

## Make the most of the new GoPrivate.com

The new **GoPrivate.com** creates exciting opportunities for doctors, health professionals, clinics and hospitals to market their services to the private patient.

**Attract new patients** by highlighting your presence in the search results... **generate enquiries** direct from patients... accept **online bookings**.

## How does GoPrivate.com work?

The screenshot shows the GoPrivate.com website interface. At the top, there is a navigation menu with links: HOME, ABOUT US, SITEMAP, MY ENQUIRIES, MY APPOINTMENTS, MY SAVED PAGES, MY PROFILE, and LOGOUT. Below the navigation is the GoPrivate.com logo and the tagline "Compare the best in healthcare". A search bar is prominently displayed with three steps: 1. Search, 2. Compare, and 3. Book or Enquire. The search bar includes three tabs: "Doctor, dentist or health professional", "Hospital, clinic or service", and "Treatment, operation or test". The "Hospital, clinic or service" tab is selected. Below the tabs, there are several input fields: "Find me a" with a dropdown menu showing "Private Hospital", "Speciality" with a dropdown menu showing "All", "Name (optional)" with a text input field containing "e.g. 'Princess Grace Hospital'", and "Within" with a dropdown menu showing "1" and "Miles of" followed by a text input field for "Postcode / town / city". A green "SEARCH" button with a magnifying glass icon is located to the right of the "Within" field. Below the search bar, there is a section titled "+ Advanced search" with the subtext "(Narrow your search by keyword)".

**Helping you to make the right choice**

Whether you are looking for a private hospital, a clinic or a doctor, GoPrivate.com™ can help you to make the right choice of healthcare services in the private sector. GoPrivate.com lets you search and compare healthcare providers, and then make a booking or submit an enquiry to your preferred providers.

We've been providing information about private healthcare to UK patients for over fifteen years. So, you can be sure that we'll provide the widest choice of options for "going private" and the most comprehensive information on the hospitals, clinics and doctors that you should consider.

Advertisement

**Bupa**

TRUST US

## Search

An intelligent search enables the public to locate hospitals and clinics quickly and efficiently.

### Find hospitals and clinics

Search by type of hospital/area of specialty or type of clinic within a radius of your home or place of work:

The screenshot shows a search interface with three tabs: "Doctor, dentist or health professional", "Hospital, clinic or service", and "Treatment, operation or test". The "Hospital, clinic or service" tab is selected. Below the tabs, there are several input fields: "Find me a" with a dropdown menu set to "Private Hospital"; "Speciality" with a dropdown menu set to "All"; "Name (optional)" with a text input field containing "e.g. 'Princess Grace Hospital'"; and "Within" with a dropdown menu set to "1", a "Miles of" label, and a text input field for "Postcode / town / city". A green "SEARCH" button with a magnifying glass icon is located to the right of the "Within" field. Below the search fields, there is a link for "+ Advanced search" with the subtext "(Narrow your search by keyword)".

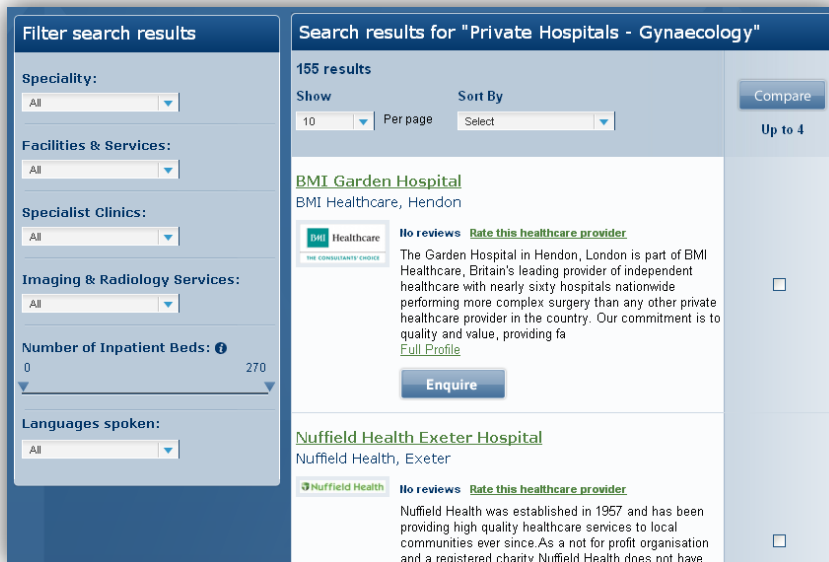
### Find providers of treatments or tests

A treatment search finds all providers of the selected treatment or test (e.g. doctors and hospitals). Search for a provider of a specific treatment or test by keyword:

The screenshot shows the same search interface as above, but with the "Treatment, operation or test" tab selected. The "Keyword" field contains the text "knee". Below the "Keyword" field, there is a dropdown menu with the following options: "Cruciate knee ligament surgery", "Keyhole investigation of the knee", "Knee arthroscopy", "Knee ligament surgery", "Total knee replacement", and "Knee arthroplasty". The "Within" field is empty. The green "SEARCH" button is visible to the right.

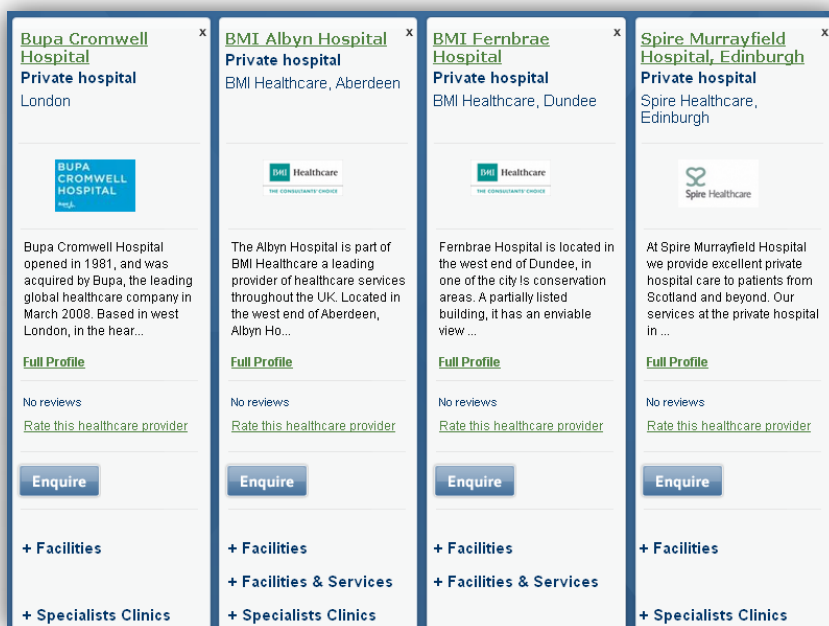
## Filter search results

Visitors can refine their search by filtering results according to their preferences, such as area of specialty, languages spoken, or facilities available.



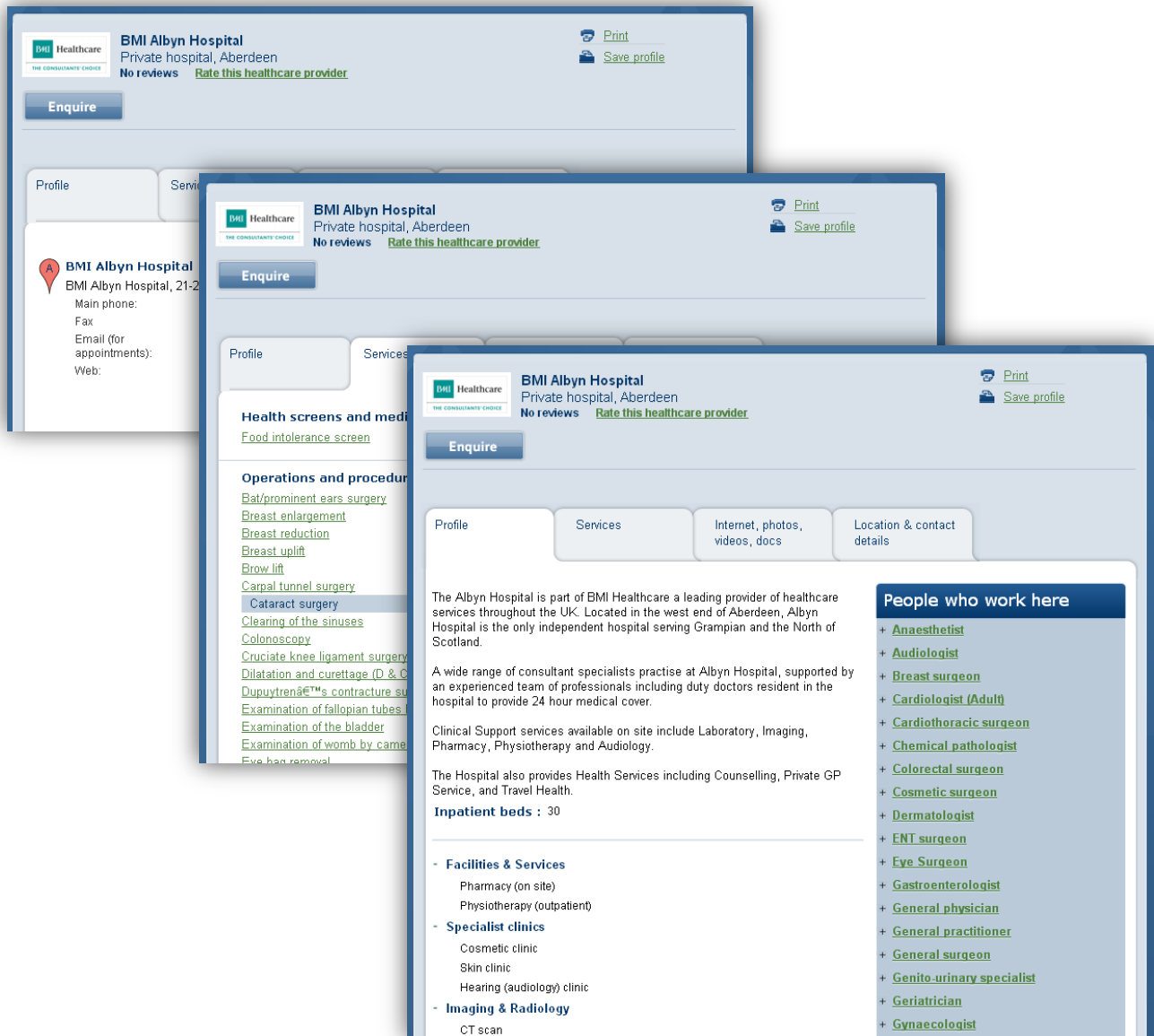
## Compare

Visitors can select a shortlist of providers and compare profiles, facilities, prices and more. They will be able to save details of their "favourite" providers for future reference.



## Your online profile


Providers benefit from an extensive profile section including details of all treatments, operations and tests they offer along with departments/facilities, contact and internet details.



## Book an appointment

Patients can request an appointment, the healthcare provider is alerted by email and/or SMS, with a link to accept and confirm the details of the appointment. The patient receives confirmation by email and/or SMS and on acceptance of the booking, pays an online booking fee to Intuition. The remainder of the fee will be paid at the time of the appointment directly to the provider.

**Appointment request**



**Harley Street Nutrition Clinic** Complementary medicine clinic  
London

**Service details** | Your details | Preferred time and location | Confirm booking request

**Consultation with a nutritional therapist**

Nutritional therapy is a system of healing based on the belief that food, as nature intended, provides the medicine we need to obtain and maintain a state of health: our food is our medicine and our medicine is our food. Although some health problems require specific medication, many conditions can be relieved effectively with nutritional therapy. These include disorders ranging from chronic fatigue, energy loss, insomnia and depression, to backache, skin complaints, asthma, and headaches.

No GP referral required.

**Booking process**

Step 1: Complete your booking details  
Step 2: We'll email (or SMS) you a confirmed time  
Step 3: Pay a £14.85 deposit (within 24 hours) to secure your appointment

**Price**

Normal price	£165.00
GoPrivate.com price	£148.50 <b>Save £17.00</b>
Deposit to Pay	£14.85


(Once appointment confirmed)

[NEXT](#)

## Send an enquiry

Patients can also send an enquiry direct to a healthcare provider, who again is alerted by email and/or SMS.

**Enquiry**



**BMI Albyn Hospital**  
Private hospital  
London

**Name**

Title:

First name:

Last name:

**Address**

Street address:

Street address 2:

Town/city:

County/state:

Post/zip code:

## Make sure that you are part of the new **GoPrivate.com**

### A basic listing is free

A basic listing consists of limited information (name, contact details, basic service information) and therefore limits the ability for potential patients to search, filter and compare on GoPrivate.com.

### Become a Partner

Enhance your profile, take enquiries, and opt for the appointment booking service to get the maximum benefit from GoPrivate.com. Prospective patients can effectively search, filter and compare services that you offer. You will also achieve significantly higher visibility on Google searches. Call us to find out current pricing.

### “Get Featured” on up to five of our sites

As a GoPrivate.com Partner, you can opt for inclusion on our network of healthcare sites. These include Private Healthcare UK™, HarleyStreet.com™, Harley Street Guide™, the Netdoctor Private Healthcare Guide™ and Surgery Door™. As a Partner, you'll be included in our directory listings on these sites for free.... but to really make an impact, a Featured Package could be the ideal solution for your practice or business.

## Become a **GoPrivate.com** Partner now!

Becoming a GoPrivate.com Partner enables you to promote your services to patients who wish to Search, Compare and Book, and gives you access to Intuition Connect, the administration system which drives content for GoPrivate.com. Partnership rates start as low as £125, depending on the type of healthcare provider.

As a **GoPrivate.com** Partner you can:

1. Enhance your profile on the site, providing information about your background, experience, skills and services.
2. Accept enquiries from patients about your services and manage these through Intuition Connect.
3. **OPTIONAL:** Offer an online booking service for a consultation, assessment or a walk-in service. You may offer a discounted price for these services to encourage patients to book online with you. For example:
  - A doctor may wish to offer a reduced price for an initial consultation.
  - A screening clinic may wish to offer a reduced price for a health screen.
  - A physiotherapist may wish to offer a reduced price for an initial assessment and treatment.

In order to accept online bookings, you need to agree to Intuition making a small charge for the booking of an appointment or service. The standard fee for this will be 20% of the charge to the patient for Standard Partners and 10% of the charge to the patient for Featured Partners.

## Who is behind **GoPrivate.com**?

**GoPrivate.com** is managed by **Intuition Communication Ltd**. We run the UK's leading private healthcare web sites – including **Private Healthcare UK**<sup>TM</sup> and **HarleyStreet.com**<sup>TM</sup> – and another twenty sites in the healthcare sector.

Our sites attract over half a million visitors every month... people who are exploring the options for treatment in the private healthcare sector. Doctors, healthcare professionals, hospitals and clinics across the UK invest in our sites to maximise their web presence and grow their business.

Many of the UK's leading specialists, all of the private hospital companies and every one of the leading health insurers in the UK are already clients of Intuition.

Patients locate **GoPrivate.com**<sup>TM</sup> through the extensive presence that we have in private healthcare on the web and our dominance of healthcare related searches.

“Our sites attract over half a million visitors every month... people who are exploring the options for treatment in the private healthcare sector.”

## Find out more

To find out more, email [sales@goprivate.com](mailto:sales@goprivate.com) or call 01442 817817