

## LaingBuisson announces the acquisition of Good Care Guide

London, 4 December 2018

**LaingBuisson is pleased to announce the acquisition of a controlling interest in Good Care Guide, one of the leading websites to find, rate and review children’s nurseries, care homes and homecare providers**

LaingBuisson Limited (“LaingBuisson”), a leading healthcare business intelligence provider, today announces the acquisition of a controlling interest in Good Care Guide from My Family Care Limited and United for All Ages Limited.

Good Care Guide ([www.goodcareguide.co.uk](http://www.goodcareguide.co.uk)) is a leading website to find, rate and review care for children in nurseries and other childcare services and care for older people in care homes and homecare. It also enables providers to get user feedback and market their services in England, Scotland and Wales.

This acquisition further builds on LaingBuisson’s digital and data strategy by growing its online and offline customer acquisition capabilities and provider datasets for two new markets. LaingBuisson already publish authoritative market reports, host conferences and provide consulting on the nursery, care home and homecare markets. Good Care Guide brings service user and resident acquisition services in childcare and social care to mirror the strong patient acquisition services that LaingBuisson already offers in healthcare through its market leading websites *PrivateHealthcareUK*, *goprivate*, *Treatment Abroad* and *Fertility Treatment Abroad*.

Henry Elphick, CEO of LaingBuisson, said:

*“We are excited about working with Good Care Guide by investing in a website that offers transparency to the consumer and promotes good care, but also provides insights into what the consumer wants that will enhance our market reports and the advice we give clients.”*

Ben Black, CEO of My Family Care, said:

*“It’s been a great journey building up Good Care Guide to its current state and we are delighted to have found the right partner to take it forward. LaingBuisson is a brilliant business doing amazing things to transform the care industry and we are very excited about the next stage of its development.”*

Stephen Burke, Director of United for All Ages, said:

*“Good Care Guide is a pioneering website for families using care for children and older relatives. LaingBuisson’s investment means many more families will use the site to find, rate and review the care they need. With growing demand for childcare and eldercare, this feedback is critical to improving the quality of care, and we look forward to working with LaingBuisson to give families a bigger say.”*

**- Ends -**

For further information please contact:

**LaingBuisson**  
Heidi Nicholson  
Chief Operating Officer

Tel: 020 7833 9123

**Notes to Editors**

## **About LaingBuisson**

LaingBuisson is a business intelligence provider that has been serving clients for over 30 years with market, policy and strategy insights, data and analysis across healthcare and social care. We are the chosen provider of independent sector healthcare market data to the UK Government's Office for National Statistics and work globally 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, please visit our website at [www.laingbuisson.com](http://www.laingbuisson.com).

## **About Good Care Guide**

Good Care Guide ([www.goodcareguide.co.uk](http://www.goodcareguide.co.uk)) has a strong and memorable brand, which has consumer resonance with similar brands such as Good Schools Guide.

It is a leading website enabling families to find, rate and review care for children in nurseries and older relatives in care homes, and also enables providers to get user feedback and market their services. Individuals can search for care and look at or leave genuine user feedback about the providers listed. Good Care Guide charges providers for enhancing the way their details appear on the site.

The site has details of every registered care home, home care agency, children's nursery and childcare agency in England, Scotland and Wales. It features over 34,000 adult care homes and care agencies and over 32,000 nurseries and childcare agencies across England, Scotland and Wales. Data feeds are provided by the regulators, such as Ofsted and Care Quality Commission, ensuring that the site has the latest registration and inspection information for every provider listed.