Local NHS IT spend exceeded £2.1 billion in 2016-17.

Digital Health provides the most targeted opportunities for your business to access this spend.
Why work with us?

Digital Health is the leading online publication for the healthcare IT sector in the UK, serving 43,000 unique monthly users. As the information hub for all things Health IT, our daily updated news, features and debates attract the largest senior audience of NHS IT leaders in the UK.

Our dynamic and targeted range of sponsorship, content and advertising options put your company’s brand, solutions and differentiators in front of the UK’s largest clinical IT and NHS IT leadership community.

Contact Rob Hodge rob@digitalhealth.net / 0207 785 6907
Solutions for your marketing needs

Whether your business is looking to generate leads, promote brand awareness, build a thought leadership position, or target audience for a specific event or product launch, we have the solution for you.

The creative options open to your business include:

- Display advertising across our website and newsletters
- Sponsorship of one of our 7 thematic ‘Hubs’ for specific audience targeting
- Branding and messaging in our Special Reports, to align your solutions to key market drivers
- Dedicated and targeted mailshots sent to specified segments of our registered reader base
- Case studies and white papers to promote your solutions and attract new customers
- Position your company as a leader in the space by participating in our NHS Advisories.

Digital Health content is fully accessible across multiple platforms. Whether using their laptop, tablet or smart phone, our readers get the very best insight into IT and technology within the NHS updated as the news happens.

"Digital Health provides insight into the wider picture."

“We will definitely be using this service again in the future.”

Contact Rob Hodge rob@digitalhealth.net / 0207 785 6907
Audience Profile

Digital Health is the go-to place for senior decision makers and budget holders for news, opinion, debate, and features. Our aligned NHS IT Leadership Networks, Events and Intelligence service provide the UK’s largest readership and subscriber base of digital health leaders.

Our readers and subscribers come from both clinical IT and IT leadership positions across NHS acute trusts, mental health trusts and commissioners. The members of our Health CIO and CCIO Networks alone represent over 2,000 digital leaders.

Our subscribers either influence decisions or are themselves the decision maker on new purchases.

Contact Rob Hodge rob@digitalhealth.net / 0207 785 6907
High impact positions in a prime space
The Digital Health homepage highlights headline news, top analysis, events and research content.

Banner 1
(728 x 90 pixels)
£625 +VAT per week

Leaderboard
(728 x 90 pixels)
£825 +VAT per week

Banner 2
(728 x 90 pixels)
£425 +VAT per week

MPU 1
(300 x 250 pixels)
£875 +VAT per week

MPU 2
(300 x 250 pixels)
£875 +VAT per week

MPU 3
(300 x 250 pixels)
£575 +VAT per week

Contact Rob Hodge rob@digitalhealth.net / 0207 785 6907
First port of call for all readers

The Digital Health news channel features breaking headlines and news stories from across the digital health market. Our stories are published as they happen, drawing regular readership throughout each day.

Contact Rob Hodge rob@digitalhealth.net / 0207 785 6907
Directly target your key audience

The Digital Health hubs bring news, intelligence and comment together by topic – making them a very effective channel for reaching a targeted audience.

Choose from our 7 hubs; Analytics, Clinical Software, Cyber Security, Digital Patient, Infrastructure, Interoperability, and Shared Records.

Contact Rob Hodge rob@digitalhealth.net / 0207 785 6907
Case Studies and White Papers

Publishing your case studies or white papers on Digital Health is one of the most effective ways to inform our leadership audience about how and where you can be of assistance to them.

The package includes:

- Posted in a hub of your choice so that you can target a niche audience
- 200-word feature article
- Pinned in Hub for 2 weeks to ensure maximum exposure
- Remains on site and searchable
- Featured in homepage promo box
- Inclusion in Digital Health Digest Newsletter in the week published.

£1,875 + VAT

Contact Rob Hodge rob@digitalhealth.net / 0207 785 6907
Digital Health’s weekly News and Digest newsletters are sent to our 24,000 strong database of Health IT professionals and key decision makers on Thursdays and Fridays focusing on key content and hot topics from the week.

Benefit from:
- Brand recognition by getting your message in front of key buyers
- The ability to frequently update and evolve your messages to build a dialogue
- Effective call to action and way to drive fulfilment for events, webinars etc.

Contact Rob Hodge rob@digitalhealth.net / 0207 785 6907
Advisory Series

The Digital Health Advisory Series is an extension of the Special Reports we have been delivering for the last 10 years. Focused on topics of interest, the series will offer exclusive independent and industry author insight.

Each Advisory Series is published in the relevant hub on digitalhealth.net and promoted across our channels, giving our readers both a current and forward view of the key benefits, challenges and future potential for improvement. Suppliers can sponsor a particular topic and provide 500 (£2,450 + VAT) or 1100 (£3,250 + VAT) words along with an Image and contact details/links to relevant content, this will appear alongside the author name and company logo within the article.

Coming up in 2018:

**Patient safety – 28 March 2018**
We talk to the NHS organisations already harnessing its power in areas such as spotting deterioration, reducing falls, and reducing drug administration errors.

**Partnership working – 25 April 2018**
A look into how digital and technology is supporting growth in collaboration. Interoperability and portals will, of course, be watchwords.

**Population health management – 16 May 2018**
Population health management is undoubtedly touted as one of the next big things in healthcare, and not without reason.

**Mobile and modern working – 11 July 2018**
What are the latest trends, successes and challenges in mobile working in healthcare?

**Predictive analytics – 26 September 2018**
This report examines the burgeoning field of predictive analytics, from small apps to major datasets.

**Barcode and RFID tracking – 3 October 2018**
Barcoding and tracking of healthcare items can be so valuable. This report will look at progress on introducing tracking in healthcare environments.

Previous participants include:
Each year we publish a number of focused Special Reports looking at the topics of most interest and importance to those in the NHS, providing an informed outlook and insight surrounding key developments / forward view. Published into the relevant Hub of DigitalHealth.NET and pushed to our full 43,000 monthly users including network members, participation offers the opportunity to directly engage with those who work in the field of focus and hold a vested interest.

Coming up in 2018:

**Shared care records** – 22 January 2018
**Cybersecurity** – 14 February 2018
**Picture archiving and communications systems (PACS)** – 21 February 2018
**Remote monitoring and self care** – 21 March 2018
**Diagnostic digital pathology** – 18 April 2018
**Electronic document management** – 23 May 2018
**Medicines management** – 13 June 2018
**Radiology information systems (RIS)** – 27 June 2018
**Observations and vital signs** – 4 July 2018
**Cloud** – 12 September 2018
**VNA and data storage** – 17 October 2018
**Interoperability** – 14 November 2018
**Medical devices** – 5 December 2018

Contact Rob Hodge rob@digitalhealth.net / 0207 785 6907
Guidelines and Specifications

For maximum impact, we recommend you use an animated gif.

Deadlines
All copy must be received at least two days before campaign launch date.

General specifications
- Maximum file size: 60kb
- Polite download secondary load max file size: 100kb
- Expandable: No
- Accepted formats: gif and jpg
- Animation: Yes, max length 15 seconds.

Email based campaigns
- We cannot accept Flash/swf files for use in email campaigns as they will not display in the majority of email clients
- Animated gif files do not animate in Outlook 2007 onwards. Be aware that only the first frame will display and design accordingly.

Contact Rob Hodge rob@digitalhealth.net / 0207 785 6907
Contacts

**Advertising**
Email: [sales@digitalhealth.net](mailto:sales@digitalhealth.net)
Tel: 020 7785 6907

**Production**
Email: [production@digitalhealth.net](mailto:production@digitalhealth.net)
Tel: 020 7785 6900