

## LaingBuisson announces the acquisition of Intuition Communication

London, 1 March 2018

**LaingBuisson is pleased to announce the acquisition of Intuition Communication, a provider of market intelligence and data for the international medical travel and UK private healthcare markets, for an undisclosed sum**

LaingBuisson Limited (“LaingBuisson”), a leading healthcare intelligence provider, today announces the acquisition of Intuition Communication Limited (“Intuition”), a provider of market intelligence, consulting, consumer information and data for the international healthcare and health tourism markets and the UK private healthcare market.

Intuition is headquartered in Berkhamsted, UK and for over 15 years has provided market intelligence through market reports, the International Medical Travel Journal (“IMTJ”) and its UK and international conferences including the Private Healthcare Summit, the IMTJ Medical Travel Summit and Awards and Destination Health: The Medical Travel Summit USA. It also connects patients and healthcare providers and sources data from its market leading B2B/B2C websites including HarleyStreet.com, PrivateHealth.co.uk, TreatmentAbroad.com and the Arabic language website doctorinternet.ae. Nearly 50% of its revenues are derived from outside the UK.

### *Compelling strategic rationale*

This acquisition brings together two complementary businesses that have built strong reputations in their respective markets and is an excellent strategic fit for LaingBuisson. The enlarged business will have enhanced market intelligence, consulting and data capabilities, and a more diversified international mix of revenues and clients, creating a leading UK based, international healthcare intelligence company. Integration of the businesses will accelerate growth and enhance the international profile of LaingBuisson.

### *International focus*

Intuition will be renamed LaingBuisson International and Keith Pollard, the founder and CEO, will lead the international growth of the business which will benefit from continued investment in the current product-level brands, as well as in new products and services.

Henry Elphick, CEO of LaingBuisson, said:

*“We are delighted that Keith has chosen to partner with LaingBuisson. There is a compelling strategic fit between our two companies, and I look forward to working with Keith and his team to grow the combined business internationally across market intelligence, consulting and data solutions. We are very excited about the opportunities this creates to achieve synergies by increasing our scale, our capabilities and our ability to leverage the larger group.”*

Keith Pollard, CEO of Intuition, said:

*“I believe that as part of LaingBuisson we are uniquely positioned to grow the overall business by combining our international reach and profile with the strong brand and reputation for accurate data that LaingBuisson enjoys. I am very much looking forward to being part of the team that delivers that, with a focus on opportunities in international markets.”*

**- Ends -**

For further information please contact:

### **LaingBuisson**

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## Notes to Editors

### About LaingBuisson

LaingBuisson, a leading health and social care market intelligence provider, has been serving clients for over 30 years, providing insights, data and analysis on market structures, policy and strategy. We are the chosen provider of independent sector healthcare market data to the UK Office for National Statistics (ONS) and work with providers, commissioners, payors, manufacturers, investors, regulators and advisors. We help our clients to understand their markets, make informed decisions and deliver better outcomes through market intelligence, consulting and data solutions.

For more information, visit [www.laingbuisson.com](http://www.laingbuisson.com).

### About Intuition Communication

Intuition, a provider of market intelligence for the international medical travel and UK private healthcare market, has been serving clients for over 15 years. Headquartered in Berkhamsted, UK, the company helps healthcare providers understand their markets and attract more patients through market intelligence (including market reports, journals and UK and international conferences), consulting and market-leading web portals. Nearly 50% of its revenues are derived from outside the UK.

Intuition's market reports include Medical Tourism Climate Survey, Private Healthcare UK Self-Pay Study and UNWTO/ETC report "Exploring health tourism". Journals include the International Medical Travel Journal ([www.imtj.com](http://www.imtj.com)), an online B2B resource for the medical travel market. Events include the Private Healthcare Summit, the IMTJ Medical Travel Summit and Awards, and Destination Health: The Medical Travel Summit USA. Consultancy clients include Malaysia Healthcare Travel Council, Lisbon Tourist Board, Dubai Health Authority, Royal Free Hospital London and the London General Practice. Intuition also connects patients and healthcare providers via its web portals, guides and directories, and provides consumers with the knowledge they need to make informed decisions about treatment in the UK and across the globe. Websites including HarleyStreet.com, PrivateHealth.co.uk, TreatmentAbroad.com, FertilityTreatmentAbroad.com and the Arabic language website doctorinternet.ae.

For more information, visit [www.intuition-communication.co.uk](http://www.intuition-communication.co.uk)