



## **Conflict of Interest Policy**

Last updated: **Friday 13<sup>th</sup> March 2026**

Sentinel First Aid & Medical Advisory recognises the importance of identifying and managing potential conflicts of interest in order to maintain professional integrity and client trust.

This policy sets out how potential conflicts are identified, declared, and managed.

### **Commitment to Transparency**

Sentinel is committed to providing consultancy services that are impartial and focused on the best interests of the client.

Where any potential conflict of interest exists, it will be identified and disclosed at the earliest reasonable opportunity.

### **Potential Conflicts**

A conflict of interest may arise where Sentinel's consultancy work relates to organisations, suppliers, or operational service providers with whom there may be a professional relationship.

Examples may include:

- advisory work relating to organisations that also use operational medical providers
- consultancy work connected to services delivered by other organisations
- involvement in procurement processes where known providers may be considered

Such situations do not necessarily prevent consultancy work from taking place but must be properly managed.

### **Managing Conflicts**

Where a potential conflict of interest is identified, Sentinel may take one or more of the following actions:

- declare the conflict to the client
- restrict involvement in procurement decisions
- provide advice based solely on objective criteria
- decline the engagement where independence could reasonably be questioned

The approach taken will depend on the nature and extent of the potential conflict.

## **Client Awareness**

Clients may request information about any relevant relationships that could reasonably be considered a potential conflict of interest.

Sentinel will respond to such requests openly and transparently.

## **Maintaining Independence**

The purpose of this policy is to ensure that all consultancy advice provided by Sentinel remains credible, defensible, and professionally independent.

Maintaining trust and transparency is fundamental to the services we provide.

## **Contact**

For questions regarding this policy, please contact:

Sentinel First Aid & Medical Advisory

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