



# B CORP IMPACT REPORT 2023

Certified



Corporation

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# FOREWARD

**By Farah Asemi /Founder & Director at Diagnostics 360**

Dear Stakeholders,

We are excited to share Diagnostics 360's first impact report, showcasing our commitment to high-quality pathology testing. Our work not only eases the burden on the NHS but also empowers individuals to make informed health decisions while fostering a sustainable, inclusive environment that inspires and drives innovation.

Founded in early 2021 during the height of the COVID-19 pandemic, we recognized the critical need for timely and accurate diagnostics given the healthcare system was overwhelmed. Despite advances in technology and AI, the NHS still faces challenges in delivering prompt services, making our role as a private care provider increasingly vital.

2023 has been a transformative year for Diagnostics 360. Our UKAS and B Corp-certified medical laboratory in Chiswick stands as a testament to our dedication to excellence. We've expanded our services to include areas such as biochemistry, immunology, and sexual health, while also introducing a zero-emission courier service to align with our sustainability goals.

Our partnerships with universities, pharmacies, and our network of skilled phlebotomists have made our services more accessible across Greater London. Looking ahead, we're focused on further enhancing our diagnostic capabilities, improving turnaround times, and integrating AI tools to better serve our community. Our dedicated team works tirelessly in a friendly, open environment to deliver our mission and vision and maintain our commitment to sustainability and quality

Thank you for being part of our journey as we strive to create a future that benefits people, planet, and profit.

Sincerely,  
Farah Asemi



# MISSION

**To provide high-quality, accurate and timely pathology testing services that ease the burden on the NHS, contribute to community well-being, and empower individuals to make informed decisions about their health, all while maintaining a commitment to sustainability and fostering a diverse and inclusive environment that inspires growth and innovation.**

# VISION

**Diagnostics 360 strives to be the leading pathology lab in the UK, distinguished by its unwavering commitment to diagnostic precision, patient care and sustainability. By continuously engaging in collaborative partnerships and adopting modern technologies, we intend to drive positive change within the healthcare sector.**

# OUR JOURNEY TO CERTIFICATION

Our decision to become a B Corp reflects our commitment to redefining the role of business in society and doing our best by our colleagues. We aim to leverage our diagnostic expertise not just for profit but to positively impact people and the planet.

This certification aligns perfectly with our goals of maintaining exceptional patient care, minimizing our environmental footprint, and fostering a diverse, inclusive workplace. It ensures our practices mirror our core values and long-term vision.

Achieving B Corp status has profoundly impacted Diagnostics 360, driving us to refine our policies, uphold accountability, and inspire innovation within our team. It has also strengthened our reputation, building trust with our clients, partners, and the wider community.



# OUR JOURNEY TO CERTIFICATION

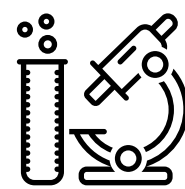
**FEB 2021**

Following thorough research, West London was chosen as our strategic location, and in February, we moved into The Lightbox – Workspace, ready to embark on this new venture.



**APR 2021**

In April, we processed our first COVID-19 sample, marking the beginning of our positive contribution to society, as we began to see the tangible impact of our work.



**JUL 2022**

Three months into the process, we completed our initial B Corp assessment, achieving a score of 66 points, a testament to our commitment to sustainability and ethical practices.



**MAY 2023**

On May 11, 2023, Diagnostics 360 achieved B Corp certification with a score of 88, knowing this milestone represented the beginning of our ongoing journey toward making an even greater impact.



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**DEC 2020**

The idea of starting a pathology lab was sparked by the COVID-19 pandemic, driven by a desire to contribute to public health through innovative solutions and dedicated testing services.



**MAR 2021**

By March 2021, we had set up our lab, carefully designed to meet the highest industry standards while providing a comfortable and supportive environment for our employees to thrive.



**APR 2022**

A year later, recognizing our progress, we made the bold decision to apply for B Corp certification, aiming to become the first accredited pathology lab in the UK.



**OCT 2022**

Three months later, we successfully raised our impact score, meeting the B Corp requirements and proudly submitted our final application.



# IMPACT SCORE

This year marks the first time Diagnostics 360 has achieved B Corp certification, a testament to our commitment to making a positive impact on society and the environment. The initial B Impact Assessment provided us with invaluable insights into our strengths and areas for improvement. It has been a rigorous yet rewarding process that has solidified our dedication to upholding the highest standards of social and environmental performance.

As we prepare for our next assessment, we have set ambitious goals to improve our score across all impact areas, further increasing our positive impact.

**GOVERNANCE 13.1**

**Accountable & transparent across the company**

**WORKERS 27.4**

**Ensuring diversity, inclusivity & flexibility in the workplace**

**COMMUNITY 13.0**

**Sharing time & resources with our community**

**ENVIRONMENT 18.7**

**Improving environmental impact in the health industry**

**CUSTOMERS 15.7**

**Giving our customers a more sustainable and efficient solution**



- 88.0 Overall B Impact Score
- 80.0 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

# GOVERNANCE

# 01



**Diagnostics 360**, Unit G26 The Lightbox,  
111 Power Rd, Chiswick, London W4 5PY

+44 20 3833 0880  
info@d360.co.uk

## What we said we'd do:

- Empower our staff to embody the B Corp culture and values in all their day-to-day life.
- Enhance training for all employees on social and environmental issues.
- Improve the company's policies to encourage ethical decision-making and prevent corruption.
- Improve practices and procedures to ensure the highest standards in the industry.
- Improve our sustainable dashboard by adding financial metrics.

## What we did:

- We introduced monthly meetings with extended team members to integrate B Corp practices across all areas of the company. We're thrilled by the active participation of colleagues, collaborating to find more sustainable and efficient ways to improve.
- Environmental modules were included as part of the E-Learning Modules provided by Blue Stream Training Academy.
- Applied for relevant industry certifications such as the Care Quality Commission and ISO 15189:2012 (by UKAS), thereby enhancing all procedures and our commitment to excellence and quality.





# WORKERS

# 02

**Diagnostics 360**, Unit G26 The Lightbox,  
111 Power Rd, Chiswick, London W4 5PY

+44 20 3833 0880  
info@d360.co.uk

## What we said we'd do:

- Maintain open and transparent communication channels where employees can raise concerns, offer suggestions, and stay informed about company decisions and developments.
- Revise our benefits package to improve overall employee well-being and to support them with the increasing cost of living and work-life balance.
- Provide support with continuous learning opportunities.
- Incorporate an Employee Satisfaction Survey.

## What we did:

- Every Tuesday, the entire company holds a team meeting to keep everyone updated on relevant issues and provide employees with the opportunity to raise concerns or suggestions. Meeting minutes are recorded and shared with everyone afterward.
- We have appointed a dedicated mental health responder and two first aiders.
- Three employees completed professional development courses, including a PG Cert in Health Care Quality Management, Meta Marketing, and Leadership & Management.
- We conducted a Display Screen Equipment (DSE) assessment and updated furniture according to employees' needs and safety requirements.
- Our first employee satisfaction survey scored 4.1 out of 5.0, and feedback was integrated into company policies and procedures.
- Partnered with organizations like Paws in Work and Soke Clinic to host monthly Mental Wellbeing Masterclasses, covering topics such as Men's Mental Health, Financial Wellbeing, and Imposter Syndrome.
- We prioritized employee well-being by offering weekly grocery bags, free gym memberships, and extended free blood testing with GP-verified reports for employees and their immediate families. Additionally, we updated our benefits policy to include a birthday and personal day off and increased leave entitlement for employees with over three years of service.

# CUSTOMERS

# 03

**Diagnostics 360**, Unit G26 The Lightbox,  
111 Power Rd, Chiswick, London W4 5PY

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info@d360.co.uk

## What we said we'd do:

- Ensure thorough testing and obtain certifications to guarantee product safety and quality.
- Committed to ethical marketing and transparent communication, we educate our customers and advertise our services in an honest and clear way.
- Customer Feedback and Engagement.
- Accessibility and Inclusion, Inclusive Design, Affordability Initiatives and Language and Cultural Sensitivity.
- Improve Customer Data Privacy and security, and apply for Cyber Essentials.

## What we did:

- We have participated in recognized UK National External Quality Assurance Schemes (UKNEQAS) and maintained a robust Quality Management System compliant with ISO 15189:2012 standards. Additionally, we are actively seeking ISO 15189:2012 accreditation for all our testing services.
- We provide our customers with valuable health information through our social media platforms.
- We have updated our Data Protection Policy to ensure that all patient information complies with the highest GDPR standards.
- We have transparently published all prices and services on our website. They are regularly reviewed to ensure they remain affordable and meet our customers' needs.

# ENVIRONMENT

# 04

## What we said we'd do:

- Publish quarterly reports on the company's environmental impact, specifically addressing energy use, waste, and sustainability efforts.
- Continue monitoring our energy consumption and defining clear targets for 2024. This year, we also expect to start measuring our waste generation.
- Strengthen our collaboration with SMS ecofleet Limited, to reduce our carbon footprint.
- Implement zero waste policies and explore innovative ways to reduce waste.

## What we did:

- Implemented clinical waste management: Over the past 12 months, we have produced 21 bags of clinical waste.
- Proactively managing energy consumption: Utilizing over 57,000 KWh of electricity, we continuously monitor and strive for efficiency.
- We have introduced a new food compost bin to minimize our environmental footprint.
- Committed to a strict no-plastic policy across all our operations, aiming to reduce plastic waste and promote sustainability. This means, single use of plastic bottles, cutlery or supplies are not allowed in our workspace
- Demonstrated commitment to carbon neutrality by offsetting 28 kg of CO2 from the company's annual paper usage with Carbon Balanced Paper & World Land Trust.
- Recognized for our environmental efforts with a Silver EcoVadis Medal, affirming our dedication to sustainable practices.

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# COMMUNITY

# 05

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info@d360.co.uk

## What we said we'd do:

- Engage and educate our community on health and environmental matters.
- Partner with a charity.
- Create a Supplier Code of Conduct.

## What we did:

- We created new job positions, increasing our headcount by 129%.
- Contributed over 100 hours of voluntary work to uplift and support our local community.
- Celebrated B Corp Month by raising awareness of B Corp standards among our employees and partnering with local B Corps for a River Brent clean-up event.
- Accredited by Prompt Payment Code.
- Local discounts are offered to individuals within our workspace, fostering community connections and supporting local businesses.
- Partnered with Macmillan Cancer Support, a charity dedicated to combating cancer in children, to raise awareness and funds for this critical cause.
- We developed a Supplier Code of Conduct that outlines the standards and expectations we have for our suppliers.



**MACMILLAN**  
**CANCER SUPPORT**

WHAT

WE

AIM

2024

GOALS

TO

DO



## GOVERNANCE

Update mission and vision with employee input.

Foster a culture of inclusion and safety.

Integrate sustainability and B Corp goals in performance reviews.

Engage employees in B Impact Assessment and improvement initiatives.

Educate employees on child labor and financial literacy.

Host regular workshops on social and environmental topics.



## WORKERS

Maintain employee benefits, including annual health risk assessments.

Add "Behind the B" training to mandatory courses.

Improve parental leave for all caregivers.

Implement diverse hiring practices like blind recruitment to enhance diversity.

Provide regular diversity, equity, and inclusion training to ensure an inclusive and respectful workplace culture.



## ENVIRONMENT

Apply for ISO 14001:2015 Environmental Management accreditation.

Track and record waste weights by category.

Install battery collection bins for hazardous waste disposal.

Uphold carbon neutrality with World Land Trust & Carbon Balanced Paper.



Partner with charities and local communities to offer free blood testing.

Increase team participation in volunteering.

Improve our collaboration with Workspace by offering free testing

## COMMUNITY



## CUSTOMERS

Obtain ISO 15189:2012 for in-house testing services.

Launch a newsletter with updates and customer feedback ("You said, We did").

Enhance surveys and feedback tools.

Develop a comprehensive Risk Assessment for testing and solutions.

Expand AI use to boost customer service and service accuracy.

A group of people are gathered around a wooden table in a restaurant or bar, celebrating. They are holding glasses of beer and wine, and there are plates of food on the table. The atmosphere is warm and festive. The background shows a bar area with a television screen and some framed certificates on the wall.

# THIS IS JUST THE START OF SOMETHING GREAT

Thank you so much for taking the time to explore our 2023 Impact Report and for your continuous support of our business. Your passion and commitment drive us forward on our mission for a greener, cleaner future.

Here's to another year of sustainable progress and eco-friendly initiatives together!

DIAGNOSTICS  
360



**THANK YOU**