

NHS Choices

NHS Choices is the website for the National Health Service in the UK, providing health and lifestyle advice, information about local services and the latest health news.

48 million visits per month

It's the UK's most popular health website accounting for a quarter of health related web traffic

NHS Choices shares
its content with
 **over 600
websites**

including over 200 NHS organisations,
Boots, Mumsnet and Microsoft



1.7p

cost
per visit

3 million people a month



YouTube

Social media is a significant part of the NHS Choices service, reaching up to 3 million people a month via Facebook, Twitter and video channels; equivalent to the population of Wales

Approximately

200,000 people per year

have taken up running as a result of the information and support available from NHS Choices

>5x number of people who run the London marathon

39%

increase in visits

NHS Choices monthly visits have increased by 39% over the previous year