

A Message from our CEO.



Shankar Narayanan
Chief Executive Officer
Real Chemistry

2024 was another fast-moving year full of innovation, change and progress. The healthcare marketing and communications industry is at the center of many complex and exciting changes—from the increasing use of AI—to changes in regulation—to monitoring, privacy and safety. All of these are areas where we continue to evolve and improve the ways in which we work and counsel our clients. And throughout it all, we weathered complexity and the need to address healthcare's most challenging problems.

From an ESG perspective, the need for action and definitive change is more urgent than ever. With 2024 surpassing 2023 as the hottest year on record, we are fast approaching the deadline to comply with the Paris Agreement in pursuit of limiting global warming to below 1.5°C. The increase in more powerful natural disasters, such as Hurricane Helene, the Los Angeles fires, and countless others in the United States and around the world, show us there is no time like the present to continue our progress toward carbon emissions reductions.

In 2023, we made a conscious decision to invest in ESG strategies that focused on ensuring our work has positive impact across our people, our clients and our communities. In 2024, our focus was on continuing to build the foundation, while adding in robust data capture and reporting on our emissions to begin identifying targets for the future. We have made progress, and in 2025, we will commit to targets and take steps to reduce our emissions.

And as always, we remain committed to the communities we serve in the pursuit of transforming the healthcare experience. For our people, we are committed to evolving always to create an inclusive workplace that represents every individual. From implementing solutions to improve overall employee satisfaction, belonging and wellbeing for all team members to providing opportunities to give back to our communities, we have focused on making an impact. For our clients, our teams use AI-driven insights to connect patients and healthcare providers, while fighting for inclusion and the democratization of care. The health of each and every one of us reflects the health of the world—our inspiration to positively impact our people, our clients and our communities.

