NHS IT spend projected at £3.7 billion for 2019-2020.

Digital Health provides the best opportunities for your business to promote and engage with NHS IT Leadership, with our market leading 50,000+ unique monthly users and 3,300+ members of our CIO/CCIO and CNIO Leadership Networks.
Why work with us?

Digital Health is the leading online publication for the healthcare IT sector in the UK, serving 50,000+ 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.

New content daily

14,000 subscribers to our thought leadership campaigns

50,000+ unique users per month

Over 670,000 impressions per month

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.

Some of our clients include:

![Some of our clients include:](image)

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 looking for news, opinion, debate, and features. Our aligned NHS IT Leadership Networks, Events and Intelligence services 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, mental health, primary care and commissioning. The members of our Health CIO, CCIO and CNIO Networks alone represent over 3,300 digital leaders.

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

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Home Page Advertising Opportunities

High impact positions in a prime space

The Digital Health homepage highlights headline news, top analysis, events and research content.

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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.
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.

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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

90%+ CTR’s to full study/paper

200+ views & downloads (within first 4 weeks)

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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.

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The Digital Health Advisory Series is an extension of the Special Reports we have been delivering for 10+ years. Focused on topics of interest to the NHS, the series offers exclusive thought leadership and insight into the current and future challenges in specific fields.

Each Advisory is published into the relevant hub on digitalhealth.net and promoted across our channels, informing our market leading audience of key factors and developments plus forward view, future potential for improvement and alike. Suppliers can sponsor a particular topic and a Digital Health Journalist will interview the chosen company and/or client representative, and will then write a 300-400 word feature piece which is included in the Advisory. This is an opportunity for market positioning and engagement with senior/top level role holders in the NHS, such as members of our CIO/CCIO/CNIO Leadership networks and wider.

**Coming up in 2019:**

**Interoperability – 23 January 2019**
Interoperability is far from a new challenge for healthcare IT, with the inability of primary and secondary care systems to ‘talk’ to one another regularly bemoaned.

**Primary care – 27 March 2019**
Increased demand, greater complexity, and a workforce often not growing or evolving in line with either – primary care is under pressure.

**Population health management – 26 June 2019**
An expert look at one of the key potential innovations in healthcare. How are population health approaches being introduced in the NHS?

**Mobile and modern working – 17 July 2019**
Many of those employed in the NHS – particularly on the frontline – have become used to mobile technology not being a consistent feature of their working lives.

**AI – 18 September 2019**
We speak to leading NHS experts to get a sense of the realities around AI – what it can currently do, what it can’t and how we get between the two.

**Clinical messaging – 20 November 2019**
How can platforms be established which allow helpful communication while offering appropriate levels of security for highly sensitive data?

**New models of care – 11 December 2019**
We explore the role digital technology might play in developing new models of care, and look at those who are leading the way.

**Previous participants include:**

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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 50,000+ 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 2019:**
- **Shared care records** – 16 January 2019
- **Cybersecurity** - 13 February 2019
- **Imaging (PACS)** - 27 February 2019
- **Remote monitoring and self care** - 13 March 2019
- **Diagnostic digital pathology** - 10 April 2019
- **Electronic document management** - 8 May 2019
- **Digital imaging** - 5 June 2019
- **Medicines management** - 19 June 2019
- **Observations and vital signs** - 10 July 2019
- **Cloud** - 11 September 2019
- **Analytics** - 25 September 2019
- **VNA and data storage** - 16 October 2019
- **Mental health** - 30 October 2019
- **Interoperability** - 13 November 2019
- **Medical devices** - 4 December 2019

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**Guidelines and Specifications**

**Formats**

- **MPU**: 300x250 Pixels
- **Leaderboard**: 728x90 Pixels
- **Banner**: 728x90 Pixels
- **Full Sky**: 160x600 Pixels

**For maximum impact, we recommend you use an animated GIF, or HTML ad.**

**Deadlines**

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

**General specifications**

- Maximum file size: 200kb
- Polite download secondary load max file size: 400kb
- Expandable: No
- Accepted formats: GIF and HTML
- Animation: Yes

**Email based campaigns**

- DHI will provide a template within which you can work for emailers, alternatively send your content and we will produce in house style.

- Animated gif files do not animate in Outlook 2007 onwards. Be aware that only the first frame will display and design accordingly. **Note** Majority of our users read emails on a smart phone or tablet.

**Should you have any queries relating to Ad specifications or alike for your campaign, please contact your account manager.**

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

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Tel: 020 7785 6907

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