

Advancing standards, together.

## 2025 Impact Report – Preparing for 2026

## CONTEXT

In 2025, UK healthcare communications operated under intensifying commercial pressure, rising expectations from healthcare professionals and rapid technological change.<sup>1</sup> While digital investment continued to grow, the sector faced clear challenges around relevance, engagement fatigue and proving measurable impact.<sup>2</sup> Effectiveness, efficiency and outcomes increasingly replaced volume and visibility as markers of success.<sup>3</sup>

## Role of the PM Society

Against this backdrop, the PM Society strengthened its position as a neutral, cross-industry platform advancing standards, capability and collaboration across healthcare communications.

## Key highlights

In 2025, the PM Society delivered material progress across all workstreams. The PM Digital Awards were successfully rebranded as the PMi Awards, shifting the focus to innovation and measurable impact, while the PM Awards continued to set the benchmark for excellence across the sector. Both programmes achieved Advanced Awards Trust Mark accreditation, independently validating the integrity and rigour of the judging process.

The PM Society also convened the industry through the inaugural PM Society Summit, creating a space for senior leaders to discuss effectiveness, partnership and standards in a demanding commercial environment. Engagement across events, awards and initiatives increased year-on-year,<sup>4</sup> reflecting the growing relevance of the Society's work.

## Developing talent and capability

Career development remained central. The flagship careers event connected early-career talent with employers, directly supporting job placements and strengthening entry-level readiness. Training demand

remained strong despite market pressures, with growing uptake of in-house and bespoke programmes and progress towards full CPD accreditation.<sup>4</sup>

## Driving positive impact

Through Creativity for Good, the PM Society demonstrated how healthcare communications can deliver meaningful social impact, supporting charities, raising funds and showcasing the profession's ethical and creative leadership. Sustainability and DEI activity also gained momentum, shifting from awareness to more practical, action-focused support for members.

## Looking ahead to 2026

As AI, procurement scrutiny and expectations around ROI continue to shape the sector, the PM Society will focus on advancing shared standards, smarter delivery models and measurable outcomes. With over 230 corporate members,<sup>4</sup> the PM Society is uniquely placed to bring the industry together and support organisations navigating change.

## Why membership matters

Membership enables professionals and organisations to shape industry dialogue, access interest groups, participate in awards and benefit from training and peer networks. In a challenging but opportunity-rich environment, Advancing standards, together remains the PM Society's rallying call for 2026 and beyond.

1 UK Government, Department for Business and Trade, 2023; UK Government, Office for Life Sciences, 2023; UK Department for Business and Trade, 2023

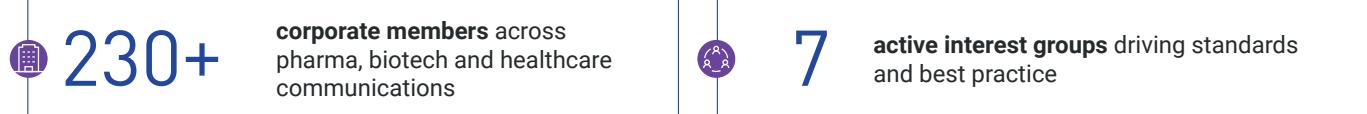
2 eMarketer, 2024, Veeva Systems, 2023

3 McKinsey & Company, 2022; McKinsey & Company, 2023

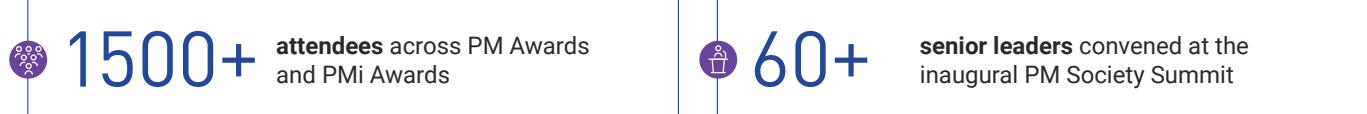
4 PM Society, Data on file

# PM SOCIETY 2025: A YEAR IN NUMBERS

## MEMBERSHIP & COMMUNITY



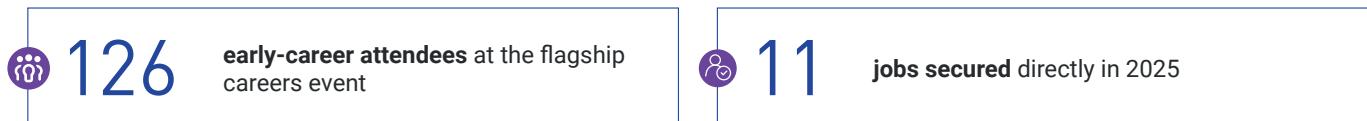
## EVENTS & CONVENING



## AWARDS & RECOGNITION



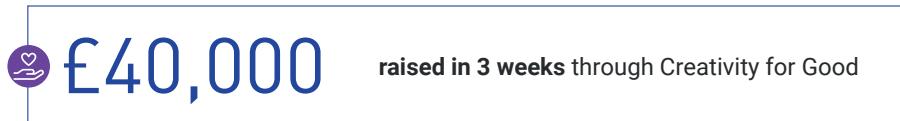
## CAREERS & CAPABILITY



## DIGITAL, AI & ENGAGEMENT



## DIVERSITY, SUSTAINABILITY & SOCIAL IMPACT



Look out for the full report by the end of Q1.