
MARKETING TO HEALTHCARE CONSUMERS AND PRIVATE PATIENTS

Media Pack

2018

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WHAT WE CAN DO FOR YOU

If you want to attract private patients to your healthcare service, facility or business, then we can help to deliver that objective. We have been working in the private healthcare sector for over ten years. Private hospitals, clinics, health insurers and leading private consultants and health professionals invest in our services year after year because we understand their business and their marketplace. We know what works, and what doesn't.

Media opportunities - bringing patients to your business

If you want to attract private patients to your healthcare service, facility or business, promoting your services through the LaingBuisson family of UK healthcare portals is the option that delivers the best return on your online marketing investment.

Our key UK sites are:

- Private Healthcare UK™
(www.privatehealthcare.co.uk)
- HarleyStreet.com™
(www.harleystreet.com)
- DoctorInternet™
(www.doctorinternet.ae)

Our sites are aimed at “**active treatment, service or product seekers**” in the healthcare sector – people who are actively seeking a solution to their healthcare need. The sites give people the opportunity to research a variety of services and products within their area of interest, and to contact them direct from the details or links provided on the web site, or through our Enquiry Forwarding Service.

Our clients range from major private hospitals, clinics and health insurers to individual consultants, dentists, healthcare professionals and complementary health practitioners. They all benefit from a variety of options to promote their services on the LaingBuisson healthcare network:

- **Featured Profiles** provide the opportunity for your hospital, clinic or healthcare service to stand out in a given treatment or service area. You can select the treatments and services that are important to you and that you wish to promote.
- A **Sponsored Guide** is an excellent way of getting your message across and establishing your authority in a particular area of healthcare expertise.
- The **Enquiry Management Service** delivers leads from potential patients who are exploring the options for private treatment.
- **Banner Advertising** enables you to target specific treatments, promote your brand, and generate traffic to your web site.
- **Video Profiles** mean that patients can get a real feel for the services that you offer and “get to know you” online.
- Our **Patient Stories** mean that you can share the experiences of your past patients and build trust in services with potential patients.
- **Articles and Features** enable you to share interesting articles with our site visitors. It's a great way of building the reputation of your business, clinic, practice or service.

We can tailor a package of promotion that will match the services that you wish to promote and your budget, large or small.

Intelligence - understanding your market

LaingBuisson focuses specifically on the UK private healthcare sector. We publish regular surveys and reports, and undertake bespoke research and consultancy projects on behalf of private healthcare providers.

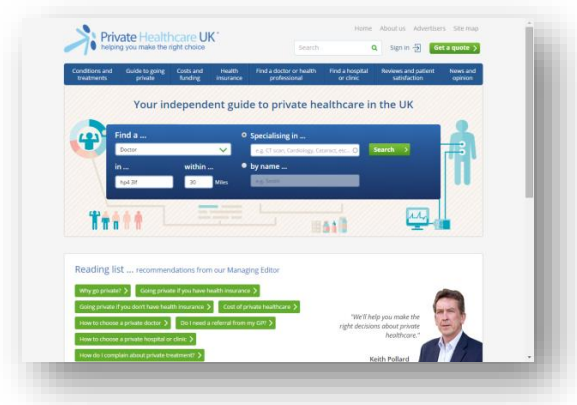
Our research services include original research into patient needs and behaviour; benchmarking of competitors; market forecasting and trends. Our annual reports include the Self-Pay Market Study, the Cosmetic Surgery Market Study, the Medical Tourism Facts and Figures Report, the Medical Tourism Climate Survey, and the Treatment Abroad Medical Tourism Survey.

Our consultancy services offer the knowledge, expertise and tools to help you succeed in the private healthcare sector. We can help you to understand the market, develop your healthcare marketing strategy, identify and exploit opportunities, monitor performance and measure your success.

A NETWORK OF LEADING HEALTHCARE SITES

LaingBuisson operates a network of leading UK healthcare sites covering various sectors of the health and medical marketplace. You can focus your investment on one specific site that best meets your audience needs or use our network to target healthcare consumers in related market segments.

Our flagship site: Private Healthcare UK



Established in 1997, Private Healthcare UK (www.privatehealthcare.co.uk) has grown to become the number one place on the web for patients seeking information about private treatment, hospitals, clinics, specialists and health insurance.

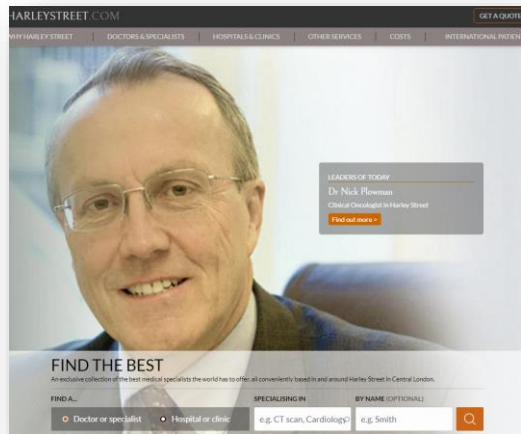
The new Private Healthcare UK™ launched in March 2015 and delivers better information to our private patient audience and better value to our customer base.

The new site has been enhanced to incorporate:

- **A new design**
A fresh new look and clearer layout make it easy for patients to find what they're looking for.
- **Mobile friendly**
Nearly 30% of visitors access the site from a mobile device, so the new site has a responsive design, built with mobile users in mind. Patients can access the same great features and content, optimised for a smaller screen.
- **Powerful search**
Prominently positioned, the search is an easy, yet powerful, way for patients to find doctors, hospitals and clinics.
- **Informing patient choice**
Providing the most relevant information to the patient at the right time, allowing them to make the right choice of doctor, hospital or clinic.
- **Patient guides and information**
Informative guides, patient reviews and stories, and "expert" videos help patients to make the right choice of private healthcare provider.
- **Patients forum**
Partnering with the Private Patients' Forum, the new site features a forum for patients to ask questions, and raise and discuss issues around private healthcare.
- **Expert Q&A**
The Expert Q & A service allows patients to "ask an expert" a question about private treatment; the hospital, clinic or specialist's response is published, highlighting your presence, and enhancing your authority.
- **Targeted content**
We bring all the relevant information a patient may need into a treatment hub where patient advice and provider profiles are featured.

Promoting the private healthcare sector in London... Be seen in all the right places!

For healthcare providers with a London or Harley Street base, we have the most popular online destination for patients seeking private treatment. HarleyStreet.com serves as a gateway for patients to all types of healthcare providers, including hospitals, doctors, dentists, healthcare product and service companies who wish to promote their services and expertise to UK and international patients seeking the "best in private healthcare"..



HarleyStreet.com

HarleyStreet.com was launched in 2006 to help people to find information about doctors, clinics, hospitals and dentists in and around the square mile of medical excellence in the centre of London.

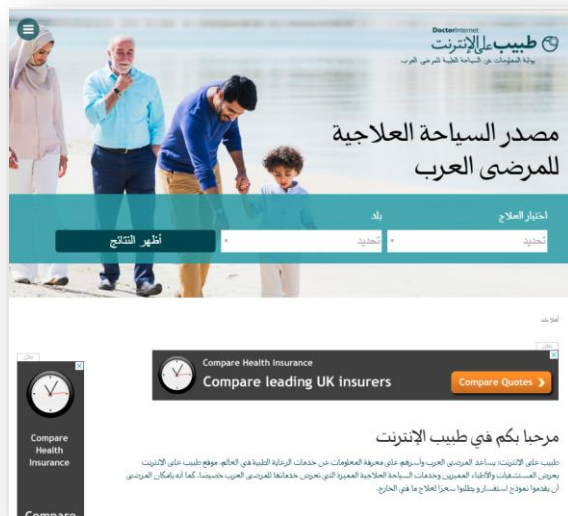
Our new and improved site HarleyStreet.com maintains our focus on consultants and healthcare providers in and around Harley Street.

Harley Street based consultants, healthcare companies, private healthcare services, clinics and hospital facilities can participate in HarleyStreet.com in the following ways:

- Featured profile enhancing your online reputation.
- Sponsoring a section of the site and providing content.
- Banner promotion on specific pages or throughout the site.
- Using our Enquiry Forwarding Service (EFS) to receive enquiries for private healthcare services that are made through the site.

Attracting the Arab patient

International patients are an important source of revenue for many UK healthcare providers. A key market is the Arabic speaking world.



DoctorInternet - Arabic language website

DoctorInternet (www.doctorintert.ae) is the leading online resource for Arabic patients who are seeking information about travelling overseas for treatment. Visitors to the site benefit from independent and impartial advice and can explore the options available for surgery, dentistry, infertility treatment and cosmetic treatment in countries that offer services for Arabic patients.

PROMOTIONAL OPPORTUNITIES

Our network of healthcare-related sites enables you to adopt a varied approach to promotion, depending on the services that you offer and your marketing objectives. We will tailor a package that suits your needs.

Companies can promote their services and attract business through our network in a variety of ways.

- Free, basic profile
- The Gold Package: Extensive profile, Featured Provider in relevant treatment areas, enquiry and appointment requests, treatment and price information, reviews and recommendations, expert Q and A, patient stories, articles, news
- Enquiry Forwarding Service for major treatment areas
- Sponsorship of patient and consumer guides
- Banner advertising
- Video profiles

Discounts are available for multiple listings. There is a significant quantity discount for companies that wish to include a number of facilities or services across the country.

The Gold Package

The Gold Package is for healthcare providers who are serious about online marketing - an enhanced presence on the site, search optimized page content, patient stories, news and articles, reviews and recommendations, and an enquiry and appointment request and booking service.

Treatment boosts

Treatment “boosts” enable you to promote your services in specific areas of treatment. A hospital package benefits from ten treatment boosts, a consultant or health professional can select five areas of treatment that he or she might want to boost.

Some examples of content delivered for clients within a Gold Package:

- [A provider profile for a hospital on Private Healthcare UK.](#)
- [A provider profile for a neurosurgeon on HarleyStreet.com.](#)
- [A clinic article about cancer.](#)
- [A consultant article submitted by a paediatrician](#)

Summary of a Gold package

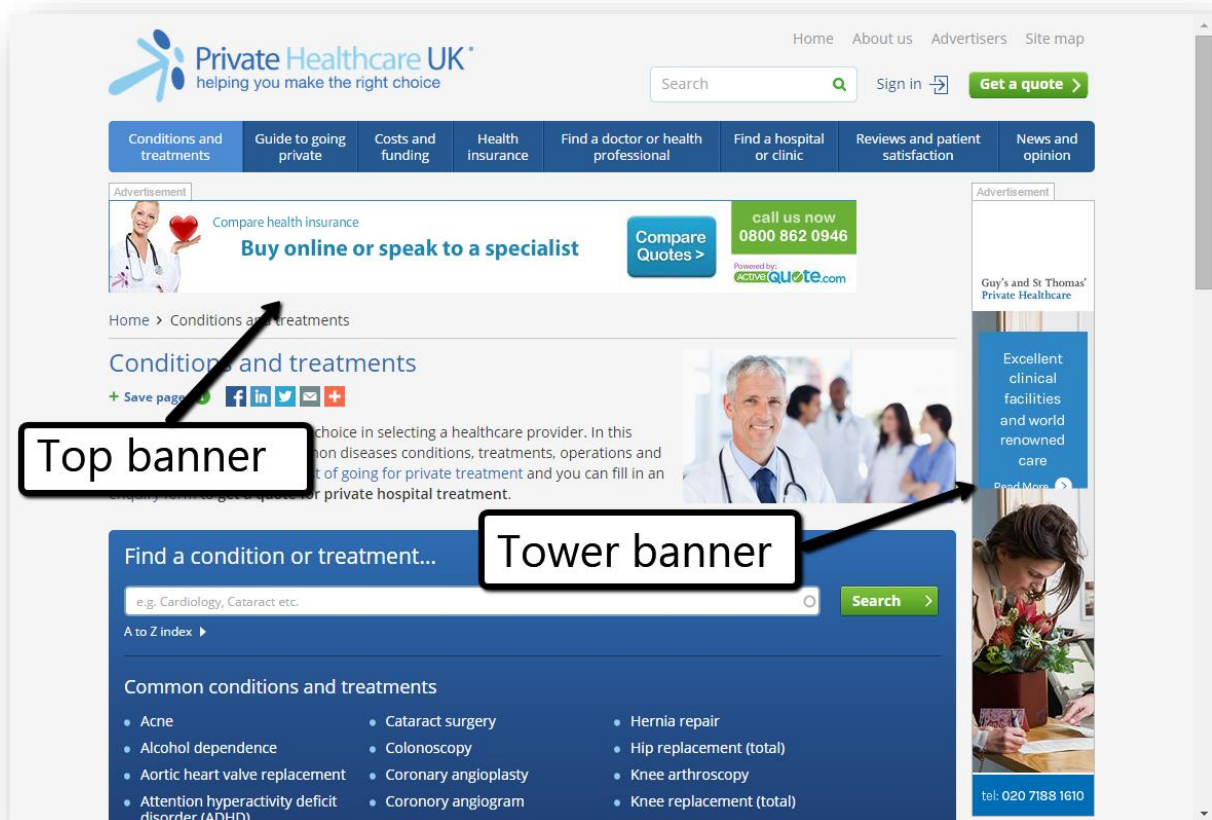
	Gold
Profile	Full profile, including: <ul style="list-style-type: none"> • Full contact details - phone numbers and email addresses • Address and map • List of locations • Full internet details • Treatment list with prices • Individual treatment pages • Find a doctor search (hospitals and clinics) • Ways to pay (hospitals and clinics) • Expert Q and A • News and features • Admitting rights (consultants) • Professional details, qualifications and registrations (consultants) • Languages spoken (consultants)
Treatments	Treatment list with prices
Treatment boosts	Hospitals and clinics - 10 Health professionals - 5
Logo	Logo included
Images	Profile image Photos within profile
Enquiries	Patient can make enquiry direct from profile or listings
Book an appointment	Booking button on listing and on profile.
Ask a question	Ability to respond to patient questions through the "Expert Q and A"
Downloads	Ability to include documents and resources for download
Search results	Photo and summary description included in search results. Appear above bronze listings in search results.
Page content	Search engine optimized profile page. Highlighted as "Featured Provider" in relevant, high traffic areas of our sites.
Articles	3 articles.
Patient stories	3 patient stories.
News	Unlimited news items.
Reviews and Recommendations	Reviews and Recommendations tab in profile. Reviews and Recommendations highlighted within content. Reviews widget for use on client site.
Access to added value, discounted services	Video production. Banner production. Web site production.

What does it cost?

Prices for our content packages and related services are priced according to the area of healthcare and the type of healthcare provider or health professional. Attractive discounts are available for multiple listings. Please contact us for further information about the best package for promoting your facility.

Banner advertising

Banner advertising can be placed on all pages of our sites, within specified sections. e.g. health insurance, fixed price surgery, cosmetic surgery, health screening, psychiatric care.



Banner production

LaingBuisson provides a service for companies who need assistance with the design and production of their advertising banners for the site. We advocate using a professional banner design service as the quality of the banner will affect audience engagement and click through. Well-designed banners result in much more successful campaigns than poorly thought through designs, resulting in increased ROI. There is an additional fee for banner production. As a guide, this would cost between £300-600 per banner depending on the complexity of the design

Banner costs

There are two ways to buy banner advertising on our sites - by "impression" or by "click".

Cost Per Impression (CPM)

With this method, you book a set amount of activity with a confirmed position on the page over your chosen campaign timespan. You can choose to book a run of site campaign, or select one or more specific treatment areas to target. You can also choose to target a geographic area. For example, you might choose to run a campaign targeting eye surgery in London. Cost per impression banners are charged at between £5 and £15 CPM (Cost per 1,000 impressions), depending on where they appear on our sites and if they are targeted. Discounts are available for campaign overs 20,000 impressions.

Cost Per Click (CPC)

Cost per Click is a results based model. You simply book a set amount of clicks and choose the length of the campaign. You can choose to book a run of site campaign, or select one or more specific treatment areas to target. Cost per Click banners do not have a guaranteed position on the page and it is not possible to target a geographic area. CPC campaigns take a lower priority than CPM campaigns and there is no delivery guarantee. CPC banners are charged at £2 per click.

Content sponsorship

Consumers and patients want to be more informed about their healthcare, the options for treatment and the services and products that can help them to achieve their healthcare goals. Online and offline resources that inform the patient's choice are an excellent way of getting your message across and establishing your hospital, clinic or business as an authority in a particular area of treatment.

If you want to attract patients, promoting your services through a Sponsored Guide within the LaingBuisson family of UK healthcare portals or as a standalone guide delivers an excellent return on your marketing investment. Our sites attract people who are looking for advice and guidance on private treatment and healthcare in general.

You can choose to sponsor an existing guide or commission a guide in an area which is of specific interest to you. We will handle editorial, design and production.

There are a number of options for promotion of the guide:

- The guide can be featured throughout our network of web sites.
- The guide can be featured on your own site.
- The guide can be featured on other sites, or promoted through a Google Adwords campaign (which we will develop for you).
- The guide can be promoted through an online PR release and via targeted PR contact with UK health correspondents and journalists.
- The guide can be promoted by email to relevant UK support groups and patient associations and announced in relevant patient forums.
- The guide can be distributed by your staff in response to patient enquiries or produced in print for distribution in your waiting areas.
- We can arrange ad hoc promotion by email or by post to your target audience through distribution to GP practices, local healthcare facilities, and waiting rooms.



For an example of content sponsorship you can view:

- [Guide to Eye Surgery, sponsored by Moorfields Private Eye Hospital](#)

Rates

Rates for sponsorship will depend on the precise nature of the sponsorship, the extent of the content which is included, and the period of sponsorship. Please call us to discuss.

Enquiry forwarding

We are not a lead generation site, however, our sites enable visitors to complete an enquiry form for a particular service or product and submit this to a number of companies and healthcare providers in one easy step.

Thus, a visitor looking for cosmetic surgery completes the cosmetic surgery enquiry form and this enquiry is automatically forwarded to the participating cosmetic surgery providers. A maximum of three providers can sign up to receive enquiry forwarding for a specific enquiry form.

- [View the Enquiry Form for cosmetic surgery.](#)

The enquiry forwarding service is available for most sections of the site. Companies sign up for the Enquiry Forwarding Service on a quarterly basis.

Subscribing companies can have the leads “filtered”. The filtered service allows you to be very specific about the type of leads you receive and geographical location of the potential patient. For example if you were an Eye Surgery Clinic which specialised in cataract surgery you could stipulate that you only wish to receive these leads. These are manually filtered and as such command a premium.

Rates

Rates for enquiry forwarding will depend on the quantity of enquiries that we are receiving and the type of enquiry. A typical rate per enquiry is £5 to £15. The service is booked on a quarterly basis. Please call us to discuss.

Video content

Video content is becoming increasingly important in getting your message across to potential patients as well as being an important element in “organic” search engine visibility.

We encourage our clients to profile and promote their services through video.

Profiles on Private Healthcare UK with video content get more than **twice as many views and interactions** than those without, making it an essential way of reaching out to private patients.

Video production services

Through our professional videographers, we can arrange to film and produce one off videos which can be hosted on your Private Healthcare profile via a link from YouTube. We can assist with scripting, and will produce an edited video which could be a 1-5 minute clip featuring a consultant profile, a clinic or hospital walk-through, a Q & A session or even a patient story.



Production cost can vary depending on the type of video being produced and the amount

of time required. As a guide these will cost between £999 and £3,000.

Please contact us for more information about video production.

[View Devinder Bansal's video profile](#)

HOW WE ADD VALUE

At LaingBuisson we don't just sell advertising. We want our clients to succeed in the healthcare business. So, we incorporate a range of services and advice to help you attract more patients.

Articles & Features

We invite our clients to contribute relevant articles on surgical, medical and dental topics that would be of interest to patients. Each client may contribute up to three articles. The articles will give you additional exposure on the site.

Patient Stories

Each client is entitled to publish 3 patient stories per featured page.

Past patients are the most effective “sales person” you have to attract new patients. If a potential patient can hear from “someone like them” they feel more confident about coming to you for treatment. Use your past patients as ambassadors for your services.

Publication of News

You are able to supply regular news items about you and your services for publication on the Private Healthcare UK and HarleyStreet.com websites.

We are in the enviable position of having “Google approved news feed” status. This means that any article that is published on our sites will be featured on Google News within 1 hour.

Reviews and Recommendations

We have taken the concept of using patients as ambassadors to the next level by launching an on-line patient to patient review service. See: <http://reviews.privatehealth.co.uk>

This site allows past patients to review their treatment at private hospitals and clinics. They are able to review: outcome of treatment, quality of care, value for money, communication & hospital/clinic environment.

These reviews appear both on the Ratings and Review website and on your profile on Private Healthcare UK. .

We have also developed a “Ratings and Review Widget” this is a simple piece of code that you can drop on to your website. It allows patient to access the reviews system to read or submit reviews. It simplifies the process for the patient.

For private consultants, we offer a facility to encourage Patient Recommendations.

Video Production

We have secured a special deal for our clients with an experienced video production company. Production cost can vary depending on the type of video being produced and the amount of time required.

Please contact us for further information on video production and costs.

WHAT OUR CLIENTS SAY...

Below are a few testimonials from our clients. For more see:

<http://www.privatehealth.co.uk/aboutus/testimonials/>

Ramsay Health Care UK has been using Private Healthcare to promote its hospitals and services for many years now. The Private Healthcare website has been a vital part in developing visits to our websites and we will continue to be featured on this site in the future

Ramsay Healthcare - Ross Finch

"We have been very impressed with the results arising from our relationship with Private Healthcare UK and Harley Street Guide as their market share of the internet medical search traffic has without a doubt assisted with the increase in our web profile and therefore direct patient referrals."

The London Breast Clinic - Hamish Millar

Spire Healthcare has invested in the Private Healthcare UK site for many years, we have benefited from a steady flow of enquiries via the listings and enquiry services we subscribe to. During this time, we have seen the site grow rapidly and have benefited directly via this increase in their visitors numbers. The site is in our view the leading independent portal for the private hospital sector.

Spire Healthcare - Nicola Brown

This is the 3rd year we have confirmed our online presence. Our products are listed in detail, providing ample information about the policies we offer. Coupled with a company listing and the opportunity to 'Get a Quote', customers can make informed decisions about their healthcare.

We have recently invested in a banner as we believe the enquiries we receive via this website, are of sufficient quality to justify this investment. Judging by the number of enquiries we have received this is a website valued by the consumers and providers alike."

Health-on-Line - Madelin Baseley

From the moment I spoke to Vivienne Gibb at Private Healthcare UK I knew that this was to be a pleasant and helpful relationship. I received a lot of help in not only my campaign with Private Healthcare, but also in my overall plans. I hope other doctors don't find Vivienne et al as I would like to keep the competitive advantage. I would like to thank the sales team, the production team, and even the finance team for putting up with a dyslexic geriatric.

Malcolm Vandenburg - Clinical Pharmacologist

I have using both www.privatehealthcare.co.uk and www.harleystreetguide.com for a number of years to promote my private practice. The staff are informed, efficient and helpful. There is no better way of attracting interest via the internet. Private Healthcare UK is constantly coming up with innovative marketing tools such as Video Profiles which I took advantage of earlier this year and as ever has provided a fantastic way for me to promote my services. If you are serious about promoting your private practice on the web there is no better place to do it.

Devinder Singh Bansi - Consultant Gastroenterologist

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