



ohs

D I R E C T O R Y

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[www.ohsdirectory.co.uk](http://www.ohsdirectory.co.uk)

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# CONTENTS

1	Background .....	3
2	Services covered on the site .....	4
3	Promotional opportunities .....	7
4	Who to contact .....	11

# 1 Background

Intuition Communication, the UK's leading web publisher in the healthcare sector, has launched a new website, **OHS Directory**, [www.ohsdirectory.co.uk](http://www.ohsdirectory.co.uk), an extensive directory of companies and organisations providing services and products related to occupational health and safety.

OHS directory fills a gap in the market for web based information about occupational health services and providers; until now, there has been no single comprehensive source of information that is easily accessible to employers, human resources and occupational healthcare professionals who work in the field of employee health.

The directory provides professionals in the field of occupational health with a one-stop resource for information on the services and suppliers that they need.

As on all our other web sites we will constantly update information about providers.

## Who is Intuition?

Intuition Communication manages a variety of web portals focusing on specific aspects of healthcare. Our biggest site, Private Healthcare UK ([www.privatehealthcare.co.uk](http://www.privatehealthcare.co.uk)), has been established since 1997 and attracts around five million visitors each year. This site provides quick and convenient access to all kinds of information about private healthcare services and the private healthcare companies that are active in the UK.

Six months ago we introduced a new area to the Private Healthcare UK site, focusing on Workplace Health. See: <http://www.privatehealth.co.uk/workplace-health>. The success of this section has led us to the development of a dedicated site for occupational health services and providers.

The strength of our sites lies in their “organic” or “natural” search engine visibility. 90% of our visitor traffic is generated through the high positions that we achieve on relevant search terms on Google and other search engines.

## Target audience

The site is aimed at “service or product seekers” in the occupational healthcare sector – people who are actively seeking a solution to the occupational health requirements within their organisation. This is usually HR managers or Managing Directors. It gives potential purchasers the opportunity to research a variety of providers within their area of interest, and to contact them direct from the details or links provided on the web site, or through the Enquiry Forwarding service.

## 2 Services covered on the site

The site provides comprehensive listings of occupational health care providers across a broad range, covering:

- Accreditation and Certification
- Consultancy services
  - Accident investigation
  - Accident reporting
  - Crisis management
  - Ergonomic services
  - Expert witnesses
  - Risk assessment/risk management
  - Workplace design
- Employee assistance programmes
- Environmental Services
  - Air monitoring/pollution control
  - Analytical services
  - Asbestos control and removal
  - Dust and fume control
  - Hazardous substances
  - Noise and vibration
  - Laboratory services
  - Ventilation
  - Waste management
  - Water pollution/services
- Industry specialists
  - Agriculture
  - Chemicals
  - Construction
  - Leisure
  - Nuclear
  - Offshore
  - Oil safety

- Paper and board
- Petroleum
- Plastics
- Railways
- Timber
- Transport
- Legal Services
- Publications
- Software
- Supplies and Equipment
  - Eye protection
  - Fall arrest equipment
  - Hand protection
  - Hearing protection
  - Protective clothing
  - Radiological protection
  - Respiratory equipment
  - Safety glass
  - Shoes
  - Signs and labels
  - Skin protection
  - Workwear
- Training
  - Audiovisual aids
  - Driver training
  - Fire safety
  - First aid training
  - Food hygiene training
  - Manual handling training
  - Training videos
- Workplace Health
  - Drug and alcohol testing
  - Health screening

- Health promotion
- Hearing tests/audiometry
- Medical referrals
- OH Nurses
- OH Physicians
- Overseas travel
- Pre employment screening
- Repetitive strain injury
- Sickness absence monitoring
- Stress management
- VDU/Display Screen testing

## 3 Promotional opportunities

Companies can partner with OHS Directory in the following ways:

- Free Basic Listings
- Featured Provider Pages
- Banner Advertising
- Enquiry Forwarding Service
- Video Content
- Guide Sponsorship

### 3.1 Free basic listings

The site provides a free listing for any organisation offering services within occupational health. This consists of company/facility name, address and phone number and inclusion in the relevant sections of the site.

### 3.2 Featured Provider Listings/Featured Pages

These provide the opportunity for a service provider or organisation to stand out from the standard listings and benefit from enhanced visibility on the site, and enhanced visibility on search engines such as Google UK. Featured Pages attract the majority of site activity.

Within a specific area, your company or service is shown as a Featured Provider (or Featured Product).

- [Click here](#) to view an example of a Standard Listing for iMASS Group.
- [Click here](#) to view an example of a Featured Page for Helix Health Management.

#### Costs

A Featured Company Page costs £1000 pa.

This is a renewable annual fee.

### 3.3 Banner advertising

On The OHS Directory site we will only run one banner position. This will be at the top of the page as shown below. Being the only advertiser on the page gives you maximum exposure through out the site.

The screenshot shows the OHS Directory website interface. At the top, there is a navigation bar with 'Home', 'Text: Big / Normal / Small', and 'Site Map'. Below this is a banner advertisement for ADTECH with the text 'Everything Under Control with LIVE-MONITORING in'. The main content area is titled 'The directory of occupational health and safety' and includes a search bar, a quickfinder, and a list of featured companies: Heres 2 Health, Helix Health Management, and Willis Risk Management Services. The right sidebar contains a 'Find a company, product or service' section, a 'Company A-Z' section, and a 'Submit a product or services enquiry' section.

### Banner production

OHS Directory provides a service for companies who need assistance with the design and production of their advertising banners for the site. There is an additional fee for banner production. You may use these banners elsewhere, if you wish.

### Banner Costs

You can buy banner placements on a cost per impression basis.

### Cost Per Impression (CPM)

With this method you book a set amount of activity on the site. This method allows you to secure a guaranteed level of activity and exposure. Cost per impression banners are charged at between £20 and £30 CPM (Cost per 1,000 impressions)

### 3.4 Enquiry forwarding

The site enables visitors to complete an enquiry form for a particular service and submit this to a number of occupational health providers in one easy step.

The enquiry is automatically forwarded to the participating companies. A maximum of three companies can sign up to receive enquiry forwarding for a specific type of enquiry.

We also offer a service to provide a prompt standard response to enquiries, if you are short of in-house resources for email enquiry handling.

#### Rates

Rates for enquiry forwarding will depend on the quantity of enquiries that we are receiving and the type of enquiry. A typical rate per enquiry is £10. The service is booked on a quarterly basis. Please call us to discuss.

### 3.5 Content sponsorship

Companies can sponsor an area of content or a guide which is relevant to their business and to a specific area of occupational health.

The sponsor provides the content, and benefits from a high profile within that area of the site, links to a company profile, a dedicated enquiry form, and enhanced search engine visibility.

Examples of content sponsorship on our other web sites include:

- [Paternity Testing Guide](#), sponsored by Cellmark
- [Obesity Surgery Guide](#), sponsored by Healthier Weight Centres
- [Cosmetic Surgery Guide](#), sponsored by Ramsey Healthcare

#### Rates

Rates for section sponsorship will depend on the precise nature of the sponsorship, the extent of the content which is included, and the period of sponsorship. Please call us to discuss.

## 3.6 Video content

Video content is becoming increasingly common on the web, driven by the growth of sites such as YouTube and Google Video, and the adoption of broadband by the vast majority of internet users. News sites such as the BBC, CNN and online print media such as the Telegraph have rapidly adopted video on the web.

OHS Directory is inviting clients to profile and promote their services through video content.

Our offering includes both the production of professionally made video content for your business or service and the promotion of this content on our healthcare sites and on the web in general.

### The impact of video on search results

Video content will become an important element in “organic” search engine visibility. As usual, Google is leading the way.

Google Universal Search is the new and advanced version of Google search. Unlike the previous version of Google Search, Google Universal Search indexes videos, 23 document types, and images. Google Universal Search results will incorporate information from a variety of previously separate sources – including **videos**, images, news, maps, books, and websites – into a single set of results. The implementation of Google Universal Search is a gradual process but it is beginning to affect search results already.

### Video costs

We can arrange to have the videos produced as well as hosting them. The annual hosting fee varies from £300 to £650 per annum depending on the type of video being promoted on the site. Production cost can again vary depending on the type of video being produced and the amount of time required. As a guide these cost between £1,995 and £2,750; this is a one off fee.

Please contact us for more information about video hosting and production.

## 4 Who to contact

For further information about OHS Directory:

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