

The Triple Bottom Line Q&A Series: People

In our Triple Bottom Line Q&A Series, we will be talking to B Corps about what ‘people, planet and profit’ mean to their business.

The first of our conversations looks at people. The way in which an organisation treats its own people and the people it works with is a fundamental part of being a B Corp. It’s a key element of the positive impact B Corps seek to make on the world.

One of the newest B Corps to join the community of over 3,500 companies using business as a force for good is the biostatistics consulting firm, Veramed.



Veramed – which became a B Corp in December 2020 – understands the importance of prioritising the wellbeing of its people.

We asked Louise Chapman, Head of Marketing & Communications, about Veramed’s experience of being a B Corp so far and their future goals for the business.



Louise Chapman
Head of Marketing &
Communications, Veramed

Q1. Tell us a bit about your business and what you’re trying to achieve

A: Veramed was set up in 2012 to provide high quality biostatistics consultancy to the pharmaceutical industry. From day one we’ve focused on resource planning and not overstretching our staff whilst growing the business. This means we provide a fantastic service to our clients, but most importantly we create an enjoyable working environment that gives our people a great work-life balance. Our aim is to maintain the significant growth that we have achieved in recent years whilst focusing on professional development, wellbeing and creating happy collaborative teams that are heard and contribute to the direction and the success of the business.

Q2. Why did Veramed decide to become a B Corp?

A: We’re keen to demonstrate our commitment to all of our stakeholders, not just our customers. As we strive for constant improvement, we want to make ourselves accountable to our employees, customers, to society and to the environment. Business should exist for more than just the numbers, and we recognise that – which is why we are keen to improve our impact on the environment and on our local communities too. We wanted to know what ‘good’ looks like from an outsider’s perspective, we knew that the assessment would be rigorous and were prepared to examine various areas of the business and to improve upon them where we needed to.

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Q3. Has becoming B Corp affected your people strategy?

A: Caring for our people has always been the driving factor in our success as a business. We develop happy teams with a passion for working together towards a common goal. We find that an engaged workforce yields fantastic ideas and contributes to innovation in the clinical development process. Whilst other Contract Research Organisations may focus entirely on output, we have tools and resources in place to protect our team from overwork and to minimise stress. We prioritise the well-being of our staff and ensure that their work-life balance is at the forefront of our decision-making process. The assessment process provided a fantastic framework to formalise some of the things we were already doing for our people or accelerated the update of certain policies. For example, we bolstered the annual review process to include peer review, and introduced an improved maternity and paternity policy that supports parents of adopted children and shared parental leave.

Q4. What have you learnt since becoming a B Corp?

A: Before embarking on the B Impact Assessment we didn't always appreciate the full extent to which our work improves the lives of patients. As we began considering the impact we have on our clients' treatment pipelines, the importance of the work we do came to the forefront. It's really put into context the life-changing work we are a part of.



Q5. What advice would you give to companies who are interested in becoming a B Corp, but not sure if it's for them?

A: If you have the backing of your leadership team and support from key areas of the business including HR, finance and legal to help with the assessment process, then jump in wholeheartedly. The assessment was a real eye-opener for us, it gave us the opportunity to examine every part of our business and the impact it has from many different perspectives. It has given an additional dimension to our business growth that has longevity and a secondary purpose for our people to champion. And most importantly, the B Corp community has been so welcoming, we are proud to be a part of it and excited for the opportunities that will open up in the future.



Louise Chapman
Head of Marketing &
Communications

