



CONTENTS

| | | |
|---|----------------------------------|----|
| 1 | Background | 3 |
| 2 | Site activity | 4 |
| 3 | What we deliver to clients | 6 |
| 4 | Promotional opportunities | 7 |
| 5 | Who to contact | 11 |

1 Background

History of the site

The Private Healthcare UK web site (www.privatehealth.co.uk) has been established since 1997 and includes information about health insurance, private hospitals, fixed price surgery, cosmetic surgery, psychiatric care, nursing and residential care, health screening and the private healthcare industry in general.

The site provides quick and convenient access to all kinds of information about private healthcare services and the private healthcare companies that are active in the UK.

The site was acquired by Intuition Communication Ltd in January 2004. Intuition has made a significant investment in expansion of the site content, search engine promotion and visibility, advertising and public relations activities. Since the acquisition, Intuition has achieved a thirty fold increase in site activity; the site now attracts 170,000 visitors and 5,000 enquiries for private healthcare services each month.

Target audience

The site is aimed at “treatment, service or product seekers” in the healthcare sector – people who are actively seeking a solution to their healthcare need. It gives people the opportunity to research a variety of providers within their area of interest, and to contact them direct from the details or links provided on the web site, or through the Enquiry Forwarding service.

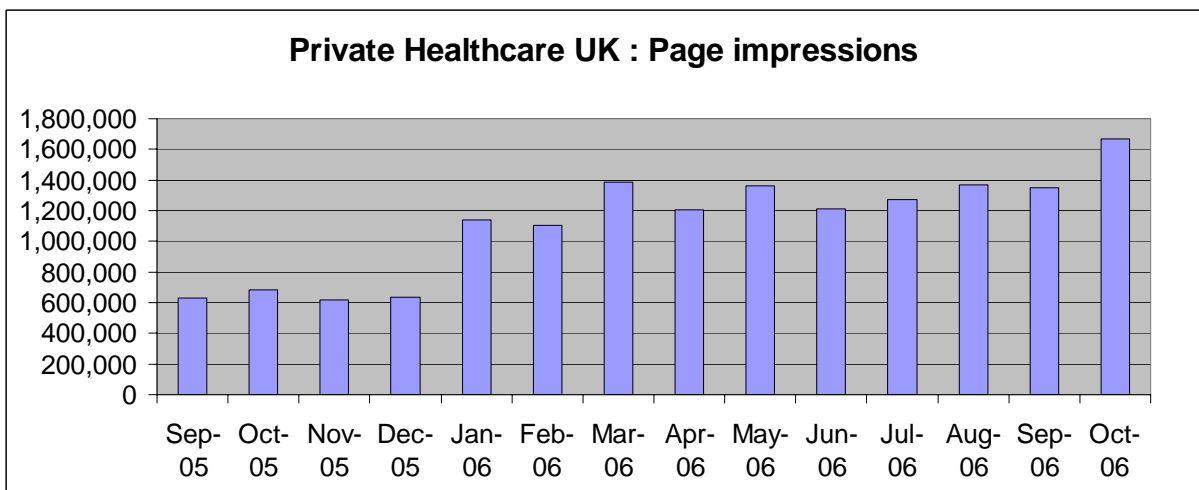
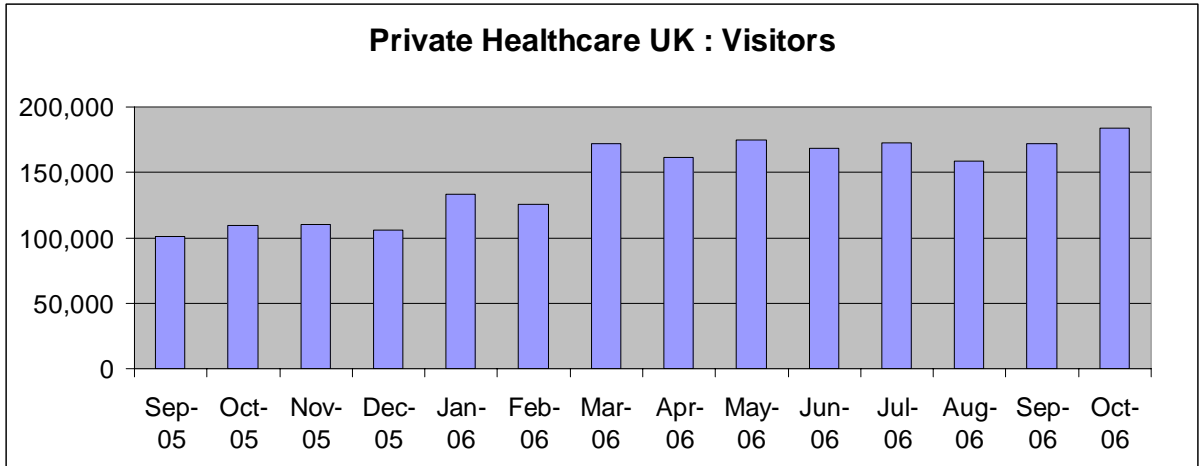
The audience is attracted to the site through the internet search engines. Unlike many sites, Private Healthcare UK does not make a major investment in search engine promotion services. Our site is regularly visited by search engine “spiders”, achieves high “natural” ranking positions due to the nature and construction of our content, and thus attracts visitors who are seeking solutions to specific healthcare needs.

The Treatment Abroad site

Private Healthcare UK has a sister site – Treatment Abroad at www.treatmentabroad.net. This site is aimed specifically at those people in the UK who are considering travel overseas for services such as cosmetic surgery, infertility treatment, general hospital treatment and dentistry.

2 Site activity

Our clients use Private Healthcare UK because of the quality of visitors and enquiries that they receive. It's not just a numbers game! However, the numbers are impressive.



Enquiries

The site generates around 5,000 enquiries each month for all kinds of private healthcare services.

Database searches

The site incorporates around twenty "Find a xxxxxx" pages whereby visitors can locate a local healthcare facility or service. e.g. "Find a private hospital", "Find a cosmetic surgery clinic", "Find a health travel health clinic". Each database of facilities contains basic information on facilities, and for Private Healthcare UK subscribers, detailed profiles, service listings, web links and email details. Only Private Healthcare UK subscribers

benefit from searches which include a services search.

For example:

- A search for cosmetic dentists in London will display all listings.
- A search for cosmetic dentists who provide a dental implant service in London will only display listings for Private Healthcare UK subscribers.

Search functions are driven by Multimap's "where's my nearest" mapping technology, and receive a great deal of use. Here is an indication of search activity.

| Search facility | Monthly searches |
|------------------------------------|------------------|
| Find a hospital | 31,500 |
| Find a cosmetic dentist | 12,500 |
| Find a clinic (Cosmetic surgery) | 11,000 |
| Find a clinic (Infertility) | 5,600 |
| Find a centre (Health screening) | 3,500 |
| Find a clinic (Diagnostic imaging) | 1,460 |
| Find a consultant | 26,400 |

3 What we deliver to clients

Here are a few examples of what the Private Healthcare UK has achieved for clients, from national healthcare providers to one-off facilities and services:

- **BMI Healthcare**, the UK's leading private hospital company, has listings for its hospitals, cosmetic surgery and screening centres, invests in banner advertising and also sponsors guides on the site. Private Healthcare UK delivers more visitors to the BMI Healthcare web site than MSN Search, AOL Search, Yell and Ask Jeeves.
- Health insurers such as **BUPA, Norwich Union, Standard Life, PruHealth and AXA PPP** rebook advertising space on the site every month, due to its success in generating enquiries and online quotations.
- Within five days of being asked to set up a feature page for the **Yamax Digi-Walker** Pedometer, we had achieved number one position on Google UK for a search for "pedometers". Within 2 weeks, the client had generated £7,000 of sales.
- **The Ophthalmic Surgery Centre** in North London, is generating more enquiries from Private Healthcare UK than from a significant monthly investment in Pay Per Click advertising on services such as Google and Overture.
- After setting up a sponsored section on obesity surgery for **BMI Hospitals**, we achieved dominance of web searches for search terms related to obesity surgery and treatment.
- **Essential Healthcare**, a private health insurance broker, says that they get better value from Private Healthcare UK than from Pay Per Click promotion on Google.

Search engine visibility

A significant factor in the site's success is the high visibility of the site on the major search engines. We achieve "top ten" positions on Google UK for a wide variety of terms such as:

- private healthcare – No 1
- private hospital treatment – No 1
- cosmetic surgery – No 3
- private hernia operation – No 1
- cosmetic dentistry – No 1
- obesity surgery – No 2

4 Promotional opportunities

Companies can partner with Private Healthcare UK in the following ways.

4.1 Facility, service and company listings

The site provides access to online databases of:

- Private hospitals and private hospital companies
- Cosmetic surgery clinics and companies
- Obesity clinics
- Laser skin treatment clinics
- Cosmetic dentistry clinics
- Laser eye surgery clinics and companies
- Psychiatric and mental health clinics and companies, eating disorders clinics
- Private GP services
- Private specialists
- Health insurance companies
- Dental insurance companies
- International insurance companies
- Health insurance brokers and intermediaries
- Infertility treatment clinics
- Health screening companies
- Medical laboratory companies
- Paternity/DNA testing services
- Care of the elderly companies, nursing and residential care homes
- Private nursing services
- Private ambulance services
- Travel medicine clinics
- Companies providing surgery abroad
- Companies providing cosmetic surgery abroad

Basic listings

Companies and facilities receive a free basic listing on the site. This consists of company/facility name, address and phone number.

Standard listings

A Standard Listing provides:

- Full contact details including telephone, fax and email.
- A link to your web site.
- Your company logo.
- A company/facility profile and other details specific to the relevant database.
- A service listing.

For an example of a Standard Listing within the “Find A Hospital” database:

- Go to: <http://www.privatehealth.co.uk/private-hospitals/hospitaltreatment-findahospital>
- Search for Cromwell.
- Click on the hospital name.

Rates

There is an annual fee for a Standard Listing within a particular database.

| Listing type | Comments | Rates |
|--|---|---------------------|
| Basic Listing | Company, name, address, telephone, fax. | Free |
| Company/Facility/Services Standard Listing | Incorporates detailed profile of company/facility, email, web address, service listing. | £299 per listing pa |

Discounts are available for multiple listings.

There is a significant quantity discount for companies which wish to include a number of facilities or services across the country.

4.2 Featured Provider Listings/Featured Pages

These provide the opportunity for your healthcare facility or service to stand out from the standard listings and benefit from enhanced visibility on the site, and enhanced visibility on search engines such as Google UK.

Within a specific area, your facility or service is shown as a Featured Provider. Featured Clinic, or Featured Service.

- [Click here](#) to view an example of Featured Listings for European Obesity Care, Healthier Weight Centres and St Anthony’s Hospital within Obesity Surgery.

Your Featured Listing is then linked to a Featured Page, providing full detail of your services. This page should help to achieve high visibility on the search engines within your specific area of healthcare.

- [Click here](#) to view an example of a Featured Page for the London Sleep Centre.
- [Click here](#) to view an example of a Featured Page for Bloomsbury Dental Group.

Costs

A Featured Listing and Featured Page costs £750 - £1,500 pa, depending on where it appears within the site. This is a renewable annual fee.

4.3 Banner advertising

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

Banner positions are shown below.

The screenshot shows the Private Healthcare UK website layout. A callout box labeled "468 x 60 top banner" points to the navigation menu area. Another callout box labeled "125 x 125 side banner" points to a vertical advertisement on the right side of the page. The website content includes a search bar, a "QUICK FINDER" section, a "NEWS AND UPDATES" section, and various service links.

Banner production

Private Healthcare UK provides a service for companies who need assistance with the design and production of their advertising banners for the site.

Costs

Banners are charged at between £10 and £25 CPM (Cost per 1,000 impressions), depending on where they appear on our sites.

4.4 Content sponsorship

Healthcare providers are able to sponsor an area of content or a patient guide which is relevant to their business.

The sponsor provides the content, and benefits from a high profile within that area of the site, links to a company profile, a dedicated enquiry form, and enhanced search engine visibility.

Examples of content sponsorship include:

- [Obesity Surgery Guide](#), sponsored by BMI Hospitals
- [Cosmetic Surgery Guide](#), sponsored by BMI Inhance.
- [Paternity Testing Guide](#), sponsored by Cellmark

Rates

Rates for section 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.

4.5 Enquiry forwarding

The site enables visitors to complete an enquiry form for a particular service and submit this to a number of 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.

- [Click here](#) to see an example of the Enquiry Form for eating disorders.

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

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 £3.50 to £8. The service is booked on a quarterly basis. Please call us to discuss.

5 Who to contact

For further information about Private Healthcare UK:

Call: Philip Archbold
01442 817811 (Direct line)
07799 333965 (Mobile)
0870 777 0401 (Switch)

Email philiparchbold@privatehealth.co.uk

Write: Intuition Communication Ltd
3 Churchgates
Church Lane
Berkhamsted
Herts HP4 2UB

Fax: 01442 817811