

**ADVERTISING SALES POSITION
FOR INTUITION COMMUNICATION LTD**

1 December 2006

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intuition

COMMUNICATION LTD

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1 Background



Private Healthcare UK (www.privatehealth.co.uk) has been operating as an internet portal for people actively seeking services from private healthcare providers in the UK, since 1997. Originally set up by Keith Pollard's Acumen Solutions, the site was acquired by Intuition Communication Limited in 2003. Keith Pollard is the owner of Intuition.

Due to its long history and extensive inbound links, PHCUK has a very high “organic” ranking on

all of the major search engines. Over the past 24 months, visits to the PHUK site have grown from 40,000 to 180,000 and it is now the UK's largest online private healthcare guide.

The site has an established reputation within the private healthcare industry and the online media agencies. To date, no serious competition has emerged.

Revenue sources

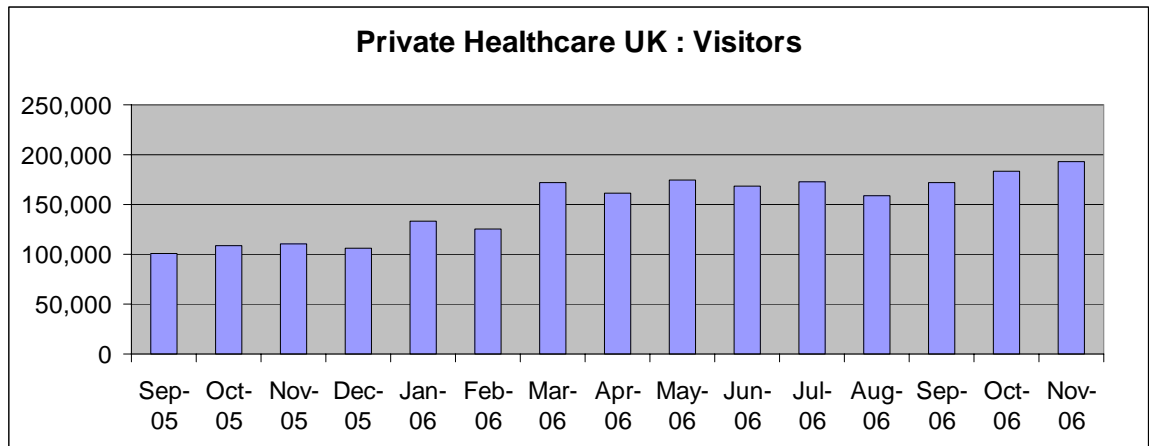
The site generates income from the following sources:

- Payment for listings in the twenty or so directories/databases on the site (e.g. [private hospital facilities](#), [cosmetic surgery clinics](#), [cosmetic dentists](#)).
- Banner advertising from the health insurance companies.
- Sponsorship of content (e.g. Obesity Surgery Guide – BMI Healthcare)
- A lead generation service whereby enquiries for services and treatment are forwarded to providers who pay a rate per enquiry.
- Affiliate programmes such as Google AdSense

Annual revenue from listings, banner advertising and sponsorship is currently running at around £500,000 pa.

Success to date

- In January 2004, Private Healthcare UK attracted 17,000 visitors; in November 2006, Private Healthcare UK attracted 190,000 visitors.



- The site currently attracts around 4,000 enquiries per month for treatment and services. These enquiries are passed on to service providers who participate in the lead generation service.
- The site has excellent search engine visibility. It holds commanding positions for healthcare related searches. For example, in the highly competitive area of cosmetic surgery, Private Healthcare UK holds a top ten position on Google UK for 110 out of the 139 search terms that are targeted.
- The site is supported by advertising and listing revenues from major companies in the sector such as:

Health insurance – BUPA, AXA PPP, PruHealth, Norwich Union

Private hospitals – BMI Healthcare, BUPA Hospitals, Nuffield Hospitals, Capio Healthcare, Aspen Healthcare

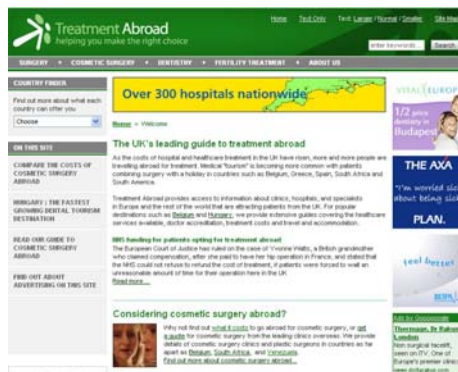
Treatment Abroad



In 2005, a sister site, Treatment Abroad (www.treatmentabroad.net) was launched in response to the interest shown in the Private Healthcare UK site by healthcare providers abroad. This site focuses on “medical tourism” services for the people who are seeking elective surgery, cosmetic surgery, dentistry and infertility treatment abroad.

Monthly visit numbers are around 35,000 and growing steadily.

The Harley Street Guide



In 2006, the Harley Street Guide was launched – www.harleystreetguide.co.uk – focusing on the medical expertise in Central London.

The4 site attracts 20,000 visits a month.

Current staffing

Intuition has modern offices in Berkhamsted where the following staff are based:

- Keith Pollard - Owner and Director
- Philip Archbold – Head of Sales
- Priscilla Clark – Office Manager
- Julie Pitman – Content Manager

The other staff supporting Intuition are, at present, a “virtual team” of freelance home-based workers:

- Liz Oppedijk – St Albans - Advertising Sales (Treatment Abroad)
- Anne Carroll – Henley on Thames - Enquiry Handler
- Michael Hannah – London - Content Manager
- Sarah Dawson – Brighton – Editorial
- Ian Youngman – Norfolk – Editorial
- Biff Lancaster – Bristol - Designer
- Helen Mitchell – Telford - Search Engine optimisation.
- Barby Burke – Berkhamsted – Data input

The opportunity

- Site activity is growing by 7% every month
- Sales revenue has doubled in the last 12 months.
- The company is attracting external investment to fund further growth.

2 The job

Experience required

You must have advertising sales experience. If you know about online media that would be great. You'll be selling mainly over the phone and by email. There may be some face to face sales, depending on your capabilities. You may be making some visits to doctors in the Harley Street area.

You must be pc literate, not an amateur. Most communication will be email based. You need to be a confident Word user. You need to know your way around the web – not an amateur/occasional user.

The role

What's involved?

- Identifying potential advertisers (although you will get plenty of names to be going on with from the Intuition databases and from warm leads that arrive nearly every day.)
- Contacting them by email and phone and selling listings, banner advertising, enquiry services and section sponsorship.
- Confirming the advertising placement or listing.
- Liaising with the client on the supply of the advert or information for the listing.
- Renewing deals on a quarterly/annual basis.

Hours

37.5 hours

9 to 5:30

Remuneration

Negotiable.

Basic around £17,000 to 20,000, OTE £25,000 plus.

More information

You can download a background and ratecard document here:

<http://www.privatehealth.co.uk/aboutus/aboutus-advertising>

3 What next?

Call: Keith Pollard on
01442 817810 (Direct line)
07710 229102 (Mobile)
0870 777 0401 (Switch)

Email keithpollard@privatehealth.co.uk