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## BUSINESS REPORTER **FUTURE OF HEALTHCARE TECHNOLOGY**

*[www.business-reporter.co.uk](http://www.business-reporter.co.uk)*

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# A STRONG VOICE IN THE MARKET

Published on a dedicated Business Reporter  
Brand Voice Hub on Forbes.com

Published on The Telegraph online

Published on 17GlobalGoals.com

Published on Business-Reporter.co.uk

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## Quality Content

Business Reporter is an award-winning media organisation and we can help you create high quality video, imagery and articles to showcase how your organisation is helping cut costs, drive efficiency and increase shareholder value.

## Credible Editorial Environment

As well as being published on Business-Reporter.co.uk, your content can be hosted on our partner platforms:

17GlobalGoals.com

The Telegraph online

Business Reporter's dedicated Brand Voice Hub on Forbes.com

## Global Reach

Together with our media partners, we will drive viewers to your content, through a campaign that includes social media, newsletters and advertising and we will work with you to ensure you get the most value from the campaign through your own marketing activities.

# THE FUTURE OF HEALTHCARE TECHNOLOGY

Put your organisation at the centre of boardroom debate this year by making sure your content, ideas and insight are featured in the Business Reporter campaign on The Future of Healthcare Technology. It's the ideal way to influence global business leaders and the world's most senior decision-makers.

## SYNOPSIS

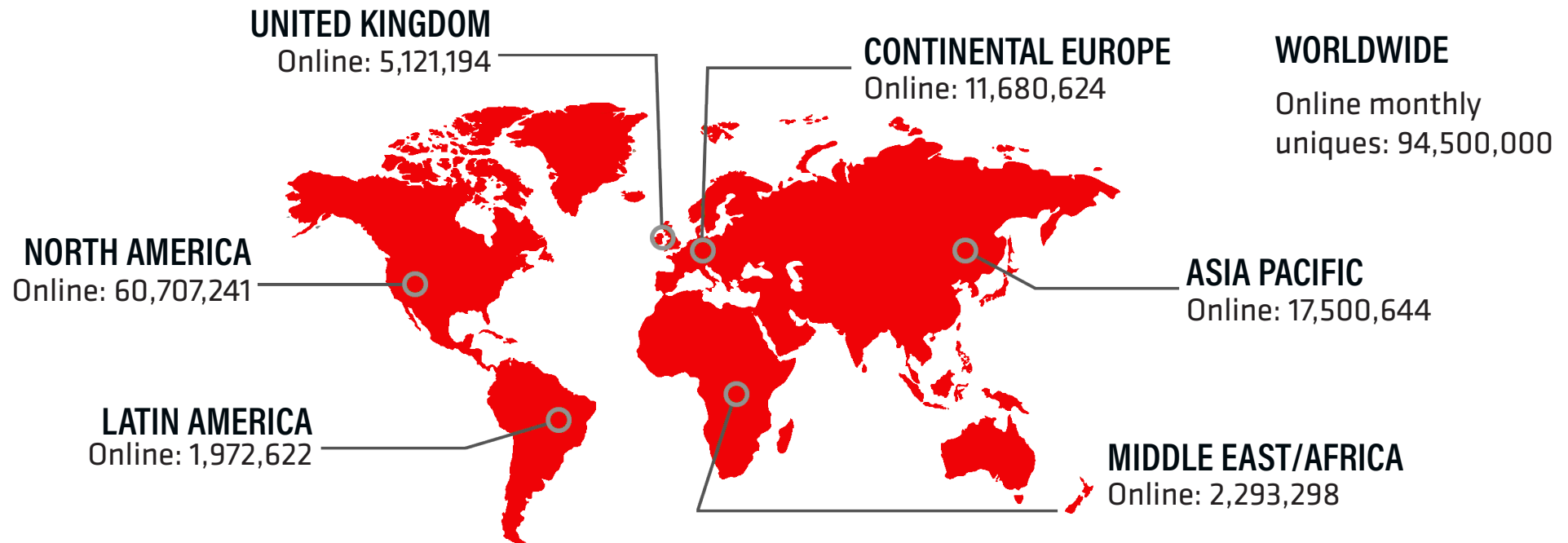
Technology is changing the world of healthcare. Data-driven tools are already helping to diagnose diseases and conditions faster, voice assistants and robotics are providing support to patients and their carers and certain health services are using data systems to reduce the cost and time of generating evidence of the effectiveness of certain interventions. Unfortunately the state of these services are far behind where they need to be and the basics still need sorting before excellence can truly be realised.

## A PICTURE OF HEALTH

Through this report, Business Reporter highlights how modern health systems need to talk to each other, follow cyber security practises and fail less frequently in order to change the health service of the future. Ensure you stand above the competition, and show how your thinking can lead the way as health services look for innovative ways to ensure a more patient-centric approach that provides optimal care, reduces staff frustration and saves money.



# FORBES AUDIENCE



**OVER 94 MILLION**



Total monthly digital readership reach\*

**OVER 102 MILLION**



Total monthly multiplatform readership reach\*

**MOST SHARED**

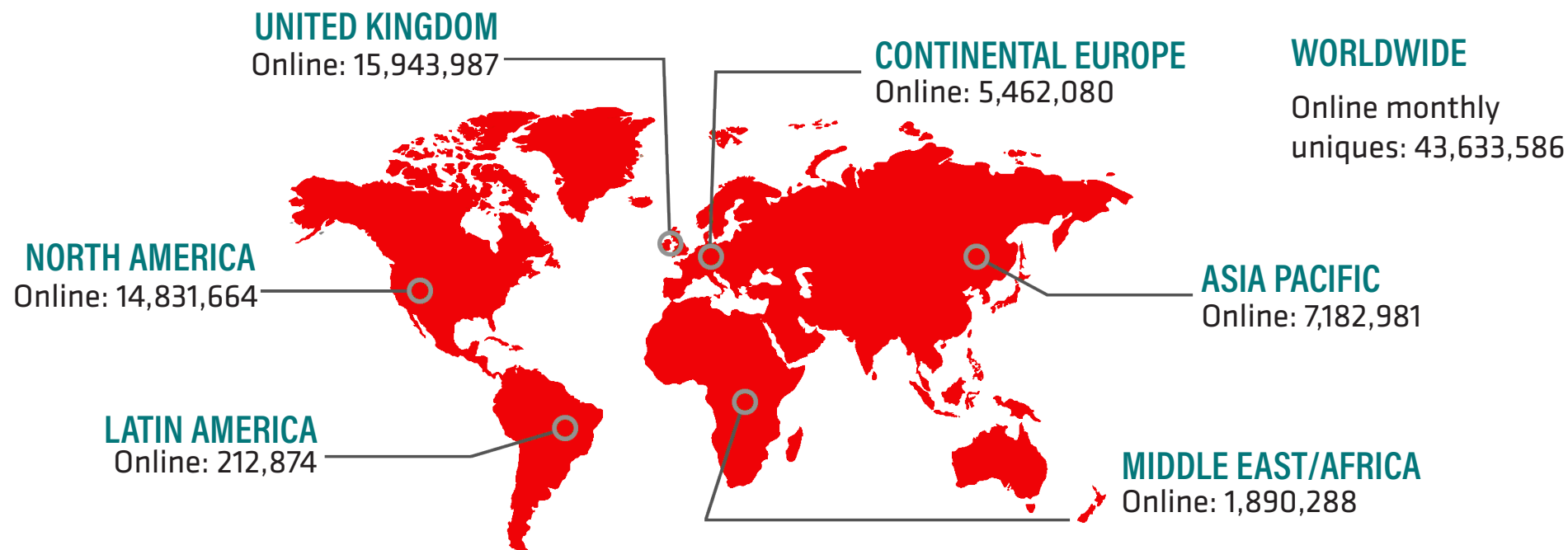


Most shared publisher on LinkedIn\*\*

\*Source: Forbes.com audience - May 2019

\*\* Global Digital Experience (2019, July 24). Retrieved from <https://www.forbes.com/forbes-media/platforms/digital/>

# THE TELEGRAPH AUDIENCE



OVER 25 MILLION



Total monthly digital readership reach\*

OVER 27 MILLION



Total monthly multiplatform readership reach\*

OVER 414 MILLION



Global page views monthly\*\*

\*Source: NRS PADD Jul '16 - Jun '17

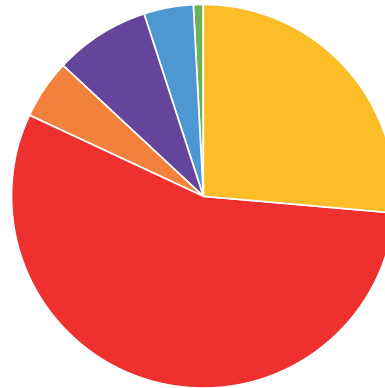
\*\* Source: UKOM August '17, Adobe August '17

# 17 GLOBAL GOALS AUDIENCE

OVER 600,000



Annual online visitors



Chief: 26%	Manager: 8%
Director/Head: 56%	PR/Other: 4%
Executive: 5%	Partner/Consultant: 1%

OVER 4,000



Database of senior sustainability professionals

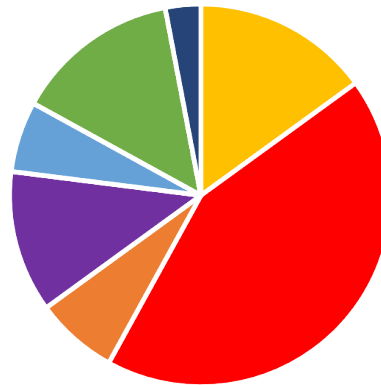
17 Global Goals is Business Reporter's dedicated sustainability platform and directly targets an audience of sustainability professionals and enthusiasts to educate them on the 17 Sustainable Development Goals and the progress made towards their targets.

# BUSINESS REPORTER AUDIENCE

OVER 3.5 MILLION



Annual online visitors



Chief: 15%	CEO: 6%
Director/Head: 43%	Managing Director: 14%
Executive: 7%	Partner/Consultant: 3%
Manager: 12%	

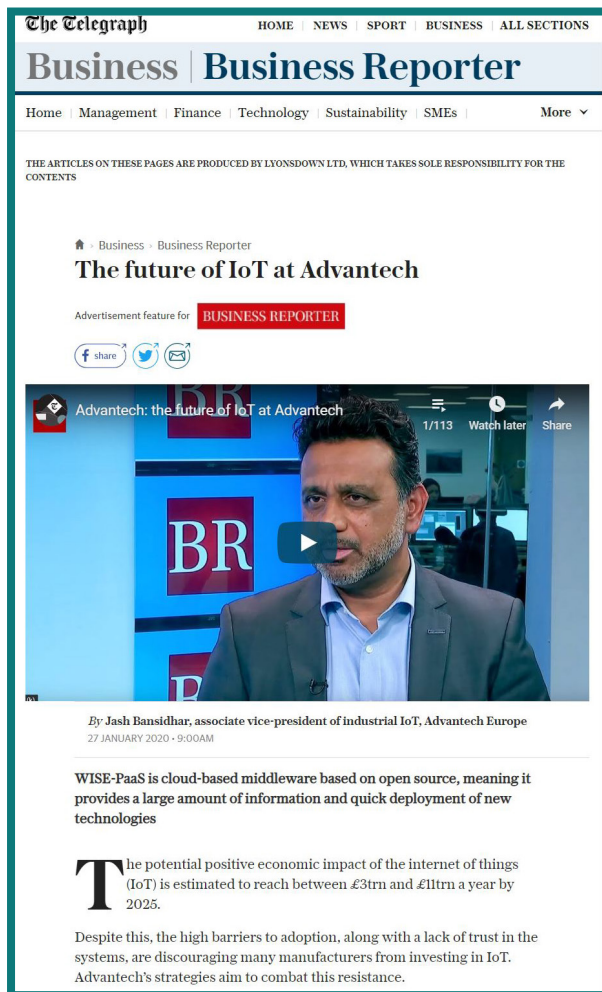
OVER 123 THOUSAND



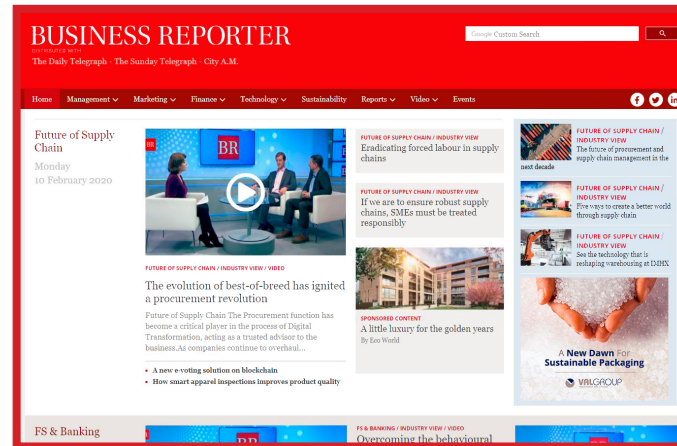
Database of senior business professionals

Business Reporter has over 15 years' experience in creating business narratives and has therefore built up one of the UK's largest networks of senior business professionals.

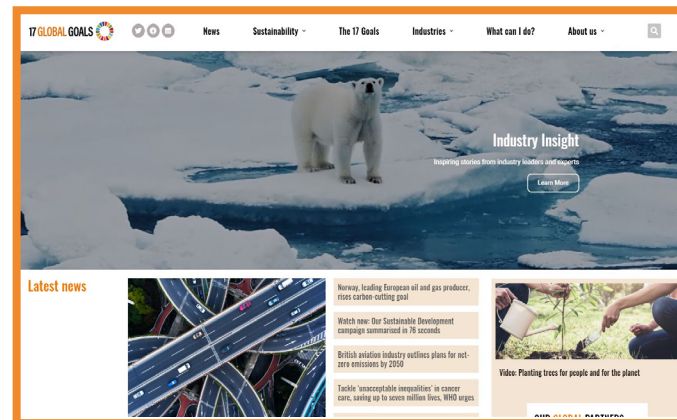
# CAMPAIGN ACROSS ALL CHANNELS



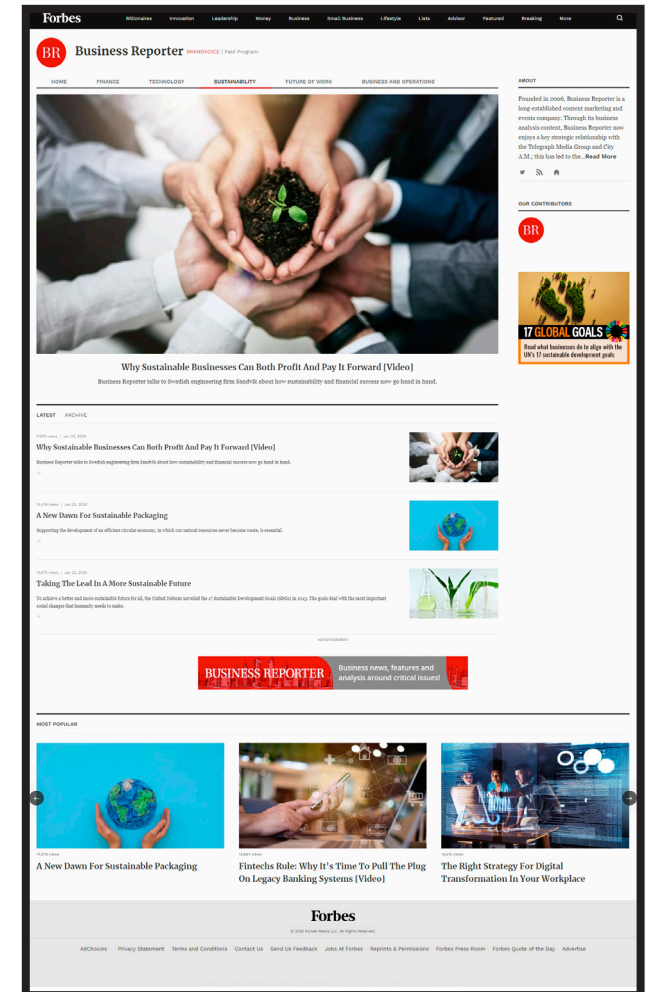
Typical monthly content views:  
The Telegraph online client piece - 2,649



Typical monthly content views:  
Business Reporter client piece - 7,220



Typical monthly content views:  
17 Global Goals client piece - 5,624

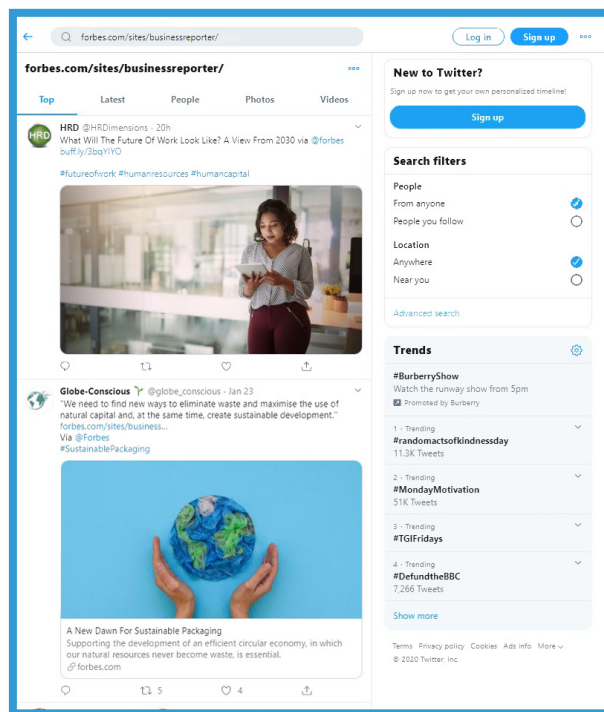


Typical monthly content views:  
Business Reporter Brand Voice Hub on Forbes.com client piece - 13,995

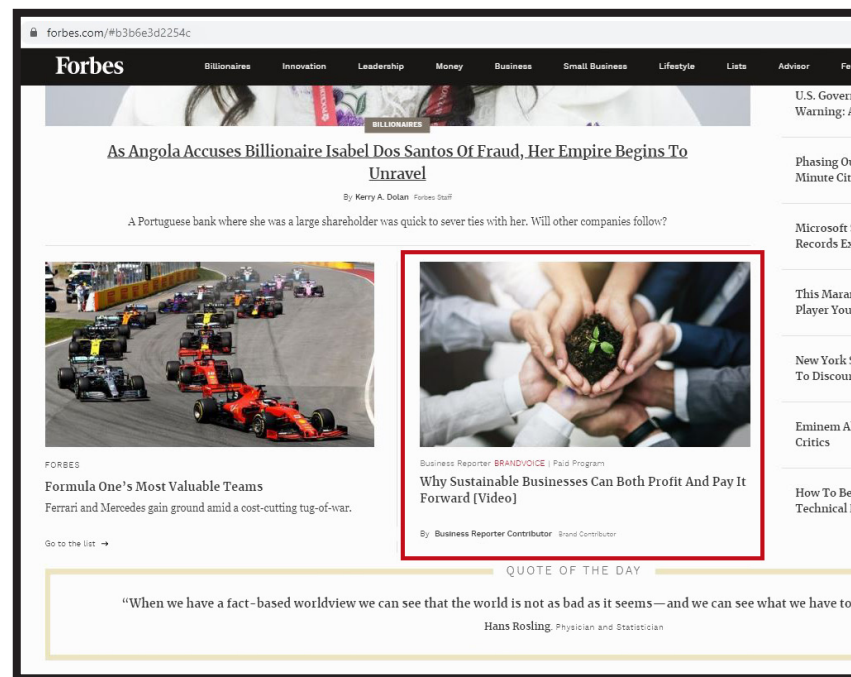
N.B. Click on the above images for links to their respective web pages.



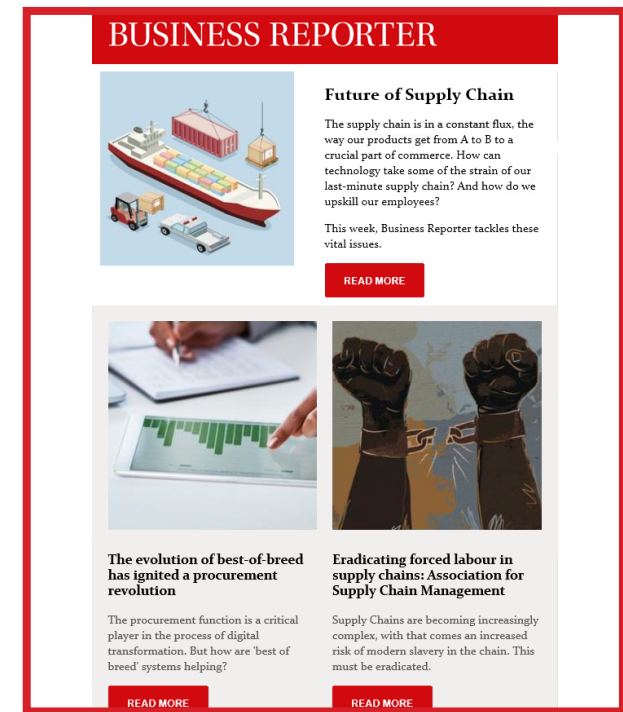
# PROMOTION AND ORGANIC AMPLIFICATION



Organically promoted across Twitter

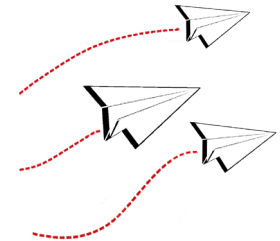
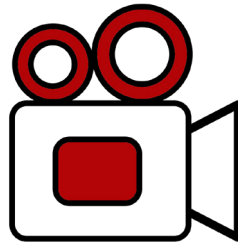


All Business Reporter Brand Voice Hub content is  
natively syndicated across the Forbes platform



Content featured in weekly Business Reporter  
newsletter

# HOW IT COMES TOGETHER



## BRIEFING

A briefing call with the creative team that covers the salient points of your production process.

## PRE-PRODUCTION

Following the briefing call, a script will be created that fits the discussed topics. Filming and dialogue coaching can also be provided.

## FILMING

Between one and three days' filming at the location of your choice – on-site or in studio.

## POST-PRODUCTION

Our editorial team will edit the video content and format it alongside your input.

## LAUNCH

Your filmed and written content is published on all the relevant platforms.

## POST-LAUNCH

Your content is promoted through relevant channels and you are provided with the copyright licence to repurpose in pre-external marketing activities.

Note: All programme content is produced by Business Reporter. Business Reporter takes sole responsibility for this content.

# INVOLVEMENT OPTIONS

## VIDEO STUDIOS:

- Video created at our film studios in London or New York

## VIDEO ON LOCATION:

- Video filmed over one or more days at appropriate location of choice

## CONTENT DELIVERABLES:

- Video published on our dedicated Business Reporter Brand Voice Hub on Forbes.com
- Video embedded in editorial feature published on The Telegraph online
- Video embedded in editorial feature published on 17GlobalGoals.com
- Video embedded in editorial feature published on Business-Reporter.co.uk
- Feature press release syndicated via PR Newswire
- 2.8 million ad impressions across all campaigns on Business Reporters Brand Voice Hub on Forbes.com



# CONTACT US

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