on EMPOWER alongside the other providers to clear the backlog. The success of this helped secure 1,500 EMPOWER spaces! We're excited to keep delivering this valuable service and look forward to continuing to make a difference going forward.

**Danielle Limmagine**

Two proud moments. First, delivering our hybrid pulmonary rehabilitation programme, a change from traditional face to face programmes. We are getting amazing patient outcomes and improving the quality of life of our patients.

Also, launching our brand new Type 1 structured diabetes education course, T1-Day. Type 1 diabetes courses are normally run over 5 days with only 6.8% of patients being referred going on to complete a course. Our course is designed to give patients everything they need to manage their diabetes well in just one day.



**Claire Pridige**

Head of Service Delivery





Moving our pulmonary rehabilitation service over to Clinitouch 3 was a big moment for us. It meant working closely with the Clinitouch and Clinical Services teams to improve the user experience and create better educational resources. Seeing the improved engagement and positive feedback has been a great reminder of what we can achieve when we collaborate and keep refining what we do.

**Mia Haines**

The Spirit Pharmacy team continued to put patients at the centre of everything we do. Beyond delivering medicines, the team focused on making our service reliable, accessible, and supportive for the people who depend on us.

We helped patients navigate their treatments, ensured medicines were supplied safely and on time - the team consistently went the extra mile. This is reflected in the excellent feedback and brilliant reviews we continue to receive from our users.



**Zara Syed**

Superintendent Pharmacist



Collaborating to clear our ever-growing waiting list of unbooked patients waiting for Diabetes Education. This has decreased from 3,500 to around 500 to the point where we have the opposite problem and had to start requesting more referrals from GP practices! What felt like an impossible feat has been achieved in the past year.

**Owen Browne**



Due to the company re-organisation this financial year, we have adapted very well to the challenge we came up against, supporting each other to ensure we achieve our deadlines and objectives.

**Sadiq Ibrahim**



Team reflecting on Weight Management and taking learnings on board when launching new services. Reflection was as a team, open and honest and it will help us going forward.

**Raj Rusin**



Despite a challenging start to the year and onboarding a new team member, the finance team worked collaboratively with the wider business to successfully deliver the mid-year reforecast and drive ongoing improvements to key processes, including the credit card system.

**Cherisse Hill**



When I had first joined, the team were very welcoming and everyone was lovely. There was a clear goal / metrics for us in the Finance team and a clear structure to work towards. My team has been very supportive in getting me up to speed from when I first joined and I never hesitated to ask questions.

**Oli Hussain**



The MedsOp team are currently delivering a brand new CGM programme within South Yorkshire to enable better device usage within priority cohorts (such as care homes). Bringing a brand new project to life from the ground up is rarely an easy task, however our colleagues here at Spirit really pulled together in order to prioritise getting things up and running. The project is now live and new patients are being brought onto the CareSens CGM system in a way that wasn't possible when we first announced the product. Well done everyone!

**Richard Chrystal**



My one moment was working together to smash targets!

**Claire Pridige**



I have only recently joined Spirit but everyone has made me feel very welcome!

**Lucy Heathcote**



We had a waiting list of 3500 patients and we all pulled together, working harder than ever to clear it. We achieved this within a specified time, all while still providing an excellent service to our patients.

**Caroline Smith**



Launching the new Health Reset Program with our partners in Australia. We had just two weeks before Christmas to build and test 46 questionnaires - working with complex logic and opposite timezones. We rejigged some other priorities across the team, split the action list amongst us and got stuck in, completing everything with a few days to spare. The result was a project that launched on time, a very happy customer and a real team effort!

**Lisa White**



Our team banded together to reach out to low-referring GPs, offering to carry out searches for patients to boost referrals to the EMPOWER service.

**James Waine**



Finding out we have been consistently beating our targets in Kent and Medway for consecutive months.

**Aleks Wozniak**





## Reflections & Learnings

This year, we asked team heads what the year had taught them about leading their teams, and employees to sum up their year in just one word. The responses capture the challenges, growth, energy and experiences that shaped the past 12 months across Spirit.

Together, they provide a snapshot of how people have adapted, learned and continued moving forward through another busy year.

This year taught me that strong teams are built through consistency and communication. In a fast-paced environment like pharmacy, it's easy to focus purely on operational delivery.

I've learned that taking the time to align the team around our pharmacy performance targets, business goals, and expectations makes a real difference.



**Zara Syed**

Superintendent Pharmacist



One of the biggest things this year has taught me is that supporting people is hard, and there's no one-size-fits-all. But when you find the right way to support someone, it's really satisfying.



**Chris Barker**

CEO, Chief Mischievist



Evolve Exploratory  
Transformative  
Resilience  
Evolutionary  
Invigorating Collaborative  
Aligned Focused

Team Collaboration  
 Busy Committed  
**Optimistic**  
 Prioritise Challenging  
 Reflection  
 Determination

What have I learned? Even a team that's small in size can achieve mighty things... but only if we keep focussed (this is a key one and we should have done it far more, far sooner), motivated and aligned to a common purpose.

Oh, and to keep smiling and having fun.



**Bruce Adams**

Director of Sales and Marketing



My proud moments taught me that we can all pull together, really quickly, to deliver brilliant services for our patients.



**Claire Pridge**

Head of Service Delivery

Teamwork  
**Focused** Proud  
 Insightful Positive  
**Resilience**  
 Collaboration  
 Growth Productive





# Collaboration Driving Change

Finally, we asked team heads how their divisions had worked with others to build, improve or enable better outcomes, and employees to share one thing they'll take into next year. The responses highlight the collaboration, learning and shared experiences that have helped move Spirit forward over the past 12 months.

Together, they reflect how teams across the business continue to support each other, improve the way we work and build for what comes next.

We have worked with the Clinitouch team to improve the service we give to our pulmonary rehab and weight management services through giving them easily accessible education on the Clinitouch app.



**Claire Pridige**

Head of Service Delivery



One thing I'll definitely take into next year is the sense of possibility and confidence that came from Spirit-Fest. It really brought our goals to life and left me feeling focused, motivated and confident in what we can achieve together with the right mindset and collaboration.

**Natalie Turner**



Staying close to customer feedback, and using it to directly shape how we approach, communicate, and improve our products and services.

**Clare Leek**



You can achieve your objectives if you plan accordingly and persist.

**Sadiq Ibrahim**



That the more people we're talking to, the larger the chance of our success (but also tracking every interaction with them has become so much more important!).

**Richard Chrystal**

# Focus!



**Bruce Adams**

Director of Sales and Marketing



Anything can be achieved if you work together!

**Caroline Smith**



Synergy - working together using each other's strengths.

**Nadine Miles**



That you can turn a little into a lot. We haven't had the biggest team this year, but with more focus, tenacity, and a decent amount of stubbornness too, we've still achieved a lot of things we're proud of. It's been a big reminder in realising we can't do everything, so we need to focus on the things that have the biggest impact.

**Lisa White**

## Learn to say NO!



**Julia Bevan**

Spirit Implementer



The launch of the CGM support service brought teams together to improve patient outcomes while reducing pressure on primary care. Through onboarding, education and ongoing support, the service is helping make CGM work more effectively in practice.



**Chris Barker**

CEO, Chief Mischievist



A more open mindset while only focusing on what I can influence and control.

**Owen Browne**



Focusing on the positives and what can go RIGHT instead of what can go wrong!

**Faiza Malik**



A positive and resilient mindset when facing challenges.

**Trupti Lalgi**



A stronger focus on strategic thinking and proactive planning. This year highlighted the importance of stepping back from day-to-day tasks to think about the bigger picture, helping the pharmacy move in a clear and sustainable direction.



**Zara Syed**

Superintendent Pharmacist



Keep trying new ways to engage with the NHS.

**Raj Rusin**



Keep seeking knowledge in all aspects of life, not just professionally.

**Oli Hussain**



Setting regular achievable goals really does help you to excel in what you do.

**Paula Wood**



Stay curious and keep improving.

**Cherisse Hill**



More disciplined with task management to ensure tasks are delivered when needed and avoid distraction!

**Ollie Brooks**



One thing I'll take into next year is the value of collaboration and shared ownership. This year showed me that the best outcomes happen when people feel involved, supported and working toward the same goal - something I want to carry forward into everything I do next year.

**Donna Sutton**

Some of the Spirit Health Foundation projects this year have been incredibly challenging - both operationally and technically. By keeping a strong, close working relationship with the Foundation and their project teams, we've honed our tech and processes to the point where Clinitouch is now being used to screen thousands of people on a weekly basis. This is making a real difference.



**Bruce Adams**

Director of Sales and Marketing



It's okay not to have all the answers at the beginning. Start anyway, learn along the way and adjust when you need to.



**Mia Haines**

Marketing Manager



Teamwork.

**Lucy Heathcote**



Keep delivering excellent service to patients and commissioners to build strong relationships and drive future growth for Spirit/EMPOWER.

**Danielle Limmagine**



Proactivity.

**James Waine**



Elevate!

**Chris Barker**



Understand what your customers really need, not what we think they need.



**Duncan Richardson**

Head of Partnerships



Complete a project before moving on to the next.

**Gary Spencer**



Working together to reach our goals gets great results.

**Claire Pridige**



Consistency is key.

**Aleks Wozniak**



Maintaining focus on the most important things.

**Angela Tyler**

A great collaboration this year has been the development of the CGM Support Service. Delivering this effectively required close coordination between our Pharmacy and Medicines Optimisation to ensure patients could access and transition to the CareSens Air smoothly and safely.



**Zara Syed**

Superintendent Pharmacist





# Looking Ahead

# Let's Go Make It Happen!

This last year has been about creating focus, strengthening our foundations and setting ourselves up to deliver even better for the future.

The next step is turning that foundation into momentum.

Our CGM offer is a prime example. We genuinely believe it can help position Spirit as the NHS partner of choice in this space: helping systems save money in the right way, improving prescribing, supporting patients and freeing up capacity across primary care.

At the same time, we will continue delivering brilliantly for the thousands of patients we support through education, driving real, tangible improvements in outcomes.

Alongside this, Clinitouch will continue to support proactive care, while the Spirit Health Foundation will help us make a significant impact in underserved populations.

Every part of the business contributes to who we are and the impact we make. What excites me most is that we now have more clarity

than ever before. We know our strengths. We know what makes us different. And we know that when Spirit is aligned and focused, we can achieve a huge amount together.

Thank you to everyone who has contributed over the last year, in every single role. Every role matters and every contribution counts.

Now it's about staying focused, supporting each other and delivering on the opportunity in front of us.

Let's go and make it happen. I am really looking forward to this year and the impact we are going to make.



**Chris Barker**  
CEO, Chief Mischivist

**Thank you for  
reading our  
2025/26 journey.**

**Here's to  
collaboration  
and growth for  
the year ahead!**





**spirit**  
health

Spirit Family of Companies, Spirit House,  
Saffron Way, Leicester, LE2 6UP

[www.spirit-health.com](http://www.spirit-health.com)