

Diversity, Equity & Inclusion Strategy

2024



DE&I is fundamental to our purpose:



Purpose

To improve access to healthcare for **all** in the UK



Vision

A healthier UK, where **everyone** can navigate and fund their healthcare

To drive towards unlocking our purpose, our DE&I vision is:

To foster an inclusive culture where our diverse colleagues represent the communities and customers we serve, feel a sense of belonging, and are empowered to deliver their best work.



Diverse companies are 35% more likely to outperform their competitors (McKinsey)

When employees feel included, their ability to innovate increases by 83% (Deloitte)

Diverse management teams lead to 19% higher revenue (BCG)

We will achieve our vision & responsibility through:

5 key strategic pillars of activity

Leadership

Aspiration: Every colleague understands their own responsibilities in creating an inclusive culture and acts on it.

Data

Aspiration: We understand how accessible, diverse, and inclusive we are, and the data underpins and drives our action plans.

Engagement

Aspiration: We track our progress through employee engagement surveys and celebrate our diversity and the moments that matter.

Attraction

Aspiration: We attract from the widest possible talent pool, and our selection process is accessible and unbiased.

Policy & Practice

Aspiration: Our policies and ways of working are inclusive and foster a sense of belonging.