

Partnership opportunities

**Empowering patients.  
Connecting care.  
Driving impact.**



At **Patient.info**, we believe trusted health information can change lives.

For over 20 years, Patient has helped millions of people every month to understand their symptoms, conditions, and treatments - empowering them to make informed decisions about their health and wellbeing.

Now part of **Navigate Health**, we're expanding that mission. By combining trusted editorial content, rich patient communities, and intelligent digital pathways, we connect patients directly to the care, services, and tools they need - when they need them most.

Our partnerships make this possible. Whether through advertising, sponsored education, affiliate integration, or co-branded experiences, we collaborate only with organisations that share our values of transparency, clinical integrity, and patient empowerment.

Together, we can create meaningful connections between information and action, helping people move from reading to doing - from awareness to better health outcomes.

Explore our dedicated partner hub to explore how we work with partners, our editorial policy and standards and next steps.

## **Getting in touch with our team**

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## Navigate Health

*Your path to better health*

### **About Navigate Health**

Navigate Health is a digital health company on a mission to make healthcare more accessible, more personalised, and more human.

We believe everyone deserves a clear, confident path to better health - and we build the platforms, tools, and partnerships that make that possible.

## Our ecosystem

# Helping millions take the next step in their health journey.

Patient.info is more than a website – it's an integrated health information and engagement ecosystem that connects trusted content, professional insight, digital tools, and active communities.

Together, these platforms reach millions of people each month across multiple touchpoints, helping them move from information to action.

**Patient.info - PatientPro - Patient Communities - Patient Directory - Email - Social & Video**

## Patient.info

Our main platform, **Patient.info**, is one of the UK's most recognised health websites – providing medically reviewed information that patients and healthcare professionals rely on every day.

Every page is designed to support health literacy, helping users understand conditions, make informed decisions, and access relevant care and services.

## Key facts:

- 28 topic hubs, from diabetes to women's health
- 1,200+ patient information leaflets and 800+ medicine leaflets
- 2,000+ expert-written features and lifestyle articles
- 20+ interactive calculators (BMI, GKI, sleep debt, and more)
- Clinically written and reviewed by GPs and pharmacists

## PatientPro

Trusted clinical reference for healthcare professionals.

**PatientPro** is our comprehensive professional resource for GPs, healthcare practitioners, pharmacists, and medical students.

It offers over 2,000 evidence-based professional leaflets, decision-support summaries, and reference tools - all regularly updated and aligned with current NHS and NICE guidance.

Through our integration with EPRs, PatientPro content is available within primary care clinical systems, supporting informed discussions between clinicians and patients at the point of care.

### Key facts and opportunities:

- 2,000+ professional articles across conditions, treatments, and prescribing guidance
- Integrated within EPRs, reaching healthcare professionals at the point of care
- Aligned with NICE and NHS guidance, reviewed by practising GPs and pharmacists
- Used by GPs, nurses, pharmacists, and medical students across the UK
- ABPI and MHRA compliant advertising environment for healthcare campaigns

## Patient Communities

Our **Patient Communities** bring together hundreds of thousands of people across 284 health and lifestyle forums.

These forums are safe, moderated spaces where users share experiences, ask questions, and find peer support.

Partnership opportunities include

### Key facts and opportunities:

- 284 active forums across conditions, treatments, and lifestyle topics
- Moderated for safety and trust under Patient.info's community standards
- Clinically linked - forum

expert Q&A sessions, sponsored threads, and educational initiatives co-hosted by Patient.info's clinical and moderation teams.

posts connect to relevant Patient.info leaflets and features

- Compliant with the Online Safety Act and data-protection standards

## **Patient Directory**

The **Patient.info Directory of Services** connects our audience to the next step in their health journey from NHS Services and private clinics to local pharmacies and wellness providers.

This directory helps users seamlessly move from reading about a condition to finding appropriate, trusted care options.

### **Features include:**

- Searchable, structured listings by condition, service, or location
- Branded partner profiles with tracked referral links
- "Find care" callouts within relevant content pages
- Integration with affiliate and referral models

## **Patient.info Newsletters**

Our newsletters deliver trusted health information directly to subscribers' inboxes.

With high open and engagement rates, our newsletters offer premium placements for partners to share thought leadership, sponsored articles, or referral links in a trusted environment.

The **Patient Newsletter** shares

### **Key facts and opportunities:**

- 770k double-opted in subscribers
- Weekly patient and professional editions, each tailored to audience needs
- High engagement rates, with consistently strong open and click-through performance

practical health advice, wellbeing content, and seasonal tips, helping readers take confident steps towards better health.

The **Professional Newsletter** delivers clinical updates, new tools, and evidence-based resources designed for GPs, pharmacists, and other healthcare professionals. It provides a respected platform for educational sponsorships and thought leadership in a strictly ABPI compliant environment.

- Sponsored placements and native features available per send or series
- Resend and A/B testing options to maximise reach and performance
- Targeted by audience type or condition area, ensuring relevance and impact
- Fully compliant with GDPR and Patient.info's editorial and advertising policies

## **Social Media, Video and Community Engagement**

Patient.info's **social and video platforms** amplify our mission to make credible, accessible health content available to everyone. Through authentic storytelling and shareable formats, we reach people where they already spend time - helping them engage with reliable information and make informed health choices.

Across our social channels, the Patient.info brand reaches more than **1.3 million people** each month, creating ongoing conversations around wellbeing, prevention, and everyday healthcare. Our content strategy focuses on relevance, empathy, and trust by combining clinical accuracy with clear, human storytelling.

### **Key facts and opportunities:**

- 1.3 million+ monthly social impressions across all channels
- Active communities on Instagram, Facebook, LinkedIn, and Threads
- Growing presence on WhatsApp Channels for quick, bite-sized health insights
- YouTube HealthShelf – our video hub for trusted, GP-led health explainers and condition guides
- Sponsorship opportunities for video series, playlists, and expert collaborations

The **YouTube HealthShelf** expands this approach into video, featuring GP-led explainers, condition overviews, and practical how-to guides.

- Clinically reviewed and brand-safe content across all platforms
- Social storytelling focused on awareness, myth-busting, and patient experience

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## Why partner with Patient

# In a world full of information, trust cuts through the noise.

The health content landscape has changed dramatically. The explosion of generative AI, short-form content, and automated publishing has created more health information than ever – but much of it is shallow, inaccurate, or unsafe. Patients and professionals alike are asking the same question: *who can I trust?*

At the same time, the rules of visibility are changing. Algorithms reward freshness and speed over accuracy. Organic reach is harder to achieve, and even well-intentioned brands are struggling to maintain authority in search and social environments flooded with misinformation.

*In this landscape, **Patient.info stands as a trusted constant** – a clinically led, editorially governed, and SEO-resilient platform that connects patients and healthcare professionals with information they can rely on.*

## The challenge: a new era of health information

The rise of AI-generated content has transformed digital publishing, but it's also blurred the line between quality and quantity. With millions of unverified pages entering search results every week, audiences are becoming more sceptical and regulators more watchful.

For healthcare and life sciences organisations, this presents a critical challenge: **how to be visible without compromising credibility**. Traditional content marketing no longer guarantees engagement. Search rankings shift rapidly, ad spend is wasted on low-quality placements, and the trust once associated with digital health brands has been diluted by volume and automation.

**Partnering with Patient.info solves that dilemma –**

***providing scale, authority, and engagement within a fully compliant, clinically governed ecosystem.***

## **The solution: Authority that outperforms algorithms**

### **Patient.info is built for the modern search landscape.**

Our editorial strength, technical SEO infrastructure, and long-standing domain authority ensure sustained, organic visibility in a competitive environment.

With over 20 years of publishing history, we hold one of the highest Domain Authority scores in UK healthcare media and continue to rank in top positions for tens of thousands of health-related queries. Our structured data, medical schema markup, and clinical author profiles give search engines the context they need to prioritise our content in results, featured snippets, and “People Also Ask” panels.

We are consistently cited by authoritative sources including the **NHS, BBC, and GOV.UK**, giving our domain exceptional trust signals that AI-generated sites can't replicate.

This means that partners working with Patient.info benefit from lasting organic exposure whether through branded content, directory listings, or contextual advertising – in a digital ecosystem already recognised by both humans and algorithms as safe, reliable, and clinically accurate.

***AI can generate text, but not trust. Patient.info offers both the credibility and technical strength to ensure your message is seen, believed, and acted upon.***

## **The opportunity: credibility at scale**

**Patient.info brings together what today's digital health environment demands most:** reach, reputation, and relevance.

Our readers are health engaged decision makers - individuals actively searching for trusted advice, treatments, and professional insight. Partnering with us places your brand directly in front of them, within content that carries real authority.

We help partners build ethical, evidence-based campaigns that connect awareness to action, all under the guidance of our clinical and compliance teams.

## Why partners choose Patient.info:

- **Unrivalled medical credibility** – every page is reviewed by practising GPs or pharmacists and governed by ABPI, MHRA, ASA, and CAP standards.
- **Unmatched SEO visibility** – decades of link equity and trust signals from the NHS, academic journals, and reputable health organisations.
- **AI-resilient authority** – our human-reviewed content and verified authorship maintain ranking stability in evolving search algorithms.
- **Dual-audience advantage** – unique reach across both patient and professional communities.
- **Actionable engagement** – users arrive with intent and leave with informed next steps, from finding care to booking services.
- **Integrated ecosystem** – connect through articles, forums, newsletters, videos, and directory listings for consistent, multi-channel storytelling.
- **Safe and compliant** – all campaigns delivered within strict governance and transparency frameworks.
- **Collaborative process** – from ideation to reporting, campaigns are co-designed with your objectives and patient safety in mind.

***Visibility is only valuable when it's credible. Patient.info gives your brand both.***

In a healthcare economy driven by visibility and reputation, authority is the most valuable form of currency. With decades of editorial expertise, proven SEO performance, and a fully compliant governance framework, Patient.info delivers measurable impact in a brand-safe environment. **Partnering with us ensures your campaigns reach real people, in real moments of intent, with the credibility today's digital landscape demands.**

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# Programmatic and display advertising

## **Connecting brands with audiences who are ready to act.**

Patient.info provides a clinically governed, brand-safe environment for programmatic and display campaigns that reach millions of engaged, health-aware users every month.

Our audiences don't just browse, they act. Whether researching symptoms, exploring treatments, or looking for care options, they're already invested in improving their health. That makes every impression on Patient.info a moment of intent and every campaign an opportunity for meaningful engagement.

Unlike open exchanges, **our inventory is fully compliant, quality-controlled, and clinically aligned**, ensuring your brand is seen only alongside credible, medically reviewed content. We offer the scale of a modern digital network, combined with the trust and authority that make your message matter.

## **Why it works**

With **8 million monthly visits, 15 million page views**, and an **average dwell time of five minutes**, Patient.info offers deep audience engagement rarely seen in health media.

Our programmatic and direct campaigns combine **first-party data, contextual relevance**, and **geo-location targeting** to deliver results rooted in trust.

*Our clinical governance and ABPI-compliant advertising standards mean your campaign runs within an environment recognised for accuracy, independence, and credibility – a crucial advantage as advertisers face tighter scrutiny and rising brand-safety demands.*

## Available formats

All formats support responsive display, dynamic creative optimisation, and both open- and private-deal programmatic routes.

Format	Size (px)	Description
<b>Billboard</b>	970×250	Premium high-impact format for maximum visibility
<b>Leaderboard</b>	728×90	Top-of-page unit across desktop and tablet
<b>Double MPU</b>	300×600	Vertical unit ideal for storytelling and engagement
<b>MPU</b>	300×250	Core display unit across all page types
<b>Skyscraper</b>	160×600	Side-column format ideal for awareness and reach
<b>Mobile Leaderboard</b>	320×50	Optimised for mobile performance
<b>Video MPU</b>	300×250	Inline video unit for maximum interaction

Each format is supported across desktop, mobile, and tablet, optimised for Core Web Vitals performance and measured through Google Ad Manager with full viewability and engagement reporting.

### Targeting and optimisation options

#### Run-of-Site (ROS)

Maximum reach across Patient.info's entire audience.

#### Contextual targeting

Align your ads with relevant conditions, treatments, or hub topics.

#### Geo-targeting

Deliver campaigns regionally or by proximity to services or clinics.

#### First-party audience data

Reach users based on behaviour,

#### Retargeting

Re-engage users across Patient.info or via approved partner networks.

#### Professional audience targeting

Run campaigns on PatientPro and EPR-integrated environments, reaching GPs, pharmacists, and other HCPs.

#### Multi-Channel Integration

Combine display, newsletter, and directory listings for full-funnel activation.

#### Real-time reporting

search pathways, or content consumption.

Access transparent campaign data, impressions, CTRs, and engagement metrics.

## Brand-safe and compliant by design

*All programmatic and display activity on Patient.info is served in a fully compliant, clinically reviewed environment.*

*Our platform operates within **ABPI, MHRA, ASA, and CAP advertising codes**, with clear separation between editorial and commercial content. Ads appear only within approved placements adjacent to medically reviewed articles and topic hubs - never within clinical text.*

*We work closely with partners to ensure creative messaging, claims, and calls-to-action meet all relevant regulatory and data-protection requirements.*

## Rate Card (eCPM)

### Healthcare Professionals on Patient.info

Format	Billboard (970×250)	Leaderboard (728×90)	Double MPU (300×600)	MPU (300×250)	Skyscraper (160×600)	Mobile Leaderboard (320×50)
Contextual	£30	£30	£30	£30	£30	£30
Patient Pro 1st-party audience retargeting	£30	£30	£30	£30	£30	£30
Geo-targeting	£30	£30	£30	£30	£30	£30
Patient Pro ROS	£30	£30	£30	£30	£30	£30

## Healthcare Professionals within Primary Care Clinical System

Format	Billboard (970×250)	Leaderboard (728×90)	Double MPU (300×600)	MPU (300×250)	Skyscraper (160×600)	Mobile Leaderboard (320×50)
Information leaflets	£60.00	£60.00	£60.00	£60.00	£60.00	£60.00
GPs @ Patient Pro	£60.00	£60.00	£60.00	£60.00	£60.00	£60.00

## Patients and Consumers

Format	Billboard (970×250)	Leaderboard (728×90)	Double MPU (300×600)	MPU (300×250)	Skyscraper (160×600)	Mobile Leaderboard (320×50)
Contextual advertising	£20	£15	£20	£15	£15	£15
Patient 1st-party audience data	£20	£15	£20	£15	£15	£15
Geo-targeting	£20	£15	£20	£15	£15	£15
Patient Run-of-Site	Unavailable	£15	£15	£15	£10	£12

Want to explore this further?

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# Sponsored content and brand Storytelling

## **Creating health campaigns that inform, engage, and inspire.**

Sponsored content with Patient.info goes beyond impressions. It's about building trust by aligning your brand with clinically reviewed, authoritative information in a space where people are actively seeking answers.

Our editorial team works alongside partners to co-create content that blends **clinical credibility with compelling storytelling** – giving your message impact without compromising integrity. Every campaign is transparent, labelled clearly as sponsored, and reviewed to meet ABPI, MHRA, and ASA standards.

In a digital environment where audiences are increasingly sceptical of brand-led content, Patient.info provides a **safe, trusted space** where health-aware readers engage with your message as part of their everyday search for reliable information.

## **Formats and opportunities**

**Sponsored articles** – Professionally written or co-created features aligned with your brand objectives.

**Condition hub sponsorships** – Associate your brand with authoritative topic hubs (e.g. Diabetes, Women's Health, Mental Health).

**Expert Q&A features** – Clinician or patient-led Q&As positioned within relevant content areas.

**Branded content collections** – A themed series of articles or resources hosted in a branded hub.

**Integrated video content** – Embed your message within Patient.info's HealthShelf videos and educational explainers.

**Editorial-style awareness campaigns** – Multi-article storytelling designed to build awareness over time.

## Why sponsored content works on Patient.info

- **Clinically credible** – All sponsored content is reviewed and aligned with our editorial standards.
- **SEO-powered** – Branded articles benefit from Patient.info’s high domain authority and strong search rankings, ensuring long-term visibility.
- **Audience intent** – Readers are already searching for information on relevant conditions and treatments, making your message contextually valuable.
- **Brand-safe and compliant** – Campaigns are clearly labelled, reviewed for compliance, and designed to reinforce – not undermine – brand trust.
- **Storytelling flexibility** – Choose from single features, multi-article series, or integrated campaigns across content, forums, video, and newsletters.

## Rate Card – Sponsored Content

Format	Rate (GBP)	Details
Sponsored article	From £6,000	Co-created or branded editorial feature hosted on Patient.info
Sponsored hub/article series	Custom pricing	Multi-article packages within a condition or lifestyle hub
Branded content collection	Custom pricing	Curated branded space with multiple articles/resources
Expert Q&A feature	From £8,000	Sponsored clinician- or patient-led Q&A with call-to-action integration
Integrated video sponsorship	From £5,000	HealthShelf YouTube placement or co-created video content

Format	Rate (GBP)	Details
Campaign amplification (newsletter)	From £3,000	Add-on to boost content via direct email

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# Newsletter sponsorship

## **Direct, trusted communication with health-engaged readers.**

Patient.info newsletters extend our mission beyond the website, delivering timely, evidence-based health information straight to subscribers' inboxes. With **770,000 opted-in patients** and consistently strong open rates of around **30%**, our newsletters are one of the most effective ways for partners to engage directly with audiences who are already seeking guidance on their health and wellbeing.

Unlike generic email lists, our subscriber base is **self-selected, highly engaged, and motivated by practical, trustworthy health information.**

Campaigns placed here benefit from both the credibility of the Patient.info brand and the intimacy of inbox-level communication – where messages feel personal, direct, and actionable.

## **Audience and editions**

**Direct access to 770,000 opted-in readers** in a trusted environment

**Average open rate:** 30% (industry-leading in health media)

**Tuesday edition:** Condition-orientated features and clinical content

**Saturday edition:** Lifestyle, wellbeing, and diet-related health content

This dual schedule ensures your message reaches readers in **different contexts** – one focused on treatment and conditions, the other on everyday wellbeing and lifestyle choices.

**Fully GDPR-compliant** with transparent consent and data governance

## **Formats and opportunities**

- **Banner placements** – Premium display slots within the body of the newsletter, ideal for awareness and campaign amplification.

- **Native article placements** – Branded or co-created editorial presented as part of the newsletter’s main content flow, maximising engagement.
- **Bespoke sends / solus emails** – A fully branded, stand-alone communication delivered to the entire subscriber base, allowing complete ownership of message, call-to-action, and timing.

### Rate Card – Patient.info Newsletters

Format	Rate (GBP)	Details
Banner placement	£2,000 per newsletter	Prominent display slot in either Tuesday or Saturday send
Native article	£3,000 per newsletter	Sponsored or co-created editorial integrated within newsletter content
Bespoke solus email	£10,000 per broadcast	Dedicated, stand-alone communication to 770,000 opted-in patients

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# Affiliate and referral models

## **Turning information into action.**

Patient.info is not just a source of trusted health information – it's a bridge between understanding and doing. Through our **Affiliate and Referral Models**, partners can connect directly with patients and professionals at the moment they're ready to act, offering relevant services, tests, or treatments in a safe, compliant, and clinically reviewed environment.

By embedding affiliate links, directory listings, and "Find Care" callouts within contextually relevant content, Patient.info helps users transition seamlessly from education to engagement – while ensuring every referral is clearly labelled and ethically delivered.

## **How it works**

### **Contextual affiliate links**

Discreet, labelled links placed within relevant patient information leaflets, condition hubs, or features, directing readers to trusted partner services.

### **Directory of Services integration**

Partners listed in our structured healthcare directory are surfaced within related content, making it easy for users to find and compare options.

### **"Find Care" callouts**

Custom banners or buttons within leaflets that guide readers to appropriate tests, treatments, or service providers.

### **Referral tracking**

Transparent reporting on clicks, referrals, and conversions to measure performance and ROI.

## **Why affiliate models work on Patient.info**

### **Audience intent**

Readers are already researching conditions, treatments, and next steps. Affiliate placements reach them at the exact moment of decision-making.

### **Integrated pathways**

From reading to doing, we co-design clear referral journeys that feel natural, useful, and patient-friendly.

### **Compliance-first**

All affiliate activity is governed by ABPI, MHRA, ASA, and GDPR requirements, with full labelling and disclosure.

### **Performance-based**

Flexible models including revenue share, CPA (cost per action), or CPC (cost per click), depending on campaign needs.

### **Trust by association**

Partners benefit from the authority and credibility of the Patient.info brand, reinforcing confidence in their services.

## **Affiliate Models and Pricing**

<b>Model</b>	<b>Description</b>	<b>Pricing / Commission</b>
Contextual affiliate links	Embedded links within relevant clinical content	CPA or % revenue share
Directory listing	Branded profile with tracked outbound link	From £500 per year
Featured directory placement	Premium visibility within category or hub	From £2,000 per year
"Find Care" callouts	In-leaflet banners or buttons	Custom pricing (CPA or flat fee)
Performance partnerships	Flexible affiliate agreements	Based on volume & conversion

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# Directory of services

## Helping patients and professionals find trusted care.

The Patient.info Directory of Services connects our highly engaged audience with healthcare providers, clinics, and digital health platforms. Whether a user is researching a condition, seeking a diagnosis, or ready to act, the directory ensures they can find trusted, regulated services quickly and easily.

## How it works

### Contextual integration

Directory listings are surfaced directly within relevant condition pages, patient information leaflets, and tools, ensuring patients see them at the most relevant point in their journey.

### Trusted environment

Only CQC-regulated (or equivalent) providers are listed, ensuring safety, quality, and brand alignment.

### High-intent audience

Patients and professionals exploring directory content are often at the stage of seeking care, making referrals particularly valuable.

### Flexible listing options

From standard profiles to featured or premier partner placements, providers can choose the visibility level that matches their goals.

## Directory options and pricing

Model	Description	Pricing / Commission
<b>Claimed listing</b>	Full control of your profile Direct link to your website Display your organisation's logo Add photos and images to your listing Detailed descriptions of your services Publish contact details and opening hours	£295/pa

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Model	Description	Pricing / Commission
<b>Featured listing</b>	Placed prominently at the top of your category and search results	
	Your listing carries a "Featured" badge to increase trust and visibility. Enhanced directory visibility	£1,495/pa
<b>Premier partner</b>	Your organisation benefits from highlighted layouts that draw attention.	
	Inclusion in Patient.info newsletters	£10,000/pa
	Priority support from the Patient.info team Involvement in Patient.info campaigns	

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# Partner brand-safe compliance

## Protecting patients, partners, and platform integrity

Patient.info operates within one of the most highly regulated industries in the world: healthcare. Our reputation is built on more than two decades of trust, and we maintain that reputation by holding ourselves – and our partners – to the highest standards of compliance. All commercial activity on our platform is governed by UK regulations, including the *ABPI Code of Practice*, the *MHRA Blue Guide*, the *ASA/CAP advertising codes*, and *UK GDPR/PECR*. On top of this, we apply our own editorial and ethical standards to ensure everything we publish or promote is safe, evidence-based, and transparent.

This page sets out how we apply compliance in practice: what types of campaigns we accept, what we reject, and how we work with partners to ensure campaigns meet the required standards.

## Pharmaceuticals and medicines

Prescription medicines can only be promoted under very strict conditions. Direct-to-consumer advertising for prescription-only medicines is prohibited in the UK, so we only accept campaigns that target healthcare professionals, such as GPs or pharmacists, through our professional platform PatientPro or in EPR-embedded contexts. Within these environments, promotional materials must comply fully with ABPI requirements, including the provision of prescribing information and adverse event reporting details.

For patients, we accept disease awareness campaigns content that educates about conditions or treatment pathways without naming or promoting a prescription product.

Over-the-counter (OTC) medicines are accepted provided they are fully licensed in the UK and only marketed with approved claims. Campaigns must carry appropriate safety lines and be consistent with MHRA and ASA requirements.

Supplements and vitamins may also be advertised, but only where claims are authorised by the European Food Safety Authority (EFSA) or appear on the Great Britain nutrition and health claims register. We do not accept unsubstantiated or exaggerated claims, such as “miracle cures” or “rapid results.”

## **Medical devices and diagnostics**

Patient.info accepts advertising for CE- or UKCA-marked medical devices that have been clinically validated for their intended use. We welcome innovative technologies, but only when their safety and efficacy are supported by evidence. Devices under review, or in grey areas, may be accepted on a case-by-case basis provided their status and limitations are made clear.

Home diagnostic tests are permitted if they include proper regulatory approvals, disclaimers around accuracy, and clear signposting to appropriate follow-up care.

Digital health apps and software that qualify as software as a medical device (SaMD) are accepted if registered and compliant. Partners must provide relevant technical documentation and clinical evaluations.

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## **Healthcare services**

We work with CQC-regulated providers in the UK, or equivalent regulators overseas, including GP practices, pharmacies, hospitals, diagnostic laboratories, and accredited specialist clinics. Digital health platforms such as telemedicine services, online pharmacies, and remote monitoring providers are also accepted, provided they can demonstrate strong governance, safeguarding, and data protection standards.

We do not accept unregulated services, such as cosmetic clinics without registration, alternative therapies claiming to cure serious illnesses, or any provider making unsafe, discriminatory, or misleading claims. Fertility, mental health, and weight management services are reviewed closely, with additional requirements around transparency, clinician qualifications, and the accuracy of outcome claims.

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## **What we don't accept**

Certain categories are excluded outright to protect both users and our brand environment. These include:

- Direct-to-consumer advertising of prescription-only medicines.
- Unlicensed or counterfeit medicines and devices.
- "Miracle cure" products, extreme diets, or unsafe weight-loss treatments.

- Gambling, alcohol, vaping and e-cigarette products, or recreational drugs.
  - High-risk financial products or political/partisan campaigns.
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## **Standards for creative and messaging**

All advertising must be accurate, evidence-based, and responsible. We do not allow claims that cannot be substantiated, including guarantees, “100% effective,” or “no side effects.” Fear-based messaging, misleading before-and-after imagery, or trivialisation of medical procedures is prohibited.

Where required, adverts must include disclaimers or prescribing information. For example:

- OTC adverts must carry *“Always read the label.”*
- Prescription product campaigns for HCPs must include full prescribing information and adverse event reporting lines.
- Device and test adverts must clarify accuracy limits and encourage users to seek medical advice.

All sponsored content, directory listings, and affiliate links must be clearly labelled as commercial and kept separate from editorial. Our editorial independence is non-negotiable and cannot be influenced by sponsors.

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## **Safeguards and review process**

Every campaign undergoes a compliance review before launch. This includes:

1. Reviewing creative assets, claims, and landing pages.
2. Checking regulatory approvals (e.g., CE/UKCA marking, CQC registration).
3. Ensuring mandatory safety lines and disclaimers are in place.
4. Approving tracking technology to ensure GDPR and PECR compliance.

Once live, campaigns are monitored continuously, and any issues such as broken links, complaints, or adverse event reports are dealt with promptly. Campaigns that breach our standards may be paused or removed immediately.

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# Standard terms and conditions for advertising on Patient.info

## 1. Terms

1.1 These Terms and Conditions are incorporated into each agreement entered into between the Publisher and the Advertiser, whether or not the advertising form, or any other document, which the customer signs make reference to these terms.

1.2 In these Terms and Conditions, the following expressions refer to the respective meanings unless otherwise stated:

“Advertiser” refers to the person and / or company as identified on the Insertion Order.

“Agreement” refers to the agreement between the parties comprising these Terms and

Conditions and the relevant Insertion Order.

“Campaign” refers to the placement of adverts on the Website according to extent and

duration specified on the Insertion Order.

“CPM” refers to the cost per mille i.e. per 1,000 page impressions of the advert.

“Insertion Order” refers to the Advertising Order Form to which these Terms and Conditions

apply.

“Publisher” refers to Naviagte Health Limited (incorporated in the UK and having its

registered office at 128 City Road, London, EC1V 2NX and is the owner of the Website).

“RON” refers to the “run of network” (i.e., non-targeted adverts which will show on

all pages of the Website, where the particular form of advertising is shown).

“Targeted” refers to adverts that are shown on specific pages (e.g., those relating to a

particular subject or on the home page of the Website).

“Website” means <https://patient.info/>, or any other website owned or controlled by the

Publisher and detailed on the Insertion Order.

## **2. Licence**

2.1 The Advertiser warrants that it has the right to publish the contents of the advertisement, without infringement of any rights of any third party including, without limitation, intellectual property rights.

2.2 The Advertiser will be fully responsible for the terms of any contract for the sale of goods or services to customers who have seen the advertisement displayed on the Website and agrees to indemnify the Publisher against any expenses, damages and/or losses of any kind incurred by the Publisher in relation to any claim, action, demand or proceedings brought against the Publisher in relation to any such contracts entered into for the purchase of the advertised goods or services.

2.3 The Advertiser also agrees to indemnify the Publisher against any and all expenses, damages and/or losses of any kind incurred by the Publisher in connection with any claims of any kind, (including breach of contract, any claim of trademark or copyright infringement, libel, defamation, malicious falsehood, breach of confidentiality, false or misleading advertising or sales practices) arising from the advertisement.

## **3. Provision of Advertising Materials**

3.1 The Advertiser will provide the Publisher with all relevant materials for the advertisement, including images or other media of suitable quality and size, in accordance with the Publisher’s requirements as discussed and set out in the Insertion Order. The Publisher will not be required to publish any advertisement that has not been received in accordance with such requirements. The Advertiser will ensure that the advertisements do not contain anything that is defamatory, obscene, false or misleading.

## **4. Campaign Acceptance**

4.1 The acceptance of the Campaign is subject to available space and receipt of a signed Insertion Order by the Publisher. The Publisher will consider the Advertiser’s wishes with regard to the Campaign. If a booked advertisement is not published at all, due to the fault of the Publisher, the Publisher will supply an alternative publication date. If the Advertiser chooses not to accept this alternative date, its original booking will be cancelled and if the Advertiser has paid for the Campaign in advance, the Publisher will

refund to the Advertiser the amount already paid in full and final settlement of any claim by the Advertiser against the Publisher for such failure to publish.

4.2 If the Advertiser wishes to request a change to the positioning of advertisements, the Advertiser must provide the relevant images or other media of suitable quality and size and give at least 2 weeks' prior written notice to the Publisher before the end of the Campaign. Such changes may incur an additional cost to the Advertiser if the Advertiser wishes to alter the advert page placement instructions supplied in the "targeting details" box of the Insertion Order. Failure to provide such prior notice will mean that the positions set out in the Insertion Order prevail. Any requested change to positioning of advertisements will, in any event, be decided at the Publisher's sole discretion and subject to availability.

4.3 The Publisher will notify the Advertiser by email when their advertisement has been made live on the Website and the Advertiser must inform the Publisher as soon as it is reasonable, of any inaccuracies with the delivery of the advertisement.

4.4 Once the Insertion Order has been returned to the Advertiser and the Campaign has gone live, the Publisher will raise an invoice as per the Insertion Order.

## **5. Terms of Payment**

5.1 New Advertisers will be required to pay for their first Campaign prior to the Campaign starting and will be issued an invoice to that effect.

5.2 Existing customers will be invoiced as appropriate to their Campaign. The Advertiser must pay the invoiced amounts to the Publisher in pounds sterling within thirty (30) days from the date of the invoice. If the invoice is not paid, the Campaign will be removed and the Advertiser will be invoiced for the Campaign value that has been served to date plus an additional administration cost (equivalent to 20% of the revised invoice amount).

## **6. Cancellation Policy**

6.1 For those Advertisers that have a discounted Campaign (as indicated on the Insertion Order); if the Campaign is cancelled within the Campaign period then the full non-discounted monthly cost will become applicable.

6.2 The Publisher shall not be bound by any request from the Advertiser to stop, cancel or suspend an Advertisement unless such request is in writing and confirmed in writing by the Publisher.

6.3 Without prejudice to condition 6.2, the following costs remain due on cancellation, and the Advertiser acknowledges that these charges are reasonable in the circumstances:

## Digital advertising

- a) Notice of cancellation received 28 days or more before first display, 25% of total fee due;
- b) Notice of cancellation received 8-27 days before first display, 50% of total fee due; or
- c) Notice of cancellation received 0-7 days before first display, 100% of total fee due,

If the Advertiser has paid sums for advertisements in advance and is entitled to a refund, the Publisher shall use its reasonable endeavours to pay such refund to the Advertiser within 30 working days of receipt of the written notice of cancellation.

6.4 Should the Advertiser, part way through wish to stop or cancel an advertisement that is being displayed on the Website for an agreed period of time in excess of 14 days then the Advertiser must give written notice to the Publisher of its request to stop or cancel the advertisement and all charges connected with the display of the advertisement shall, unless otherwise expressly agreed by the Publisher in writing, be non-refundable.

## **7. Campaign Renewal**

Except as expressly set out in the Insertion Order, any renewal of the Campaign and acceptance of any further Campaigns will be at the Publisher's sole discretion. The rates applicable to such renewal periods, if any, are subject to change by the Publisher from time to time.

## **8. Usage Statistics**

8.1 The Advertiser acknowledges that the Publisher's estimates of Website traffic, as provided to an Advertiser prior to a Campaign, are not guarantees of Website traffic during the Campaign.

8.2 The Publisher provides the Advertiser with estimated usage statistics only as a courtesy to the Advertiser and the Publisher will not be held liable for any claims relating to any usage statistics however supplied.

8.3 The Advertiser will receive an email from the Publisher to a nominated email account on a monthly basis notifying them on the usage statistics for their Campaign.

8.4 The Publisher's usage statistics are in compliance with the Interactive Audience Measurement and Advertising Campaign Reporting and Audit Guidelines report, which can be downloaded from [http://www.iab.net/media/file/Global\\_meas\\_guidelines.pdf](http://www.iab.net/media/file/Global_meas_guidelines.pdf)

## **9. Limitation of Liability**

9.1 If the Publisher fails to publish any advertisement or fails to deliver the impressions specified in the Insertion Order within the agreed time period, the Publisher's liability will be limited to either as soon as reasonably practicable, publishing the advertisement (or a replacement advertisement if provided by the Advertiser) in positions agreed in the Insertion Order or in alternative positions agreed with the Advertiser for such time as is necessary to generate a number of substitute impressions of equivalent monetary value to the shortfall.

9.2 In no event will the Publisher be responsible in contract, tort, and negligence or otherwise, for:

9.2.1 loss of profits, business, contracts, revenues, goodwill, production and anticipated savings; or

9.2.2 any indirect, consequential, special or economic loss of any kind; arising in connection with this Agreement, including, from any failure to publish in a timely manner or at all any advertisement in accordance with the Insertion Order.

9.3 Subject to clauses 9.1 and 9.2, each party's total aggregate liability in contract, tort (including negligence or breach of statutory duty), misrepresentation, restitution or otherwise arising out of or in connection with this agreement will be limited to a sum equal to one hundred and twenty percent (120%) of the total fees paid or payable by the Advertiser to the Publisher in connection with this Agreement.

9.4 The Advertiser shall assume all liability for materials, features, or works provided to the Publisher, under the Insertion Order, that are subsequently downloaded by any visitor to the Website. The materials will not be obscene, nor will be in conflict with mainstream health promotion (e.g. no ads for alcohol, cigarettes, etc). They will not be for gambling websites (which includes lotteries, bingo, online poker, etc). They will not be of sexual images or sexual innuendo (which includes promoting dating websites).

They will not promote cures that, in the opinion of the Publisher, doctors may raise concerns about.

9.5 In the event of any inconsistency between the Insertion Order and these Terms and Conditions, these Terms and Conditions will prevail

9.6 The Publisher reserves the right (acting reasonably and without notice) to suspend or remove any Advertisement where it believes it raises any material concerns (and it will then liaise with the Advertiser accordingly).

## **10. Governing Law and Jurisdiction**

These Terms and Conditions, together with the Insertion Order will be governed by and construed in accordance with, the laws of England, and the

parties submit to the exclusive jurisdiction of the English courts.

## **11. Entire Agreement**

11.1 These Terms and Conditions, along with the Insertion Order, and any other documents referred to herein (the 'Contractual Documentation') constitute the entire agreement and understanding of the parties and supersede any previous agreement between the parties relating to the subject matter of this Agreement.

11.2 The parties agree that neither of them have been induced to enter into any Contractual Documentation in reliance upon any warranty, representation, statement, agreement or undertaking of any kind (whether negligently or innocently made) of any person other than as expressly set out in this Agreement as a warranty. The only remedy available to the parties for breach of the warranties shall be for breach of contract under the terms of this Agreement and the parties unconditionally and irrevocably waive any other claims, rights or remedies that may otherwise be available. Nothing in this clause shall, however, operate to limit or exclude any liability for fraud.

11.3 No variation of this Agreement or of any of the documents referred to in it shall be valid unless it is in writing and signed by or on behalf of each of the parties.

## **12. Waiver and Severance**

12.1 The failure of either party to enforce or to exercise at any time or for any period any term of or any right pursuant to these Terms and Conditions shall not be construed as a waiver of any such term or right and shall in no way affect that party's right later to enforce or exercise it.

12.2 If any provision of these Terms and Conditions is found by any court or administrative body of competent jurisdiction to be invalid or unenforceable then such invalidity or unenforceability shall not affect the other provisions of these Terms and Conditions which shall remain in full force and effect.

The parties agree to attempt to substitute for any invalid or unenforceable provision a valid or enforceable provision which achieves to the greatest extent possible the same effect as would have

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[partnerships@navigatehealth.co.uk](mailto:partnerships@navigatehealth.co.uk)



# Display Ad format specifications

We support a wide range of IAB-approved ad formats. By providing creatives in these specifications, your campaigns will display consistently across our site and partner inventory.

Ad Type	Product(s)	Dimensions (pixels)	Expandable / Collapse Dimensions** (pixels)
Leaderboard	All	728x90	728x180
Wide Skyscraper	All	160x600	300x600
Medium Rectangle	All	300x250	500x250
Half Page	All	300x600	600x600
In-Content Unit	All	560x250	600x250
Smartphone Banner	All	320x50	NA
Interstitial/Popup	All	640 x 480, 320x480, 300x250, and 336x280	NA

## Accepted 1st Party File Formats

GIF, JPG or PNG file plus click-through URL, or HTML5 with browser detection. HTML5 is accepted if either served by approved 3rd party vendor or 1st party code. For both 3rd and 1st party, the capability to detect browser HTML5 capability and serve non-HTML5 defaults must be included within the ad creative or ad tag provided to Patient.info.

## Acceptable 3rd Party Servers

A full list of recognised creative vendors can be found at:  
[https://support.google.com/dfp\\_premium/answer/177366](https://support.google.com/dfp_premium/answer/177366)

## Submission Guidelines

- Deployment time: 3-7 business days from receipt of creative/tags and signed IO / contract.
- 3rd Party Servers not listed must be reviewed by Patient.info

## Delivery Guidelines

- All ads must be fully secure HTTPS (SSL Compliant). This applies to both 1st party and 3rd party serving, and all ad-related files.
- Creative must have a distinct border to clearly identify where the page ends and advertisement begins.
- Click-through urls must open in a new browser window.
- For 1st party served HTML5 click tag, see: [https://support.google.com/dfp\\_premium/answer/7042362#clicktagguideline-](https://support.google.com/dfp_premium/answer/7042362#clicktagguideline-)
- Animation Frame rate: 24 FPS Progressive (lower frame rates will affect quality and are not recommended).
- Maximum number of host-initiated file requests: Ad must not exceed ten file requests during initial file load. Additional files can be loaded as necessary during host initiated subload and user initiated loads.

## Expandable Guidelines

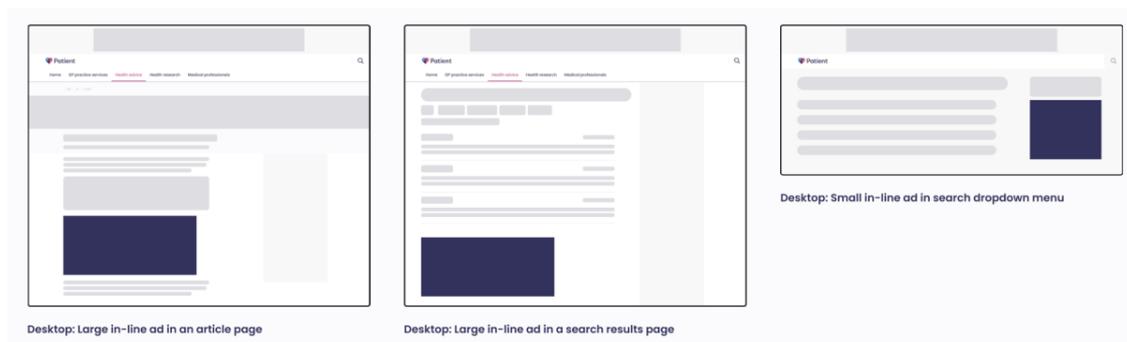
- Expansion must be initiated by mouseover or click.
- Mouseover must be held in place for 1 second before expansion.
- Ad must collapse when mouse is moved off expanded section.
- Expandable ad units must have a prominent Close X button in the corner of the original ad unit or expanded panel.

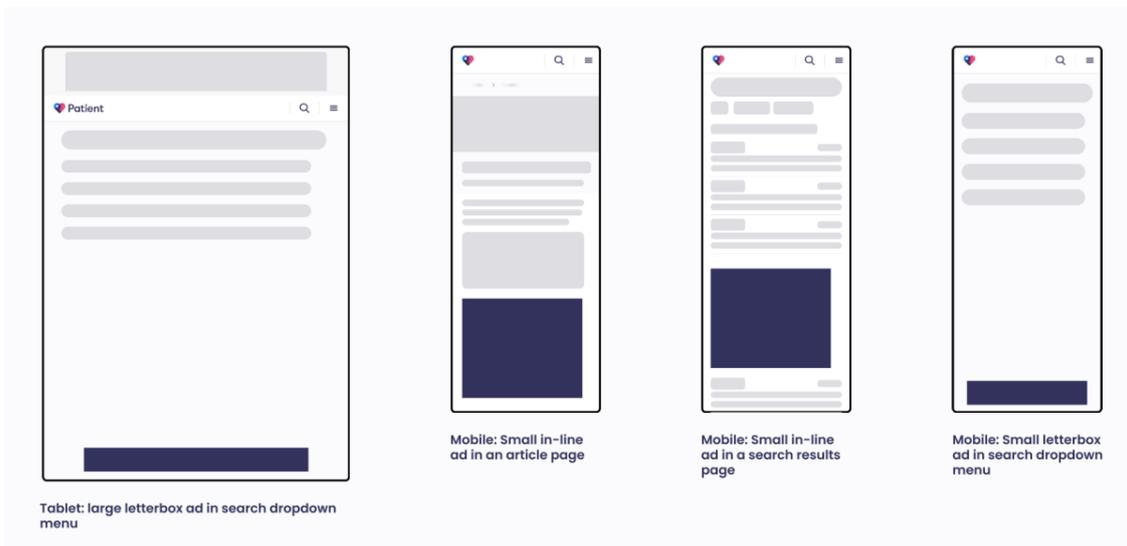
## Audio Guidelines

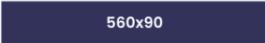
- Must be 3rd party served.
- Sound must be user initiated with a click.
- A clearly marked option for muting sound and pausing video must be included for the entire duration.

## Video Guidelines

- Max. playtime, if user initiated with a click is unlimited.
- Max. playtime, if non-user initiated is 30 seconds.
- Sound must be user initiated with a click.
- Default backup ad must be included for all users who cannot accept the video formatting.





 <p><b>560x250</b></p> <p><b>1. Large in-line ad</b> Used in article pages and search results on desktop and tablet devices</p>	 <p><b>300x250</b></p> <p><b>2. Small in-line ad</b> Used in article pages and search results on mobile devices, and in the search dropdown menu on desktop</p>	 <p><b>560x90</b></p> <p><b>3. Large letterbox ad</b> Used in the search dropdown menu on tablet devices</p>	 <p><b>300x60</b></p> <p><b>4. Small letterbox ad</b> Used in the search dropdown menu on mobile devices</p>
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# Let's start the conversation.

## How a partnership with Patient.info works.

We make the process straightforward, transparent, and collaborative. Once you're ready to move forward, our team will guide you through each stage from agreeing the right mix of opportunities to launching your campaign and measuring results. Every step is designed to be simple, compliant, and focused on delivering impact.

## Getting in touch with our team

**Robert Monaghan** – Commercial Manager

[rob@navigatehealth.co.uk](mailto:rob@navigatehealth.co.uk)

**Thomas Porteus** – Director of Product & Partnerships

[thomas@navigatehealth.co.uk](mailto:thomas@navigatehealth.co.uk)

**Partnerships Team** – General enquiries

[partnerships@navigatehealth.co.uk](mailto:partnerships@navigatehealth.co.uk)

## Our process

### 1. Discovery & alignment

We'll meet to discuss your objectives, audiences, and compliance requirements, and confirm the channels best suited to your goals.

### 2. Proposal & agreement

A clear proposal and insertion order (or affiliate agreement) is drawn up, outlining formats, placements, timelines, and KPIs.

### 3. Content & creative

You provide assets, copy, or briefing notes. Our editorial and partnerships team will review and, if required, co-create content to meet ABPI, MHRA, ASA, and CAP standards.

### 4. Setup & launch

Campaigns are scheduled, tested across formats, and launched on agreed dates. You'll receive confirmation and tracking access.

5. **Reporting & optimisation**

We'll provide transparent reporting on impressions, engagement, and conversions, with recommendations for optimising performance.

6. **Review & evolve**

At the end of a campaign, we'll review outcomes against KPIs and discuss opportunities to scale, adapt, or explore new formats.