

All you ever needed to know about Harley Street but were too afraid to ask ...

Submitted by: Peter Rennison Public Relations Limited

Thursday, 3 August 2006

www.harleystreetguide.co.uk is the new definitive guide to Harley Street, the UK's centre of private medical excellence. With some 1500 medical practitioners working in and around London's Harley Street and an extensive choice of specialists, clinics and private hospitals, finding the right care and treatment can be a daunting and intimidating task.

The new web site established by www.privatehealth.co.uk, is aimed at breaking down the barriers for patients from the UK and abroad seeking information on private healthcare treatment in Harley Street.

harleystreetguide.co.uk provides clear and concise information on the dentists, doctors, specialist consultants, private hospitals and clinics - offering everything from cosmetic surgery, IVF and dental treatment to health screening, eye operations and sleep therapy - that can be found in the vicinity of Harley Street.

"For such a small area Harley Street has, quite rightly, a very big reputation," says Keith Pollard, director, Intuition Communication Ltd that runs both sites.

"As a result of our success with www.privatehealth.co.uk, which provides information on all aspects of private healthcare and health insurance available in the UK, we realised that often patients don't know where to start or who to ask about treatment in places such as Harley Street that can appear unapproachable. We wanted to offer patients an easy to use and clear guide to exactly what's available."

Visitors to www.harleystreetguide.co.uk can simply search the private consultants database to find the right specialist and there are detailed profiles on some of Harley Street's leading clinics that provide care ranging from cosmetic surgery to cancer treatment.

The site also provides an opportunity to check on medical qualifications and experience and find out more about the training of Harley Street doctors and specialists.

Having to undergo medical treatment can be a stressful experience and it is important that patients are fully informed so www.harleystreetguide.co.uk has also put together a comprehensive checklist of questions to ask a doctor before going ahead with private treatment or an operation.

And with a section covering useful local information from where to park, eat and stay and how to get around London, The Harley Street Guide has everything that any patient or their visitors might need to know.

"It is always daunting when faced with making informed decisions about medical treatment and we wanted to take some of that stress away by providing a clear, informative guide to what is available," comments Keith Pollard.

“Quite simply, www.harleystreetguide.co.uk is the first and only single source of information to assist people in making the right decision when choosing to have private medical treatment in Harley Street.”

- Ends -

For more information www.harleystreetguide.co.uk

For press information please contact :

Madalene Whitson
email: madalene@prpr.co.uk

Or

Becky Maurice-Cohen
email: becky@prpr.co.uk

PRPR
Tel: + 44 (0)1442 245030