

# PLMR Healthcomms

Your health public affairs and  
communications experts

April 2025

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# PLMR Healthcomms

## Communicating Innovation

PLMR Healthcomms is a UK based communications and ideas agency. We specialise in PA, PR and digital marketing for the UK Pharma, HealthTech and social care sectors. Our goal is to influence policy, enhance market presence and change behaviours so that collectively, we improve outcomes for patients.







When you're navigating complex systems, shaping policy or bringing a new innovation to market, you need more than just advice – you need a partner who understands the landscape and knows how to get things done.

In 2025, the environment for life sciences companies is not just complex. It is also challenging and uncertain. Affordability is the main driver of decisions about innovation uptake, not the art of the possible.

We've worked with pharmaceutical companies to communicate and influence on innovative vaccines, women's health, weight management and patient group engagement. We bring the rigour that we've developed through 14 years' experience working hands on in HealthTech, with a heritage covering cardiovascular disease, neurology, oncology and infection prevention.

As we welcome in yet more change in the NHS, our knowledge of who makes what choices in the health system is vital for supporting your policy, communications and access engagement.

Our story has shaped us to think critically, creatively and commercially about innovation adoption. Integrated public affairs and communications at PLMR Healthcomms is rooted in insight, delivered with energy, and shaped by a deep understanding of the NHS, Parliament and the wider health ecosystem.

PLMR  
HEALTHCOMMS



# The skills we bring:



Providing deep market expertise in UK pharma and systems-level understanding.



Delivering outstanding secretariat services to APPGs and Coalitions, such as the Medical Technology Group, a coalition of more than 15 HealthTech companies and 50 patient groups.



Co-creation of impactful campaigns with partners including patient groups, HCPs, think tanks and the lived experience.



Aligning your commercial needs to the forefront of policy and government priorities – from prevention and early detection to diagnostics to treatment.



Offering rigorous research, policy analysis, and stakeholder engagement that reaches decision-makers.



Navigating Parliament, the NHS and wider health system with lived experience and insider knowledge.

## Our track record is reflected in our impressive client retention rate:

**14**

**Years' experience working with the biggest HealthTech companies and UK Pharma.**

**10+**

**Seven clients have worked with us for over ten years.**

**5-9**

**Seven clients have worked with us for between five and nine years.**

**Spanning hundreds of projects, campaigns, coalitions and corporate support.**



We have over 14 years' experience setting up, leading and delivering public affairs programmes for the world's biggest HealthTech and pharmaceutical companies, coalitions and health and care charities.

We've expanded our capabilities to build our integrated public affairs and communications offer.





Our clients are at the  
forefront of innovation,  
transforming healthcare and  
making a tangible difference  
for patients:



Pharmaceuticals



Vaccines



HealthTech



Coalitions



Digital health



Social care





# Helping you shape policy, access markets and drive uptake

Whether you're launching a new medicine, supporting uptake, or shaping the external policy and commercial environment, we make sure your message lands.

We partner with ambitious teams across UK Pharma, HeathTech and life sciences to:

- Create unique and innovative partnerships.
- Raise your share of voice and mind internally and externally.
- Disrupt the policy environment to speed up access to innovation.
- Build outcomes-focused campaigns that target commercial priorities.

Our expert consultants work in collaboration with your organisation to understand, advise, and drive change. We take an analytical approach, shaped by a deep understanding of UK health policy.

An integrated approach with the award-winning PLMR Digital team sets us apart, giving us access to video production, 'email your MP functions', website development and gamification. And because we believe in impact, we give 5% of our profits to charity each year as part of the PLMR Group.





# Solving your commercial and policy challenges

We bring the depth, focus and experience to help you make real progress – not just activity. These are the areas where we excel, and where we can make the biggest difference to your work.

## Our capabilities:

- Linking Government affairs with R&D and early-stage innovation, developing policy positions that future proof routes through regulation and access.
- Tackling adoption and access barriers for new technologies.
- Supporting your conversations with medical colleagues and navigating requirements of the Code.
- Communicating complex science to a range of audiences including Parliament, payers and PAGs.
- Building strategic partnerships with think tanks, patient groups and influencers.
- Shaping campaigns that are insight-driven, outcomes-focused, and strategically led.



# Problem solving, solutions focused

When you choose PLMR Healthcomms, you are choosing an agile, hands-on team that feels like part of your own. As a team of 12, we provide the benefits of an agile agency backed by the scale and support of the wider PLMR Group.

## We're right for you if you:

- Are creative and flexible.
- Are in an organisation at the forefront of life sciences innovation and discovery.
- Want a partner who truly understands you, your organisation and what you want to achieve.
- Are looking for an agency that truly understands the NHS and offers a genuinely integrated approach.
- Need support to think strategically about complex commercial challenges.
- Want an agency that prides itself on delivering brilliant work.

'This is the best agency we have worked with because they get results. Innovative; responsive to client's needs; listen; efficient; do all this in a very open, logical and pleasant way.'

Barbara Harpham, Chair, Medical Technology Group

"PLMR Healthcomms are a fantastic team to work with. As a Member of Parliament, it is important to me that agencies represent their clients with professionalism and expertise, and I have always found that they excel in both of these areas. They bring creative and innovative thinking to their work to ensure their clients' needs are met and spend time developing relationships to ensure maximum reach."

Marsha de Cordova MP

PLMR Healthcomms and I have worked in true partnership over the past 12 months to develop a strategic policy platform and advocate this via our partners to Parliamentarians and Government. They have shown themselves to be flexible and adaptable according to changing strategic needs, which I have found incredibly helpful.'

Tony Kerr, Moderna UK/I

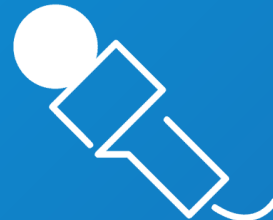




Public Affairs



Integrated  
communications



Messaging and policy  
development



Strategy development



Research and insights



Public relations



Paid and digital  
marketing



Multi-level  
stakeholder  
engagement



Video and podcast  
production



Report and  
whitepaper  
development



Internal  
communications



Events  
management



# Meet the team

Our team are experienced communicators with specialist subject knowledge. With backgrounds in agencies, the NHS and Parliament, we are united by the common goal to make a positive, sustainable impact in everything we do.



Sara Bristow

Director and Head of  
PLMR Healthcomms



Melissa Barnett-  
Welch

Director and Deputy  
Head of PLMR  
Healthcomms



Tom Doughty

Associate Director



Lauren Keefer

Associate Director



Roger Greer

Associate Director



Dom Moffitt

Associate Director



Matthew Spencer

Account Director



# And our extended network

Alongside our dedicated in-house team, our Strategic Advisors draw from a wealth of experience, expertise and unique insights to help guide and unblock your specific challenges.

The team of PLMR Healthcomms advisers work as a dedicated resource to provide:

- Leadership of in depth strategy workshops that target your commercial challenges and what makes you unique: your platform, your offer and your ask.
- Strategic advice to support policy and message development, consultation responses and internal stakeholder alignment.
- Subject matter expertise and insights on health and life science policymaking, procurement, medicines access and uptake.

**Noel Gordon**

Former Chair of NHS  
Digital



**Suzy Heafield**

Former Head of  
Medicines, Value and  
Delivery, NHS E



**David Brindle**

Former journalist and  
social care expert





# "No Money Will Ever be Enough"

Reforming the NHS to secure its survival

An interview with Steve Brine MP

Chair of the Health and Social Care Select Committee

## Bringing decision-makers to you

PLMR Healthcomms is the proud founder of 'From the Frontline', a specialist health, life sciences and social care podcast that brings senior decision makers to you.

Getting regular insights from the frontline has never been easier. We let decision makers tell us what matters to them because it matters to you.

Our podcast has welcomed guests from NHS England, MHRA, NICE, innovation enablers as well as experts from patient groups, politics, social care and even clients.

Listen to the latest episode or find topics relevant to your sector [now](#).





# The PLMR Group



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# Our values

## PLMR is an organisation that cares.

We care about the incredible clients and causes that we support through our work. We care about the brilliant people that work here. And we also care about a range of issues that go beyond our day jobs.

Every year since we were founded in 2006, PLMR has donated 5% of net profits to philanthropic causes at home and abroad.

PLMR are long-term signatories to the London Living Wage and Armed Forces Covenant.

We are proud to strengthen our team through encouraging diversity in our workforce, through our partnership with the Taylor Bennett Foundation, providing opportunities for BAME graduates, and our work with West Lea School, helping young people with learning difficulties to gain valuable professional experience.

PLMR were the first agency in the UK Statutory Register of Consultant Lobbyists and are members of the PRCA Public Affairs Register.

We have always been a values-led business, and we hope to certify as a B Corp in 2025.

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# Labour Party Conference

**PLMR Policy Hub will be returning in 2025.**

Each year at Labour Party Conference, the PLMR Policy Hub brings together businesses, politicians and policymakers for a range of through-provoking events and networking receptions.

Last year we were pleased to welcome a range of ministers, senior MPs, business leaders and senior policymakers to our hub for a discussion about key issues including skills, energy, housing and health.

This included Disability Minister Stephen Timms MP who pledged to act on housing for disabled people, and Mayor of West Yorkshire Tracy Brabin who committed to advancing growth for Northern businesses. We enjoy a close relationship with Labour HQ to maximise the impact of our events and secure senior party representatives.

This year our Policy Hub returns and again will be at the heart of Conference and within the secure zone, offering a unique opportunity for engaging Labour Party ministers, MPs and wider stakeholders.





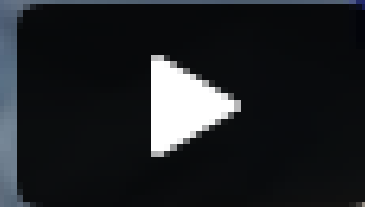


plmr + impact

plmr.co.uk

Smith

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vimeo



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# PLMR Digital

## Providing measurable impact.

PLMR Digital provides a full range of services, delivering measurable impact across industries through strategic digital marketing, website development, design and content production.

- Digital Marketing and SEO
- Website and Software Development
- Creative and Design
- Content and Social Media
- Videography and Podcast Production

We take a meticulous and professional approach to every project, combining precision, creativity, and measurable results. Using leading software such as WordPress and Elementor, we design and develop high-calibre websites and digital assets that meet the needs of the most high-profile organisations, coalitions, and individuals.

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PLMR





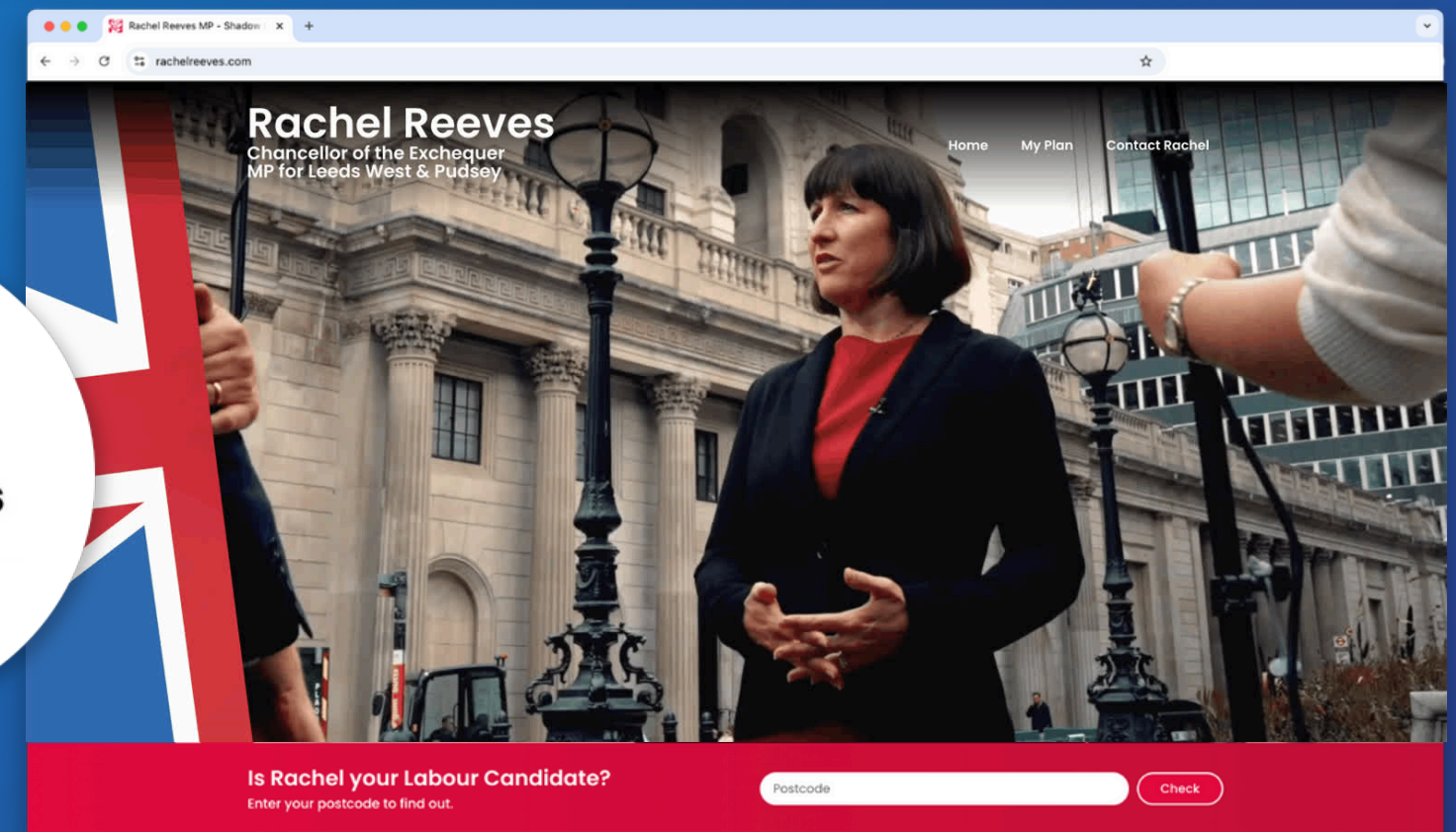
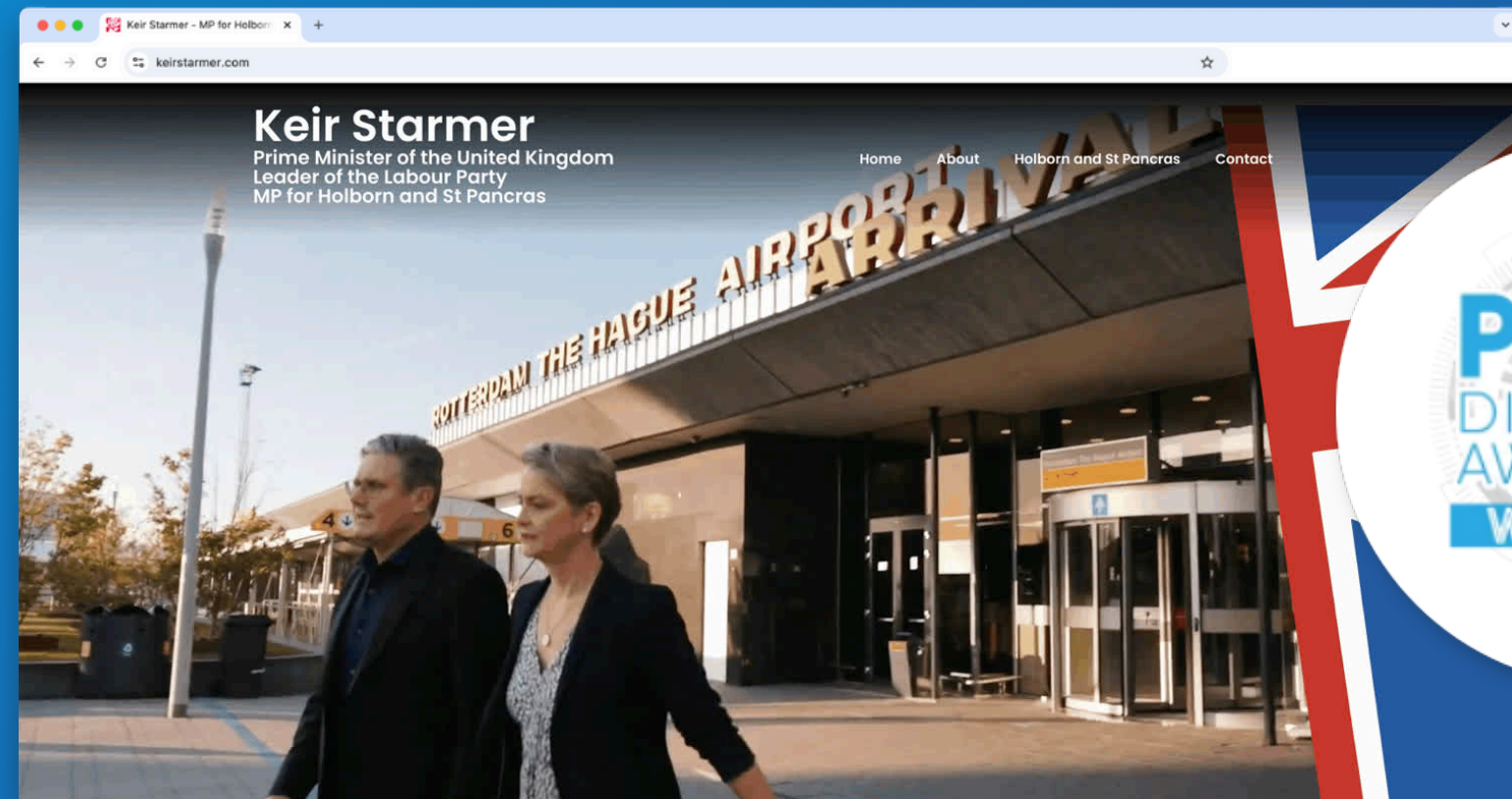
# PLMR Digital

Providing measurable impact.

PLMR Digital has delivered websites and design collateral for prominent figures, including Prime Minister Sir Keir Starmer MP, Chancellor of the Exchequer Rachel Reeves MP, and the Mayor of London, Sadiq Khan as well as leading charities, government departments, councils and organisations in the financial sector.

Our work adheres to the highest industry standards, ensuring accessibility, functionality, and positive user experiences. With a track record of success across multiple sectors, we are equipped to tackle complex digital challenges with expertise and innovation.

As a multi-award-winning agency, we continue to set the standard in digital communications, delivering strategic, high-impact solutions for our clients.





# Our expertise and achievements

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**Providing comprehensive  
Policy and Government  
Affairs support to an  
innovative vaccines  
company**

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## **Delivering outstanding results as partner of choice**

We have worked as the Government Affairs partner of choice to Moderna since March 2023, recently extending our retained corporate contract for 2025. We are fully integrated into Moderna's Policy & Government Affairs function, working in partnership with colleagues across market access, research and development and the supply side to ensure Moderna UK/I speaks with one voice on critical policy topics.

Our work has covered community group and political engagement on diversity and inclusion in clinical research and leading policy positioning and stakeholder engagement on mRNA platform regulation. This has included providing proactive input into company positions on regulatory requirements, the Life Sciences Industrial Strategy and more.

In 2024, we developed Moderna's strategic positioning to deepen relationships with the Labour Government and drive collaboration on areas such as research and development, centralised vaccines procurement and vaccine uptake. We also provide a daily UK political and policy monitoring report that is often shared with the UK leadership team.

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## Creating compliant partnerships with patient groups alongside policy and medical affairs

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## Patient and community group engagement and collaboration

As Government Affairs partner to Moderna, we recently delivered a patient advocacy workstream that has created collaborative partnerships on vaccination policy and winter preparedness.

Recognising the pressures of the 'quad-demic' on the NHS and vulnerable communities, we initiated a patient advocacy programme to gain insights into patient groups' concerns about winter pressures and the role of vaccination within the Government's prevention agenda.

Our engagement culminated in a roundtable enabling up to seven patient groups to share insights and create a shared policy platform on vaccination policy. We leveraged political connections and a deep understanding of the ABPI Code to create a forum that was led by the patient groups, creating trusting connections and opportunities for collaborative engagement moving forward.

Furthermore, in 2023, we led a programme to engage groups representing underserved communities on barriers to clinical trial representation. We cultivated relationships with local groups in Manchester, London and Scotland to develop insights on these barriers and launched a call in Parliament to ACT to make clinical trials more accessible, convenient and trusted.

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**Delivering campaigns that are rooted in strategy, outcomes focused and create impact**

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## Amplifying voices, transforming lives: a winning strategy for menstrual health

Despite affecting one in five women, menstrual health disorders remain 'Cinderella conditions', lacking awareness, education and resources and consequently, many women suffer in silence.

The Menstrual Health Coalition (MHC), a coalition of patients and advocate groups, leading clinicians and individuals, supported by life sciences industry partners including Bayer, Gedeon Richter, Hologic and Theramex, sought to tackle these challenges through a bold campaign to place menstrual health at the heart of the UK Government's women's health agenda.

Through strategic collaboration, we mobilised patient voices, targeted key decision-makers and used data to influence the system. We activated the group's supporter network to respond to the Women's Health Strategy Call for Evidence, highlighting the priority women place on menstrual wellbeing. Our strong partnerships enabled us to lead a unified Call to Action across the sector that shifted the narrative.

Our campaign secured two major wins:

- Menstrual health named as a theme within the Women's Health Strategy and prioritised in the second year of its implementation.
  - The development of women's health hubs offering significant potential for improved patient pathways with associated resources.
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**Translating complex science to a range of audiences and developing innovative tactics**

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## Creating tangible policy wins in brain cancer

We are proud to have an impressive client retention rate, with 7 organisations having worked with us for over 10 years. One of these clients is Brain Tumour Research (BTR), who, with our support, helped to secure £40million of Government funding for brain tumour research in 2018.

Brain tumours kill more children and adults under the age of 40 than any other cancer, but because of the complex science unique to the brain, breakthroughs are particularly difficult to achieve.

Working with Brain Tumour Research, the leading research charity for brain tumours in the UK, we launched a powerful story and campaign calling for increased funding and action to unblock barriers to research funding. Our advocacy led to the first ever e-petition inquiry into brain tumour research and the creation of a DHSC task and finish group on brain tumours.

We placed Brain Tumour Research at the heart of this group, alongside officials, carers and clinicians, which resulted in a pledge from the Government to invest £40m into research into brain tumours.

Our engagement was a success due to our ability to translate complex science to Parliamentary and wider stakeholder audiences, and to identify strategic opportunities to influence stakeholders and policymaking.

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## Tackling adoption and access barriers for new technologies

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# Securing access to innovative technology through specialised commissioning

Microprocessor knees are a cutting edge technology that allow amputees to do more, walk further and more often. Despite their effectiveness, NHS England consistently delayed the commissioning of the knees for non-military patients by limiting them to individual funding requests. This drastically limited the lives of above-knee amputees, holding them back from living full lives; being able to work, exercise, things most people take for granted.

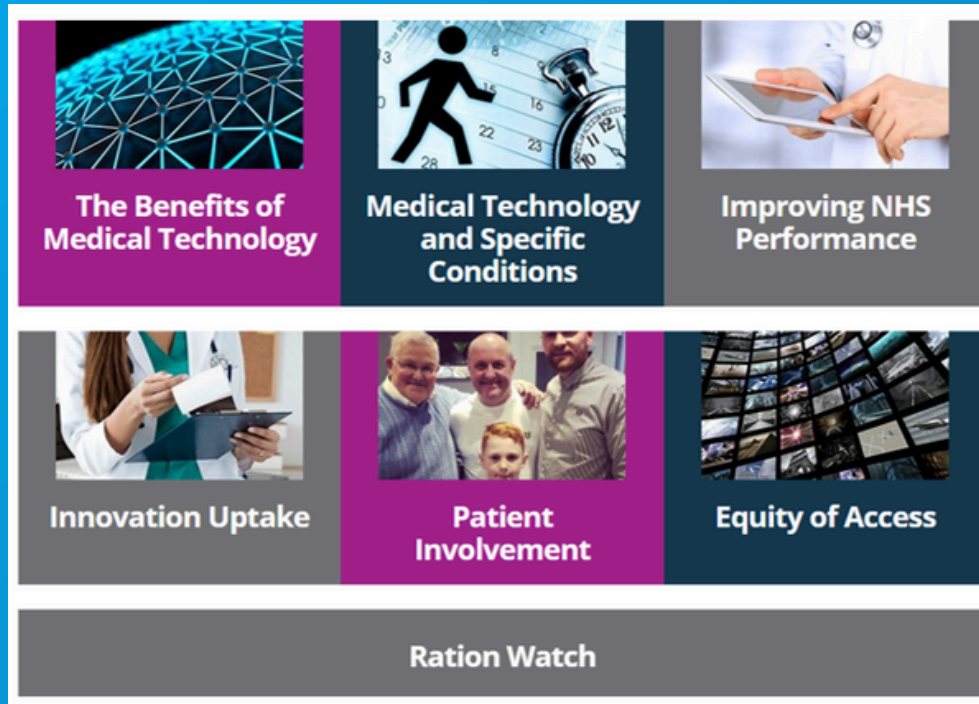
After significant delays since 2013, including being placed in Level 3 of NHS England's specialised commissioning process, microprocessor knees were commissioned by the NHS in 2016. However, this decision was threatened by the ruling that NHS England could commission Pre-Exposure Prophylaxis (PREP) instead, for which NHS England published a full Clinical Commissioning Policy.

Working with our client, Ottobock, we designed and led a political and PR campaign that safeguarded the commissioning and funding for microprocessor knees against this threat. We galvanised support across Parliament, patient groups such as the Cross Party Limb Loss Group and Blesma, and told a compelling patient-first story about the impact of the technology on above-knee amputees.

As a result of our campaigning, the funding for microprocessor knees was maintained and the programme rolled out.

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**Delivering outstanding  
secretariat services to  
large coalitions**

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## Supporting access to medical technologies as a class of innovation

We have acted as the trusted secretariat to the Medical Technology Group (MTG) since 2016, during which time our key responsibility has been to manage priorities, reach consensus, and deliver engaging programmes for a coalition of 15 industry partners and 48 patient groups.

Our approach has brought creative and strategic focus to the group, with initiatives including:

- Creation of an elected Chair and Management Group to ensure decision-making governance and to ensure the strategic approach is shaped by a range of views.
- The unique 'RationWatch' campaign, through which we delivered a public affairs and PR campaign highlighting the 'rationing' of treatments by CCGs. The insights and data gathered through this campaign were recently cited in the Darzi Review.
- Delivering a programme to influence DHSC, NHSE and NICE to amend their ways of working to better include the patient voice in decision making. Thanks to this campaign, the MTG has a quarterly meeting with officials in DHSC and NICE.

The MTG's set piece annual event, Medical Technology Awareness Week, is a Parliamentary celebration of medical technology and the benefits it delivers to patients and the NHS. The event typically secures trade coverage and attendance from senior decision makers and Secretaries of State.

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**Collaborating with partners to drive policy change and increase representation from underserved communities**

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## Embedding co-creation to shape programmes and strengthen influence

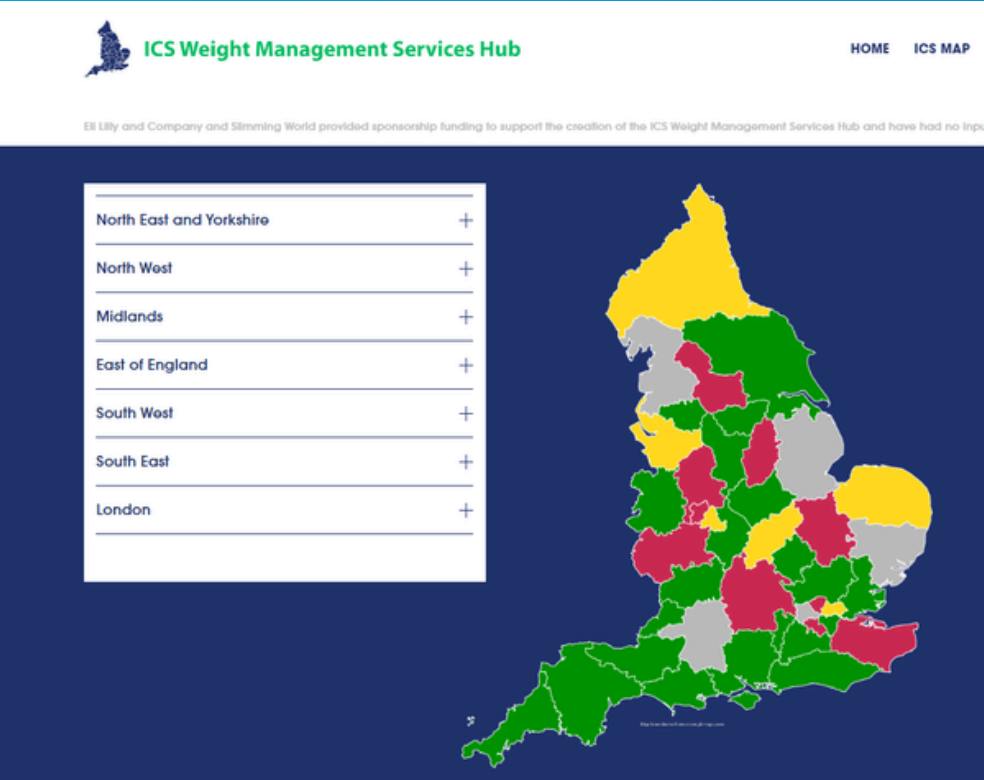
As the Secretariat of the All-Party Parliamentary Group on Adult Social Care, we identified a need for meaningful co-production to ensure the APPG could authentically represent the voices of those it aimed to serve and influence policy effectively.

We therefore established a diverse advisory group consisting of 12 members representing a range of physical and learning disabilities, spanning various age groups and lived experiences. Thanks to the Lived Experience Advisory Group, the APPG is now the leading group in Parliament on issues relating to Adult Social Care.

Co-production is now a central operating principle of the APPG, setting a new standard for authentic engagement with individuals who rely on care and support. Most recently, the Lived Experience Advisory Group played a pivotal role in the My Vote My Voice campaign, which successfully advocated for all three major political parties to publish Easy Read versions of their manifestos for the 2024 General Election.

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**Micro site creation as a support tool for influencing and insights generation**

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# Insights generation and sharing via the ICS Weight Management Hub

As secretariat to the APPG on Obesity, we developed a micro-site with support from Lilly and Slimming World to act as a hub for information, insights and news about weight management services in England.

With insights derived from a Freedom of Information request, a call to evidence to the APPG's network and one-to-one outreach with KOLs, the site acts as a tool for individuals and teams designing and delivering weight management services to share news and information about their own services and learn from best practice across the health system. It contains a range of information about what services are available and where.

The site is a multi-purpose engagement tool, supporting political engagement via the APPG as well as service development in one of the most pressing areas of health policy. As secretariat to the APPG, we have received several proactive pieces of feedback our network in the weight management sector, including many offers to place information and news in the hub.

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# Thank you

For more information, please contact  
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