



**Marketing &
Advertising
Solutions**

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What is Health Online?

Health Online is the UK's premier online community, comprising of healthcare professionals and key healthcare suppliers

Supplies fresh and relevant content, in an exciting and intuitive format

A dynamic community designed with you in mind

Provides an opportunity to network with peers and healthcare professionals

Provides suppliers with the opportunity to gain exposure into the healthcare sector with an engaged audience



Who are BiP Solutions?

We have over 35 years' experience in bringing buyers and suppliers closer together in order to deliver a premier procurement experience which results in true value for buyers and sustainable relationships for suppliers.

Who are our audience?

Healthcare Professionals

&

Key Healthcare Suppliers

Healthcare professionals have the opportunity to share their own experiences and articles directly into the heart of the community, connect with their peers, and have access to content and news from within their own industry.

Suppliers have the opportunity to gain exposure with numerous marketing and advertising tools, well as Health Online providing them with a complimentary news and content platform to stay up to date with the industry.

What is the opportunity?

Did you know...

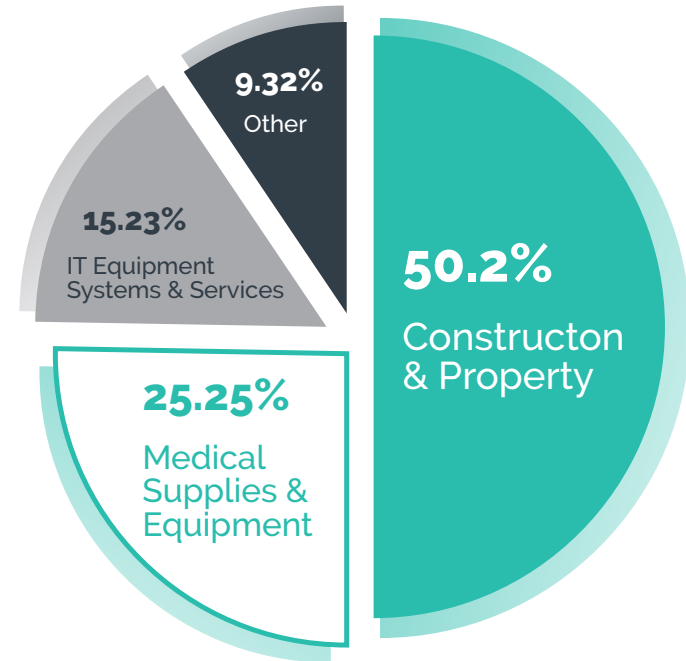
The NHS spend **£1bn** every 3 days?

The NHS are the **biggest employer** in Europe

An example of the size of opportunity open to suppliers

Supplier	Total spend (£m)
Fortrus Ltd	202,000
CBRE Managed Services Limited	1,500
Pulse Healthcare Limited	1,500
Unipart Group Ltd	730
Tuskerdirect Limited	650

Spend by industry



TOTAL SPEND **£140,437,925,131**

Other industries include:

- Finance
- Consultancy, legal and professional
- Communications, telecommunications and broadcasting
- Vehicles and Transport
- Environment and Waste Management
- Logistics, storage, removals
- Education and training
- Office equipment and supplies

What can Health Online do for you?

**Reach a unique
audience of
healthcare
professionals**

**Increase
brand
awareness**

**Increase
lead
generation**

**Drive event
registrations**

**Boost your content
and prioritise follow
up through user
analytics**

**Increase
reputation across
the sector**

Our Solutions

SPONSORED CONTENT

Advertise to healthcare professionals through sponsored content. Reach our hyper engaged audience at exactly the right time, with grab the prime spot at the top of their newsfeed

Whether you want to drive leads or build brand awareness, this is the ideal opportunity during the discovery stage of the buyer journey

HEALTH ONLINE

About Latest Posts Trending Preferences Search...

Construction // Energy // Finance // Research //

UK to innovate new life-saving treatment and diagnosis technology

AUTHOR: Gordon Oliver PUBLISHED: 23rd July 2019 MODIFIED: 24th July 2019

Business and Energy Secretary Greg Clark MP, Central Government, Construction, Department for Business, Department of Health and Social Care, Digital, disease, Economic Development, Economy, Education, Employment, Energy, Energy & Industrial Strategy, Europe, Finance, From Gov Opps, Health Online, Healthcare, Infrastructure, Investment, News, NHS, Office for Life Sciences, Prime Minister Theresa May, Procurement, Public sector, Technology, UK Research and Innovation

Diseases could be detected even before people experience symptoms, thanks to a pioneering new health-data programme as part of the government's modern industrial strategy.

Businesses and charities are expected to jointly invest up to £160 million, alongside a £70 million government investment, as part of the Accelerating Detection of Disease programme. The project will support research, early diagnosis, prevention and treatment for diseases including cancer, dementia and heart disease.

The pioneering initiative will recruit up to 5 million healthy people. Volunteered data from the individuals will help UK scientists and researchers invent new ways to detect and prevent the development of diseases.

Prime Minister Theresa May said:

"Last year, I set out a mission to use data and AI to transform the diagnosis of chronic diseases and create a future where thousands more survive cancer, where a diagnosis means treatment and survival, rather than having to simply manage the condition."

"Today's announcement is another positive step forward in achieving this, as we work towards identifying more intelligent approaches to preventing disease and transforming the lives of patients and their families"

Search...

Topics

- Research
- Training
- Laboratory
- Social
- Medical Equipment
- Accommodation
- Leisure
- Recreational

MONTH	QUARTER	YEAR
£1,500	£4,000	£12,000

* Sponsored content is retained on the site in perpetuity, although aged over time and will lose prominence

Our Solutions

DISPLAY ADVERTISING

The ideal opportunity to promote your products, services, or brand through display advertising

Increase brand awareness to a hyper engaged audience

Drive engaged traffic to your website or landing pages

The screenshot shows the Health Online website. At the top is the Health Online logo and a navigation bar with links: About, Latest Posts, Trending, Preferences, and a search bar. Below the navigation bar is a user profile for Clare Hanrahan, Product Marketing Manager at BiP Solutions, with a 'My Latest Picks' section. To the left is a 'My Topics' sidebar with categories like Research, Training, Laboratory, Social, Medical Equipment, Accommodation, Leisure, Recreational, and Agricultural. The main content area features a large article titled 'New Base to Provide Access to Life-Saving Care' dated 26th July 2019, with a background image of a hospital emergency entrance. Below the article is a red banner for P4H ENGLAND, an NHS Supply Chain partner, supporting innovation and education within healthcare procurement, dated 4 July 2019 at NEC Birmingham.

MONTH

QUARTER

YEAR

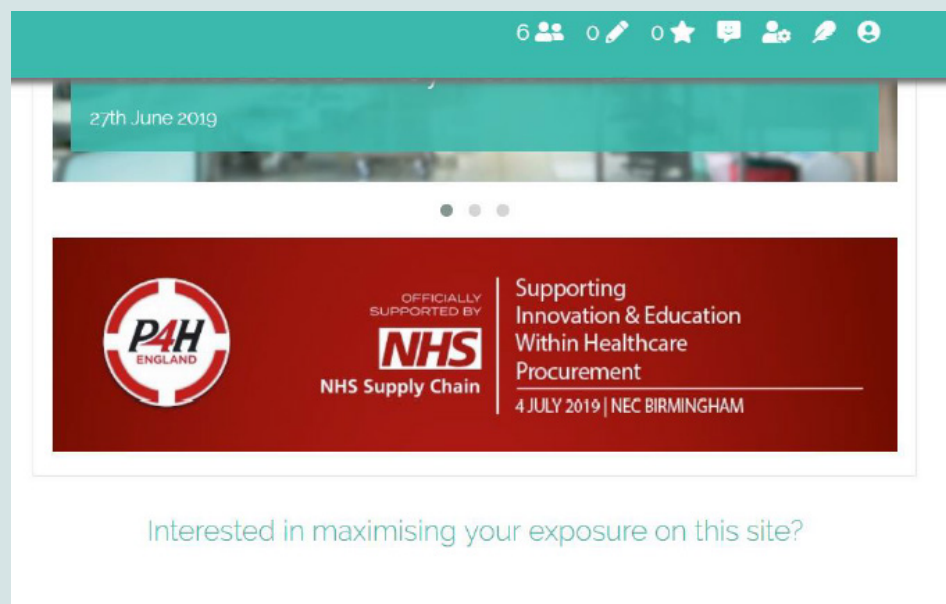
£2,000

£5,000

£15,000

Our Solutions

TEXT ADVERTISING



Spread the word with a text advert

Flexibility is key – have a text advert displayed for as little as one month

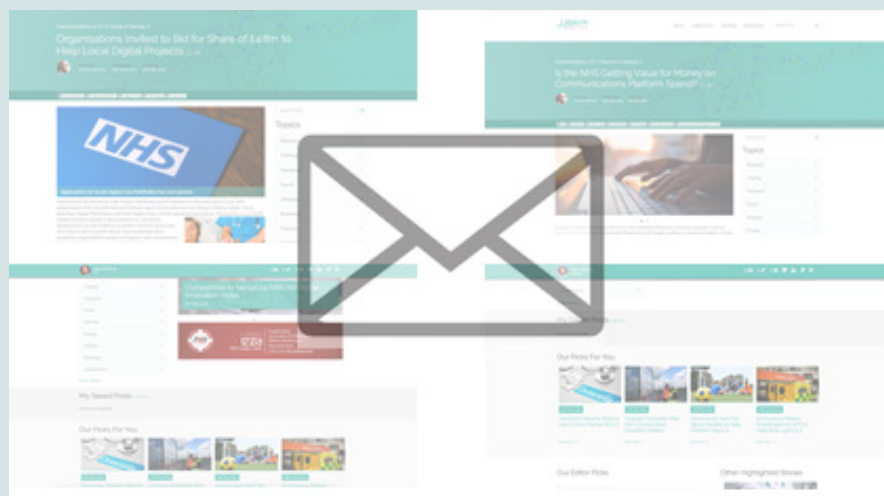
Ideal for suppliers looking for that final push in a campaign

Drive traffic to landing pages or websites

MONTH	QUARTER	YEAR
£1,200	£3,000	£9,000

Our Solutions

E-BULLETIN



Our e-bulletins will be sent weekly with a summary of editors picks

We provide you with the opportunity to place your content directly into the inbox of our community through the e-bulletin

Gain a prominent position by sponsoring the e-bulletin

Gain brand awareness and drive traffic to your website and landing pages

WEEK	MONTH	QUARTER
£2,000	£6,000	£15,000

** An eBulletin is distributed once a week, so a month is equal to all eBulletin's that month (4), a quarter would be the same (12)

Trying to address multiple objectives? We also give you the opportunity to build a solutions package. By taking a packaged solution, we're happy to position additional value and a reduction in costs

	BRONZE	SILVER	GOLD	DIAMOND
Sponsored Content	12	20	30	42
Display Advertising	1 month	1 quarter	1 quarter	1 year
Text Advertising	1 month	1 quarter	1 year	1 year
eBulletin	1 weeks	4 weeks	8 weeks	12 weeks
PRICE	£20,880	£36,800	£52,500	£66,600
Discounted by	10%	20%	30%	40%
£ PCM (ex VAT)	£1,740	£3,067	£4,375	£5,550



**For further information
on all Health Online
opportunities, please call:**

0845 557 13274

or email us on:

hello@healtonline-uk.com