

Inform to
influence
- Influence to
change



Reach Millions of
Consumers and
Thousands of Healthcare
Professionals



www.ids-uk.co.uk



About IDS UK

IDS UK is part of IDS International, a global communications company founded in 1988 and now operating in 14 countries.

IDS UK provides at 'the point-of-care' communication channels and marketing solutions. Through GP surgeries IDS UK enables you to reach millions of consumers and thousands of healthcare professionals. We work across many sectors, partnering with clients spanning prescription and OTC medicines, government bodies, charities, direct marketing companies, and the FMCG industry.

IDS UK provides at 'the point-of-care' communication channels and marketing solutions.

Communications to Healthcare Consumers

We have media in over 5000 GP surgery waiting rooms where you can reach millions of consumers.

Communications to Healthcare Professionals

We have years of experience in reaching healthcare professionals across all disciplines. Our range of bespoke solutions using IDS UK's telemarketing and field team mean we have a marketing solution to meet your needs.



SERVICE, PLEASE SELECT

Good egg

Are you getting enough?

SAY YES TO DAIRY

Don't let ink sneak up on you

1 in 3 women who get breast cancer are over 70, so don't assume you're past it.

Been coughing for 3 weeks? Tell your doctor.

If you notice blood in your poo, even if it's just the once, tell your doctor.

NHS

NHS health information available in the leaflets above.

Why do I sometimes feel shaky, dizzy and sweaty?

Safe driving and the DVLA

Here to Help

cancer trust



care

Is your care professional registered?





Communications to Healthcare Consumers

IDS UK's leaflet and poster display boards are installed in over 5000 GP surgery waiting rooms.

IDS UK have an audience of over 31 million registered patients, collectively making over 263 million surgery visits per annum. Prior to seeing their GP this captive audience will experience on average a waiting room dwell time of 20 minutes. This unique opportunity will reach a captive audience of millions,

influencing healthcare behaviour. Plus the supermarket and pharmacy visits that quickly follow surgery appointments will make your campaign relevant and timely.

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When you quit smoking,
the cravings are only one of
many withdrawal symptoms.



Invisi
patch

nicorette
invisi 25mg
patch

25mg
step 1

for preventing cr
and nicotine wit
symptoms thir



NICORETTE® InvisiPatch
helps you beat the
cravings and more.

Quit for good with NICORETTE® InvisiPatch
Ask your healthcare professional for
more information

TAKE A LEAFLET

NICORETTE® InvisiPatch is a stop smoking aid.
Contains nicotine. Requires willpower. Always read the label.



Want help
stop smoking?



NICORETTE® InvisiPatch is a stop smoking aid.
Contains nicotine. Requires willpower. Always read the label.





growth, prescription increase and behavioural change.



2014 Surgery Data

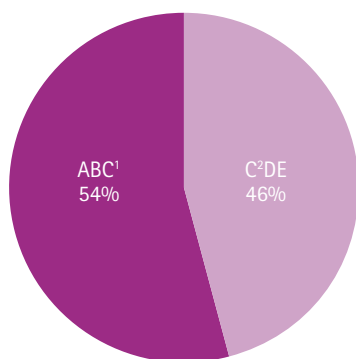
(Base: 4,300 Surgeries)

0-15 Years 16-44 Years 45-64 Years 65-74 Years 75 Years plus Males Females Total audience size

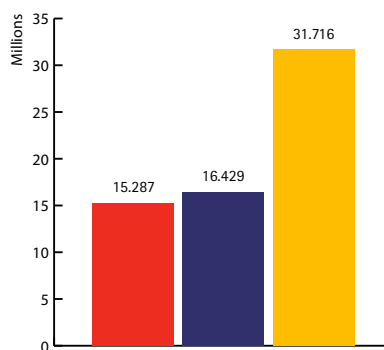
IDS UK Surgery Demographics

Source: Health and Social Care Information Centre, Office of National Statistics

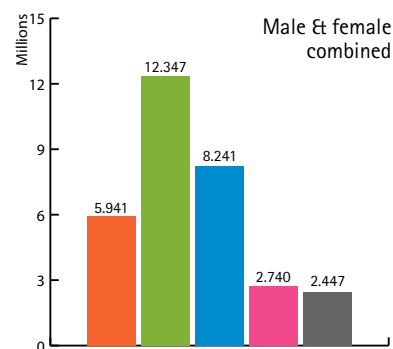
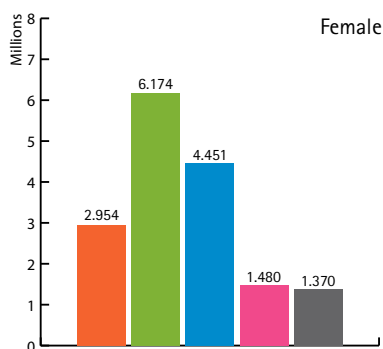
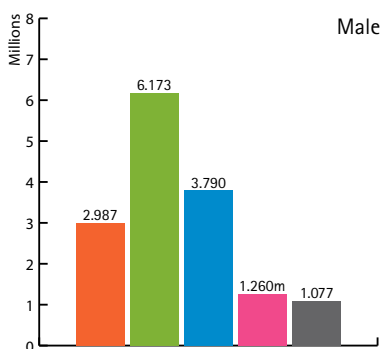
Patient social grade breakdown



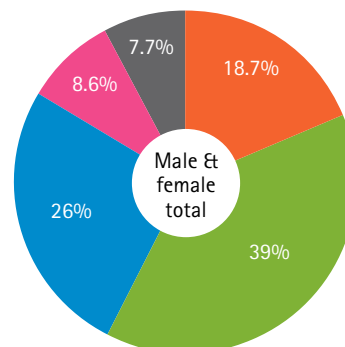
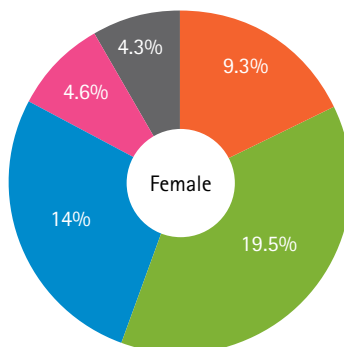
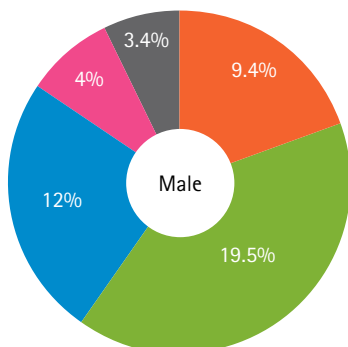
Number of registered patients by gender (Millions)



Number of registered patients by gender and age group (Millions)



Number of registered patients by gender and age groups as % total number of registered individuals



2014 Surgery Waiting Room Data

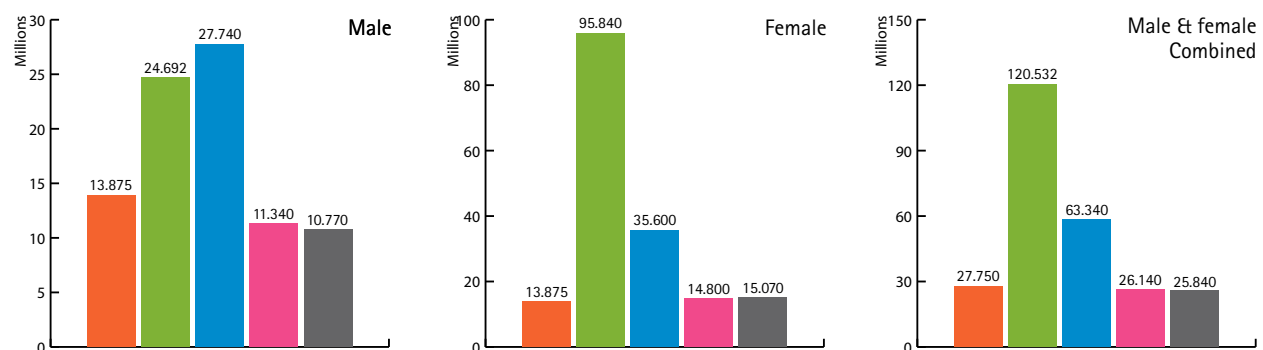
(Base: 4,300 Surgeries)

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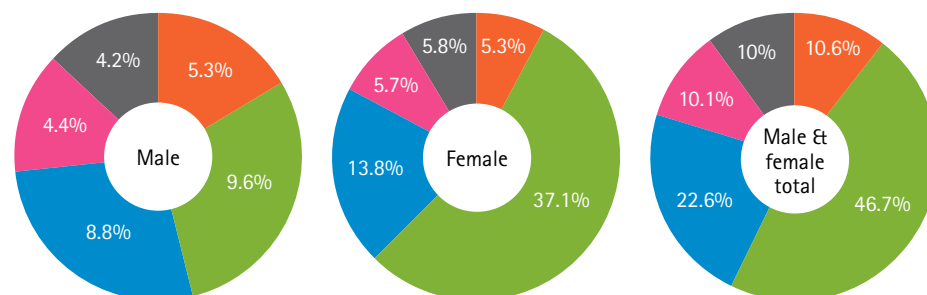
IDS UK Surgery Waiting Room Traffic

Source: Office of Health Economics

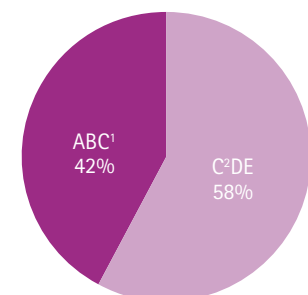
Annual total waiting room traffic by gender and age group (Millions)



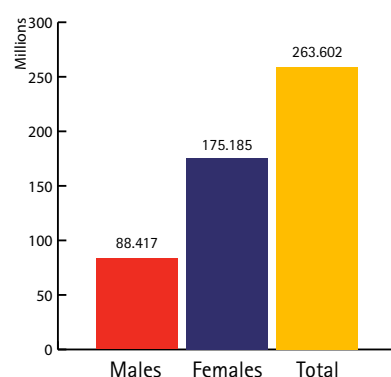
Annual waiting room traffic by gender and age group as a % of total waiting room traffic



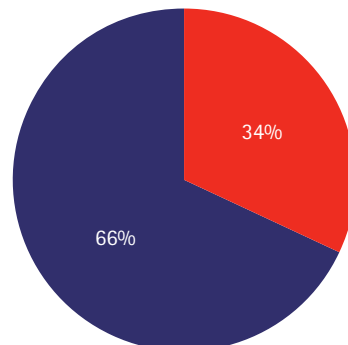
Waiting room traffic social grade breakdown



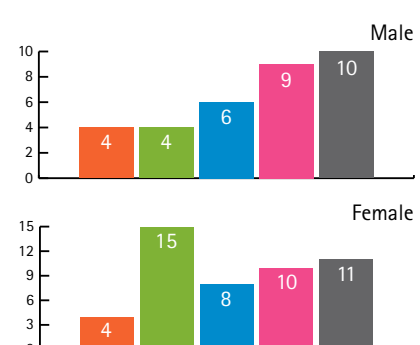
Annual total waiting room traffic by gender (Millions)



Waiting room traffic by % gender split



Annual waiting room individual visits by gender and age groups



Consumer Reactions to GP waiting room promotional campaigns

Base: 972 responses

- 44% felt that their GP was endorsing the product or message found in waiting room leaflets and posters.
- 72% stated that they took more notice of the healthcare leaflet and poster information found in their GP waiting room, because of the environment.
- 71% stated that they intended to visit their pharmacy within 48 hours of their surgery visit.

Source: Kember Associates. Consumer reactions to GP waiting room promotional campaigns.



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