Oxford, March, 2006 - Doctors.net.uk, the largest online network of UK doctors, has just signed up its 125,000th member, now representing over 85% of all practicing clinicians. Doctors.net.uk is now the fastest and most effective way for third parties to communicate with doctors, with over 6 million e-mails sent and received by Doctors.net.uk e-mail accounts and over 8 million web hits every month.

The NHS, Health Protection Agency, pharmaceutical companies, market-research organisations and Medical Colleges are amongst those who choose Doctors.net.uk to create and deliver powerful marketing and communications campaigns direct to the desktops of the UK’s doctors. The membership comprises of 37,000 GPs and 88,000 hospital specialists.

Commenting on reaching the milestone of 125,000 members Dr Neil Bacon, CEO and founder of Doctors.net.uk, said, “Doctors are accessing the clinical and marketing messages 24 hours a day, 365 days a year. Doctors are busy people trained to make important decisions under pressure. That 125,000 of my colleagues have chosen Doctors.net.uk to help them make these decisions for their patients is an honour for the whole team here.”

Doctors.net.uk is the premier provider of free online medical education in Europe and has one of the largest free libraries of medical textbooks, clinical databases, and a popular discussion forum used by thousands of doctors to resolve clinical problems every day. Over 15,000 education modules are completed every month, equivalent to 30,000 hours of doctor education.

Bacon comments, “Doctors.net.uk is trusted by important organisations to deliver high quality information and medical education. Every one of our members is provided with a dedicated email address with high specification spam and virus control enabling us to communicate effectively and securely. The network also provides a forum, with over 50,000 discussion postings made every month, for doctors to communicate with each other, both professionally and personally, in a way that would not normally be possible.

Bacon continues, “It is particularly satisfying to be a profitable Internet company whilst at the same time knowing that the work we do helps improve the health of many hundreds of
thousands of patients across the UK."

The doctors who subscribe to Doctors.net.uk agree to take part in marketing and market research campaigns run through the website and via weekly e-mail bulletins. Acting as a bridge between doctors and those who need to communicate with them, the central doctor database of 125,000 doctors is updated more frequently than any other doctor database or CRM system.

"Our campaigns have seen real benefits from Doctors.net.uk's innovative solutions, high quality service and its effective communications with the medical profession - a vital group of patient safety stakeholders." Olivia Lacey, National Patient Safety Agency

About Doctors.net.uk
Doctors.net.uk Limited was founded in 1998 by Dr Neil Bacon, an Oxford specialist, to build an electronic network for doctors that would help improve healthcare. www.Doctors.net.uk provides a secure spam and virus-protected e-mail service, advanced accredited interactive education and a wide range of online knowledge services. It has over 125,000 UK doctors as members, including 37,000 GPs and 88,000 Hospital Specialists, and a further 18,000 medical students. 20,000 doctors use the service every day. Doctors.net.uk provides highly-targeted internet campaigns for pharmaceutical and healthcare companies, the Department of Health, the General Medical Council and medical colleges, providing them with effective access to doctors for marketing, education, training and market research.

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