

CORPORATE SOCIAL RESPONSIBILITY POLICY

Introduction to Corporate Social Responsibility (CSR)

iMEDicare Ltd are committed to ensuring that any business undertakings are conducted as ethically as possible by following the below policy.

Who we are and what we do

iMEDicare Ltd is a dynamic and rapidly growing Medical Device Distributor (established 2004) offering an exciting range of unique and market leading medical products for patient use in the fields of Urology and Continence Management / Treatment throughout the UK and Ireland.

Established in 2004

iMEDicare was set up in 2004 by Darren Breen (BSc Medical Sciences / MBA) having worked in the medical device sales industry for over 10 years beforehand.

“We wanted to service the needs of patients with pelvic health concerns using devices that were easy to use – medically approved but did what they say on the tin with a high degree of reliability. All too often the healthcare fraternity looks to pharma or surgery to solve a problem that can either be managed safely and effectively with a device, or even treated in a natural way with-out the risk of invasive surgical procedures or the adverse side effects of medications. The technology behind material and device science evolves year on year and now more than ever there has been a recognition that devices can positively transform a patient users quality of life when utilised and customized correctly. Our mission statement is to ensure that no patient who could benefit from a device is unaware of their value, then to ensure they get optimal results by correct customization and product use training – a truly tailored patient centred approach.”

Our motto is “Pelvic Health Naturally”

Our motto is “Pelvic Health Naturally” – premised on the ability of living tissues to react positively to clinically approved therapeutic measures in a pelvic health context. Our logo features a very interesting version of the infinity symbol in blue – which also looks like the Pelvic Girdle bone structure. This symbol represents a sense of simplicity and balance – an important tenet in providing effective healthcare solutions and achieving optimal pelvic health.

We offer a unique blend of professional and patient product training in Clinical and Home environments which are designed to improve individual product customizability, user uptake and long-term patient compliance and satisfaction.

Quick Facts about iMEDicare:

Over 21 years in Business

Almost all of the products we supply are available for direct purchase (online or telephone) for home use

All of our products are used / recommended by the NHS and private Healthcare Institutions, some via GP prescription.

We have a Team of 12 Full time Medical Reps covering all areas of the UK and Ireland. Our reps help us support raising funds for charities in their own time – most frequently Prostate Cancer UK.

We offer free Clinic / Home patient assessment (device suitability) and product training

We've helped over 200,000 customers either restore sexual function or manage their incontinence issues

We exhibit at over 150 professional medical and consumer exhibitions per year

We are corporate partners with the British Association of Urology Nurses (B.A.U.N.) and the Association of Continence Advisors (A.C.A.)

We're proud sponsors of Menopause the Musical II in 2020

Trustpilot reviews consistently rate us as “Great” at customer service provision

Looking after Employees

- *We are an Equal Opportunities Employer as per the Human Rights Act 2010, and operate with strict adherence to provisions within the Modern Slavery Act 2015.*
- *Any health and safety policies in place: General Policy / Drivers Policy / Display Screen Policy / Employee Safety Policy / Fire Risk Assessment and Policy updated annually / First Aid Training provided every TWO years / H&S Contractors Policy / Kitchen / Lone Worker and Manual Handling Policies with posters throughout premises and Tool kit Seminars upon induction.*
- *We have a separate Ethical and Labour Policy Statement*
- *Staff training and appraisals are conducted on an annual basis.*
- *Staff Memos are emailed to all staff regularly supplemented with clear verbal instruction by voice.*
- *Staff are paid correctly and on time, with wages that both meet & in most cases exceed the National Minimum/ Living Wage. Employees can set their level of pension contribution with company matching in line with government regulations. Field sales reps benefit with a company car usage for personal purposes upon request with a £300 annual gym membership allowance.*
- *All aspects of HR management advice and documentation production are outsourced to a professional agency: Peninsulagrouplimited.com*
- *We host team building meetings quarterly for sales rep team and at least twice per annum for office team.*

Looking after Customers

- *To improve customer satisfaction and retention – we monitor our service provision with Trustpilot scoring (average 4 out of 5 stars ie great). We offer full refund options within 30 days on most products that we supply. We have 12 regional field reps servicing all areas of the UK and Ireland who can offer free home patient device assessment and product use training on request. We have a telephone and email accessed customer service team available Mon-Fri 8am to 5pm who also offer live website customer support via Zendesk.*
- *To ensure the safety and quality of your products and services: we ensure all products we purchase adhere strictly to required EU standards and CE certified as medical grade appropriately. FDA approval where relevant.*
- *We continually update our clinician and patient PDF and printed brochures and our website (www.MyPelvicHealth.co.uk) to ensure that our product information is both clear / up to date and relevant.*
- *Our team of Tier III MIA credentialed medical representatives are actively engaged in both NHS Clinician and patient education on a full time daily basis both via in person and televideo presentations.*
- *We are committed to clear and timely communication with all of our customers and aim to respond to all initial queries on a same day basis and resolve completely where possible within 24 hours.*

Suppliers' Standards

- *Our suppliers operate in line with the Bribery Act 2010*
- *We use local suppliers when possible*
- *We are committed to paying our suppliers properly and on time.*
- *Our suppliers have got a CSR policy in place.*
- *We are committed to clear communication with suppliers.*

Protecting the Environment

- *We are commitment to monitoring and reducing waste production. We recycle our cardboard and paper waste and use electronic communication when possible to minimise our paper usage. We are currently switching our company vehicles to hybrid technology.*
- *We use print materials that can be recycled.*
- *Encouraging greener transport by doing the following:*
 - *Encourage staff to walk, cycle, car share or use public transport to get to work if possible.*
 - *Encourage staff to use greener fuels in their personal vehicles if possible.*
 - *Any company vehicles (such as delivery vehicles, plant/ machinery, or company cars) should be as energy efficient as possible. Our fleet of company cars are being switched to hybrid technology.*

Community Engagement

- *Sponsorship of or monetary donations to: local charities and to Prostate Cancer UK in particular.*
- *Supporting the surrounding community by employing local people.*

Measurement

We audit our commitment to our Corporate Social Policy on an annual basis and benchmark to ensure optimal outcomes. We update / renew our CSR Policy on an annual basis to ensure that it remains valid / transparent and strives for continual improvement.

iMEDicare

Pelvic Health Naturally...

