

MEMORANDUM

To: Marketing Team

From: Team 4

Date: 12 August 2026

Subject: IHH Healthcare Sustainability: Key Messages for Marketing

1. Overview

Sustainability is an important part of IHH Healthcare's commitment to creating long-term value for **patients, employees, communities and the environment**. IHH's sustainability efforts address key **environmental, social and governance (ESG)** priorities while supporting responsible healthcare practices.

For the Marketing Team, these efforts provide an opportunity to communicate IHH Healthcare's commitment to sustainability in a **clear, credible and meaningful way**. Marketing messages should focus on key initiatives and their impact while being supported by relevant evidence.

2. Key Sustainability Messages

The following areas should be highlighted when communicating IHH Healthcare's sustainability efforts:

- **Environment**
IHH focuses on reducing its environmental impact through initiatives related to **energy efficiency, carbon emissions, waste management and responsible resource use**.
- **People & Community**
IHH prioritises **patient safety and quality care**, employee wellbeing and development, and initiatives that support healthier and more resilient communities.
- **Governance**
Strong governance supports **ethical business practices, accountability, transparency, risk management and responsible decision-making** across the organisation.

3. Recommended Communication Approach

The Marketing Team should communicate these sustainability efforts from the perspective of a **responsible healthcare organisation** that creates value for patients, employees, communities and the environment.

Rather than using lengthy technical explanations, Marketing should present key messages in a way that is **relevant and accessible to stakeholders**. Recommended formats include:

- **Infographics** to present key sustainability achievements and priorities.
- **Key-point guides** to communicate important messages clearly.
- **Social media content** to share relevant sustainability initiatives.
- **Visual dashboards** to present measurable progress and impact.

All sustainability communication should be **accurate, evidence-based and consistent** with IHH Healthcare's sustainability information.

4. Example of Communication

For example, instead of providing stakeholders with a lengthy explanation of sustainability activities, Marketing could communicate a key sustainability initiative through a simple infographic that highlights the **initiative, its purpose and its measurable impact**.

This approach can help stakeholders understand IHH Healthcare's sustainability efforts quickly while maintaining credibility.

5. Conclusion

IHH Healthcare's sustainability efforts provide meaningful messages for the Marketing Team to communicate. By focusing on **patient care, digital healthcare, innovation, community impact and environmental sustainability**, Marketing can present IHH Healthcare's strengths in a clear and credible manner.

Moving forward, sustainability communication should remain **professional, simple, evidence-based and stakeholder-focused** to ensure that IHH Healthcare's messages are both meaningful and trustworthy.