

**Positive About Age Adding Life to Your Years**

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A portrait of Dr Chris Steele, a middle-aged man with short grey hair and glasses, smiling. He is wearing a dark suit jacket over a red and white checkered shirt. The background is a blurred indoor setting with blue and white tones.

“ For health-wise people only the Best of Health will do ”  
Dr Chris Steele M.B.E

## Welcome to The Best of Health. The new internet platform for health-wise people.

We provide a platform for businesses to promote the best health products and services to people who want to invest in their health.

The Best of Health is focused on the fastest growing part of our population: those aged over fifty, people for whom health is the most precious thing.

We're an information platform and we want to raise awareness of health issues and educate people but we also want to inspire action. We want to encourage people to take responsibility for their lifestyles and their health wherever possible. Many people can help to relieve the strain on NHS resources by making better lifestyle choices and by investing in their health.

We want to help people live healthier longer lives. This is our mission and we're not just telling people - we're selling to people.

We are a marketing tool you can use to promote your product or service.



“ We provide a platform for businesses to promote the best health products and services to people who want to invest in their health ”

# 02

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## **With over 28 years on national television, Dr Chris is Britain's longest serving and most respected TV doctor.**

As a high profile personality with a trusted voice Dr Chris is always in demand as a consumer health 'champion' because his opinions on health products and services are highly valued by brands and consumers alike.

As the resident health expert on ITV's flagship and multi-award winning daytime TV show 'This Morning' Dr Chris only has a limited amount of time each week to mention products and services as solutions to health concerns, but on The Best of Health he can offer advice online at any time.

**A pioneer** - in 1972 Dr Chris became one of the first doctors to specialise in helping smokers kick the habit. His 'Stop Smoking Clinics' became world famous and enabled him to deliver

lectures and demonstrations in more than twenty countries around the world. Dr Chris coined the phrase 'NRT' (Nicotine Replacement Therapy) and in 1984 he successfully fought the British Government to have nicotine replacement gum paid for by NHS prescription. Before winning this argument he paid for his patients' prescriptions out of his own salary.

**An active campaigner** - Dr Chris has presented Downing Street with various petitions demanding funding for trials of certain drugs and campaigning for better diagnosis of certain conditions.





**A charity ambassador** - Dr Chris is patron of numerous charities and is always willing to invest his time and energy into causes he believes in.

**A groundbreaking broadcaster** - Dr Chris fought tirelessly and successfully to show live testicular cancer testing on TV. He then also broadcast live breast cancer tests, smear tests and prostate tests on TV.

**Media awards** - Dr Chris was named as the Health Journalist of the Year in 2007 by the British Press Awards Academy

and in 2010 he was presented with the prestigious Lifetime Achievement Award by the Guild of Health Writers.

**Key opinion leader** - Dr Chris has acted as a Government Health Adviser on a range of initiatives and he has been a guest speaker and presenter in the House of Commons on a number of occasions.

**MBE** - In 2010 Dr Chris received an MBE from the Queen in recognition of his services to the medical profession and broadcasting.



“ Dr Chris Steele is Britains longest serving and most respected TV doctor and we are proud to have him as our resident health expert ”





We combine traditional values with contemporary methods of communication to engage with our audience. More and more fifty plus consumers are turning to the internet to find products and services to suit their needs. We are providing those consumers with a trusted source of news, reviews, help and advice. We will funnel traffic to our platform and profile the interests of our visitors to guide them towards the best of health products and services that are most appropriate for them.



Our mission is to spread the word about The Best of Health and in doing so we can help businesses to attract new customers.

We can provide opportunities by means of sponsored guest posts, endorsement of content, banner advertisements and much more, we can help get your message across.

“ We are a ready made marketing platform with a celebrity presenter who is known and trusted by the public ”

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## We are focused on the fastest growing part of our population: those aged over 50.

The age pyramid is reversing, and this has been described as a demographic time bomb. We want to educate people and inspire action.

The NHS is already overwhelmed and the strain on NHS resources in coming years is only going to get worse as our ageing population continues to grow. Where people can help to relieve strain on the NHS through their lifestyle choices we want to encourage them to do so. This creates huge opportunities for business in the health industry.

The Best of Health provides a platform to showcase the various products and services that are available to health-wise people and when it comes to health - only the best will do.

The 50 plus age group controls a significant majority of the wealth in our society and as we get older many of us believe that our health is the most precious thing we have, so if there is anything worth investing in it's our health.

### Benefits of promoting to an over 50s audience

- 65 million people live in the UK
- 35% of those (23 million people in the UK) are over 50 years old
- People over 50 control 80% of private wealth in the UK
- The 50 plus age group is the fastest growing group of internet users
- The number of 50 plus people using the internet has increased by 80% since 2002
- One in four people in the UK who use the internet is aged over fifty.

## Over 50s



“As we get older many of us believe that our health is the most precious thing we have, so if there is anything worth investing in it's our health. In many ways, health is the new wealth”

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# Our Mission

We aim to raise awareness of health conditions, to encourage people to take responsibility for their own lifestyles and their health to avoid certain health conditions where possible.

We aim to help the charities that are fighting health conditions to further their causes and continue their good work researching treatments and medicines. We aim to support the care and rehabilitation of people who suffer health conditions that affect their ability to live healthier longer lives.

Commercially we aim to help businesses promote the best health products and services to people who want to invest in their health.

The goal is to create the **'go-to'** health website for discerning fifty plus people where they can keep their finger on the pulse of all the latest health news, trends, products, innovations and services.

**- The Best of Health**

“The **'go-to'** website that helps people to live healthier, longer lives”



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