



The Brief

NHS Plus promotes Occupational Health to health professionals, business and the wider world. The brief was to create a site that delivered three clear pathways for these different audiences as well as a find your provider locator and a secure area for NHS Plus professional members.

The Project

The project was won in a three way tender after RealityHouse quickly grasped the nature of the sales messages for the key audiences. The project was delivered to a tight timescale over the Christmas period and was launched ready for a national conference in early February.

The Result

The site has been extremely well received by the NHS Plus professional community. It is well ranked on the search engines – and a new marketing campaign aimed at potential business users of occupational health is now underway.

The Feedback

"We chose RealityHouse after a competitive tender on the basis of their understanding of our brief, their creative approach and commitment to project management. Our experience was of an efficiently run project that was delivered on time and to budget. The RealityHouse VPS hosting also met the NHS corporate hosting requirements. We're now working with RealityHouse on marketing our website."

Keith Johnston
Programme Manager
NHS Plus