

Media pack

“Digital Health provides insight into the wider picture.”

“Digital Health is my ONLY source of information.”

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



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:



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

"Digital Health provides insight into the wider picture."

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

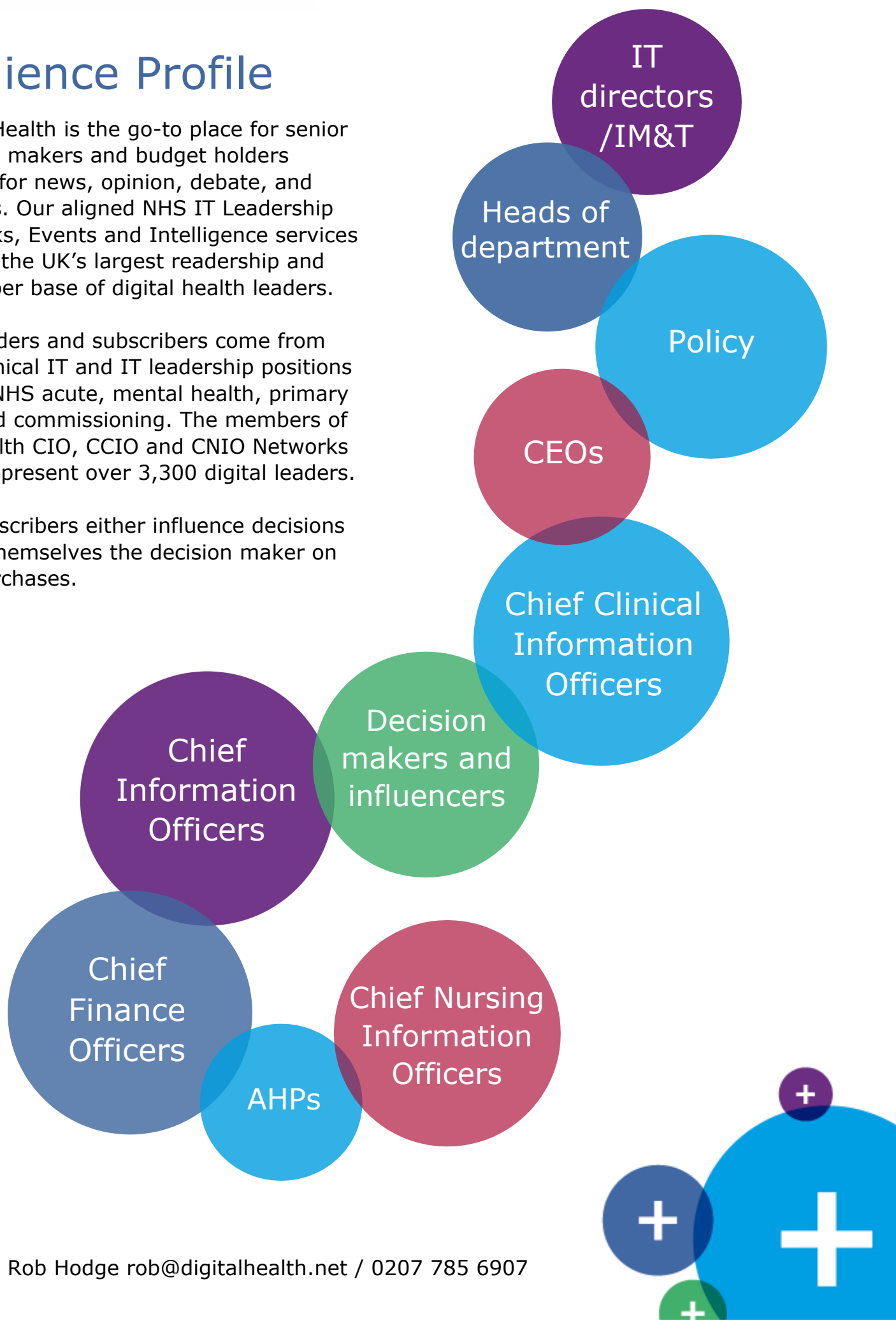


Audience Profile

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.



Home Page Advertising Opportunities

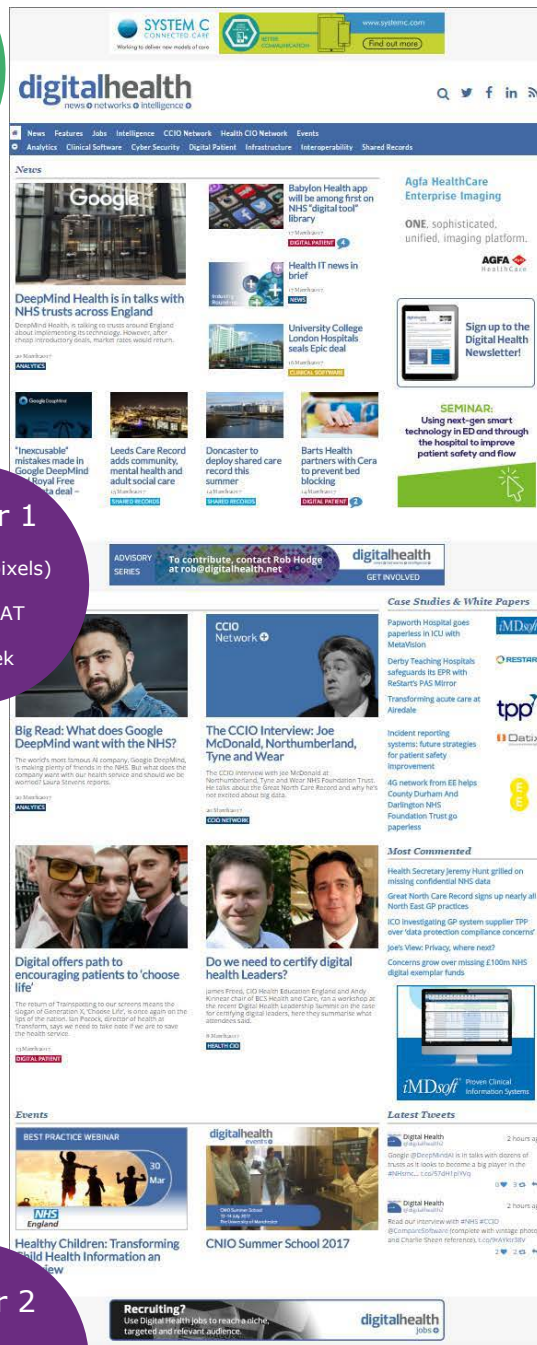
High impact positions in a prime space

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

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

Banner 1
(728 x 90 pixels)
£625 +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

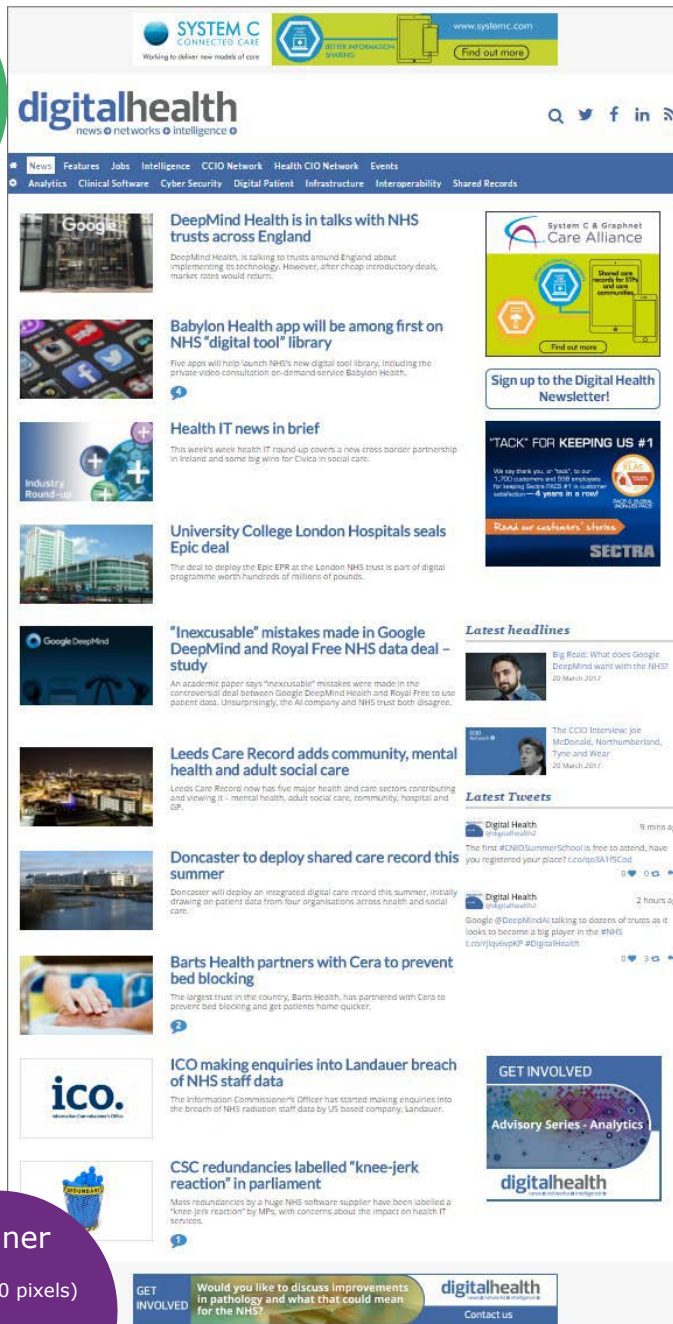


News Pages Advertising Opportunities

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.

Leaderboard
(728 x 90 pixels)
£505 +VAT
per week



MPU 1
(300 x 250 pixels)
£525 +VAT
per week

MPU 2
(300 x 250 pixels)
£525 +VAT
per week

Banner
(728 x 90 pixels)
£375 +VAT
per week

MPU 3
(300 x 250 pixels)
£425 +VAT
per week

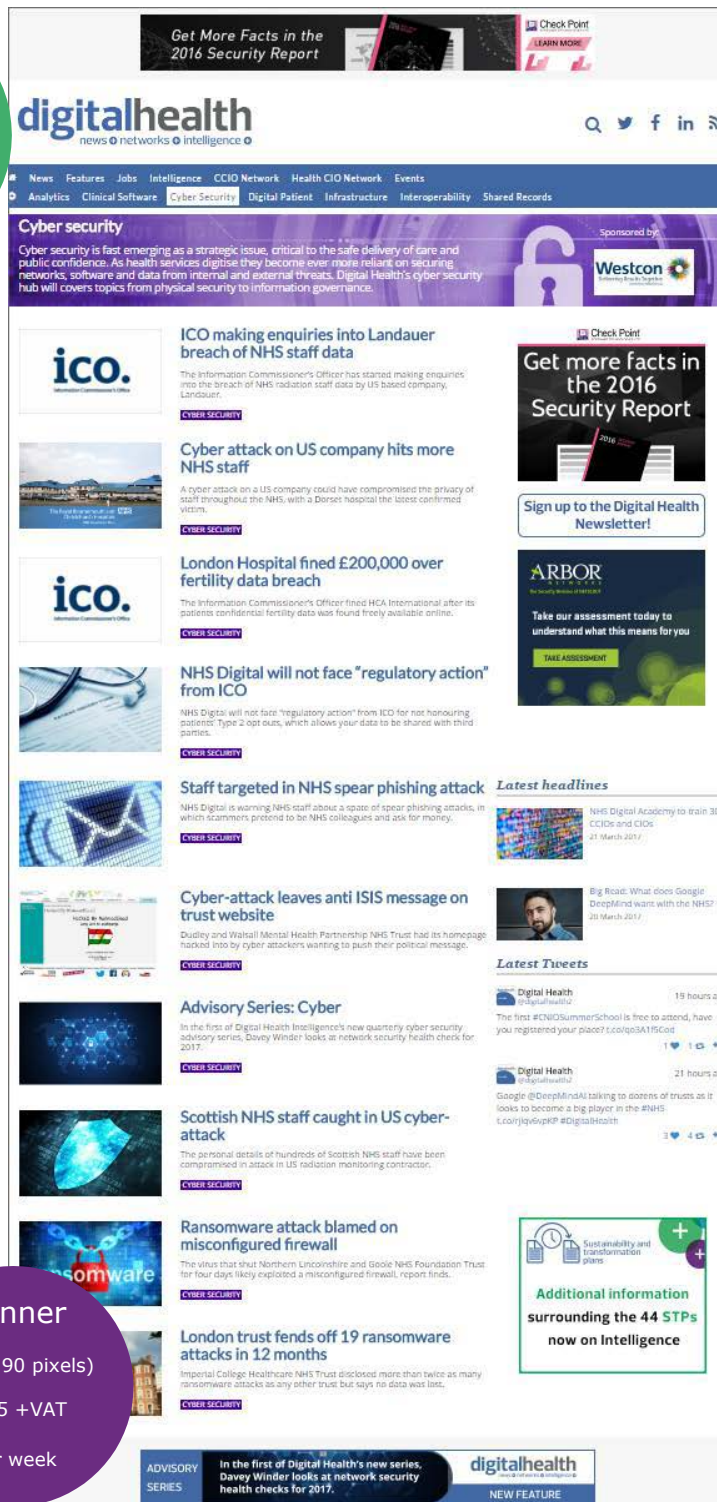


Hub Page Advertising Opportunities

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.

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



MPU 1
(300 x 250 pixels)
£675 +VAT
per week

MPU 2
(300 x 250 pixels)
£675 +VAT
per week

Banner
(728 x 90 pixels)
£385 +VAT
per week

MPU 3
(300 x 250 pixels)
£525 +VAT
per week

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



3 min+
average
read time
(200 word
feature article)

Transforming acute care at Airedale



90%+
CTR's to
full study/paper

Papworth Hospital goes paperless in ICU with MetaVision



...ide an integrated care IT solution in West Yorkshire, reemploying the system at its hospital. ...a community setting since 2011 and in an acute greater integration and information sharing across the using SystemOne across the region. ...both care settings has had a dramatic impact on the h it comes to honouring patients' end-of-life

...are in hospital, compared to national average of home, compared to a national average of 22.4%. ...lth Record & IT Clinical System Manager, said the ltuce prescription errors and manage medicines stock

...e shared record. Being able to seamlessly integrate live services, means that all the vital information is arrives for treatment."

...y enhance the links across care settings enabled by the particularly through strengthening the e-Prescribing

[Read the full case study](#)

200+
views &
downloads
(within first 4
weeks)

Case Studies & White Papers

- Can a cyber resilience programme secure your information systems and help achieve compliance?
- Shared data saves lives
- Regional Hospital Protects Critical Healthcare Data and Achieves Regulatory Compliance
- Augmented Intelligence: The Next Frontier

Papworth Hospital is one of the largest specialist cardiothoracic hospitals in Europe and includes the country's main heart and lung transplant centre. The trust treats more than 24,000 inpatients and outpatients each year.

Papworth identified a need for an Intensive Care Unit clinical information system that would enable them to help identify and reduce variations in the quality of care, support care processes and increase the continuity of care.

They also sought to remove the need for paper and ensure that all documentation would be captured in one location, could not be lost and could be viewed and used by multiple people in multiple locations at the same time to enable new ways of working.

The clinical information system the trust chose was IMDSoft's Metavision ICU, in support of 25 level 3 ICU beds. The system was installed in November 2006.

The linked IMDSoft case study provides a succinct and informative overview of the results and benefits achieved by Papworth through use of MetaVision.

These have included elimination of several types of prescription errors, improved patient care due to standardization, improved guidance at the point of care, increased production of research and compliance for local and national reporting.

[Read the full case study](#)



Newsletter Advertising

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.

Leaderboard

(728 x 90 pixels)

£515 +VAT

MPU 1 & 2

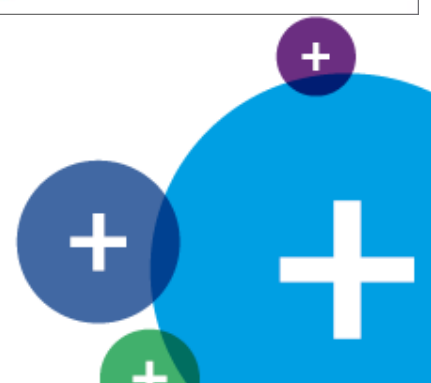
(300 x 250 pixels)

£555 +VAT

Banner

(728 x 90 pixels)

£300 +VAT



Special Reports

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.

Leaderboard

(728 x 90 pixels)

£845 +VAT

For a complete view of your patient data...

digitalhealth
Special Report: Vendor Neutral Archive (VNA)

With the care for easy data sharing within healthcare being made frequently and at high levels, vendor neutral archives should be able to enjoy their moment in the sun. But, as former Trustee reports there is still a sense that healthcare trusts could go further in their use of such systems.

When Matthew Semellits addressed the 2017 Health and Care Innovation Expo in Manchester last month, he had a very clear message for IT vendors and for those working in the NHS.

Software providers should not be protective about data they considered "their", he warned, and NHS bodies should be less so. "Naturally greedy" was his phrase - about only choosing vendors who helped to drive openness and data sharing into the system.

On the face of it, this should mean that the vendor neutral archive is about to have its moment in the sun. As a means of allowing organisations data to be stored in a single repository, and accessed by all who need it - regardless of the piece of software to which the data was created - the VNA is surely ideally placed to drive the openness that Semellits wants.

But even if this is the message from the top, there is little evidence that it is being universally "heard on the ground". While some trusts are forging ahead and using VNAs as part of a wider strategy to transform recording, it seems others are failing to make the most of the technology and risk being left behind.

"We're at an interesting stage in maturity," says Mick Thorbeck, vice president for the EMEA region with Calgary Software. "In the UK, you have some organisations that have a clear vision and understanding of what they want the VNA to do for them. But there are still a great deal that are trying to work out what it really is and what it can do."

At its most basic, a VNA is a store for standardised files that can be accessed by a range of applications. In England, many trusts bought them after the National Programme for IT came to an end in 2011 as a facility for storing radiology images. In many cases the aim was to "future-proof" the archive, because it would not have to be converted to different formats if the trust then changed its picture archiving and communication system (PACS).

But Thorbeck believes that some trusts bought a VNA as a "hone solution" - tied with a specific issue - rather than as part of a wider strategy. Indeed, the lack of strategic thinking is an issue that is being raised by the VNA and PACS space.

"A few years ago VNA was the buzzword, but how many are being used to their full potential beyond DICOM and radiology?" asks Charlie McCaffrey, managing director with Carestream Health UK Limited. "You buy, and nobody does have a clue about it. There's a lack of general strategy."

Revealing those working in the NHS that they should move to the next level with their digital archiving is understandably tough, he says. "NHS managers are flat out anyway - you can see the fear in their eyes if you ask them to do more. They're looking for greater use of their assets, and being critical of their staff."

Chris Sandbrook, sales director with Bectel, believes it's important to look at the bigger picture. "A lot of what we do comes back to the Five Year Forward View. Health services have to be much more efficient and there's a lot to be said about that."

VNA can help, he says, because they contribute to care and quality. "Better diagnostics and better information, kept in a single place, lead to money saved down the line."

Typically, trusts are using their VNA for radiology, cardiology and breast images, he says. "They're typically got these images in place, and it's a good place to start, but there are the very ones, later trusts are looking beyond traditional borders and are spreading their wings, bringing in other areas such as dermatology, medical physics and endoscopy - and some and some of others."

This isn't as easy, he says, because the information isn't organised to the same degree. "This is where we are seeing a little bit of falling. Trusts have done the low-hanging fruit - the biggest producers of medical imaging. But the smaller departments - often still paper based - are much harder."

Jamie Clifton, vice president product management and solutions at Brighthouse also urges trusts to think and act more strategically, but understands the challenges.

"We've rarely heard individuals who don't support the idea of the potential benefits of making better use of the VNA," he says. "But clinical teams and IT departments are still the fighting line, are asking 'what's most on the table?' and dealing with that, it's not always, it's not always that straightforward."

When trusts do group to needs, McCaffrey says the benefits can be huge, not least in allowing the sharing of records across boundaries, including between multiple primary care trusts within the one department or hospital, or region-wide.

He points out that the ability to share images across the Mersey region for example, is a winning proposition for the patient experience. Quoting Dave White, a consultant radiologist at Antrim Hospital in Liverpool, he says that being a shared network and data sharing agreements means that from his office in Liverpool, White can report on a scan taken south of the Mersey in Chester by the time the patient has got off the table.

This kind of instantaneous, real-time reporting is good for the patient, who benefits from expert clinical input without having to travel far from home. It's also good for the NHS because it can deploy its clinical expertise over a wider area and cost-effectively in diagnosis.

McCaffrey believes that as STPs (sustainability and transformation plans) bed in throughout the NHS in England, bringing together groups of partners across wider localities, the benefits of interoperability and working at a greater scale will be realised. "In Chester and Merseyside there are 10 trusts all at the STP. Sharing services across networks has been a major success story."

So what else could be done to persuade trusts to take a more strategic approach and make the most of VNA technology? Clifton identifies a problem with the way partners are purchased. "The tendering process for a single approach," he says.

Sandbrook says that another issue is who is doing the purchasing. "If the decisions are being taken at an IT level, then they will look at the needs of a hospital. But when the purchasing decisions are taken by the interested department, they will also understand."

He also points to a lack of clarity about what a VNA is and does - and says the name doesn't help. "There is a lot of different opinions about vendor neutral archiving. Ask 10 different people what a VNA is and you'll get 10 different answers."

Whatever it is called, however, the VNA has the potential to make life easier for health professionals and improve the quality of patient care, and nobody should be shy of that. "What the clinician wants to see is to have as much information about the patient available in the right place at the right time," says Sandbrook.

He describes a scenario where a junior doctor, alone on a ward at night, can share an image with a senior colleague in real time, and get support to make clinical decisions. "That's the type of thing that needs to be implemented."

With benefits of more than three decades in the industry, McCaffrey has a mixed verdict on whether the VNA will come into its own and help meet the demands set out at Expo by Semellits.

"There's too much focus on the short term - it's about coping with next week's flu, rather than looking more strategically about how you do things better for the future," says McCaffrey.

"But I'm optimistic - there are some visionaries out there, and they are working to make a difference. At the end of the day we are all patients, and it's in our interests to get it right."

Are you getting full value from your VNA?
Click here to view videos

Skyscraper

(160 x 600 pixels)

£895 +VAT

MPU 1

(300 x 250 pixels)

£785 +VAT

MPU 2

(300 x 250 pixels)

£745 +VAT

Banner

(728 x 90 pixels)

£695 +VAT

Coming up in 2020:

Shared care records – 15 January 2020

Cybersecurity - 12 February 2020

Imaging (PACS) - 26 February 2020

Remote monitoring and self care - 18 March 2020

Diagnostic digital pathology - 15 April 2020

Electronic document management - 13 May 2020

Digital imaging - 10 June 2020

Medicines management - 24 June 2020

Observations and vital signs - 15 July 2020

Cloud - 9 September 2020

Analytics - 23 September 2020

VNA and data storage - 14 October 2020

Mental health - 28 October 2020

Interoperability - 11 November 2020

Integrated care - 2 December 2020

Previous sponsors include:



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.



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