“LaingBuisson is a vital source of healthcare and social care analysis and opinions, providing comprehensive coverage and essential reading for the sector”

Professor Martin Green  CEO, Care England

Market Reports

- Healthcare
- Social Care
- Education
Healthcare

- Cosmetic Surgery
- Dentistry
- Diagnostics
- Digital Health
- Health Cover
- Healthcare Construction
- In Vitro Fertilisation
- Medical Travel and Tourism
- Mental Health Hospitals
- Out of Hospital Healthcare
- Private Acute Healthcare
- Private Acute Healthcare Central London
- Private Healthcare - Self Pay
- Retail Pharmacy
- Healthcare Markets

Events
LaingBuisson’s annual Healthcare calendar includes:
- Private Acute Healthcare Conference
- Private Healthcare UK Summit
- Private Practice Masterclass series
- Fertility Forum
- Investing in Healthcare
- Healthcare Real Estate
- LaingBuisson Awards
Market Reports

Our consultants write more than 20 regularly updated market reports on all aspects of healthcare, social care and education. Each research document covers market size, segmentation and trends as well as analysis of the political, economic and investment environment.

Titles cover specific market segments while LaingBuisson’s UK Healthcare Market Review is a comprehensive overview of the whole market and all the market reports. It also includes access to CareDirectory, an online database of all provider and Company House Financials.

Market reports include information on:

- Market overview
- Demand drivers
- Politics and regulation
- Major providers
- Market potential

Readership

Readership is made up of C-suite level executives in healthcare, social care and education, as well as organisations offering advisory services, including management consultants, accountants, lawyers, construction firms, banks and investors. LaingBuisson’s reports are also taken by the House of Commons library, the Department of Health (DH), the Care Quality Commission (CQC) and a number of leading think tanks across Europe.

Report format

All reports are available in two packages: Print (a single user hard copy) and Digital (multi-user Digital PDF; Excel data files; Powerpoint slides (for selected titles) and a printed hard copy). The multi-user packages include a license allowing multi-reader access across your organisation, with permission to make reasonable use of LaingBuisson data within your own reports and projects.

Partnership Opportunities

Sponsorship

Sponsorship of one of LaingBuisson’s market reports gives your brand exposure to a senior decision making audience. Packages include:

- Your company logo on the front cover and in all marketing materials (print, digital and email)
- A 1,000-word Sponsor’s foreword
- A full page advert on the outside back cover, or adjacent to your editorial
- A complimentary print copy of the sponsored report

Launch Events

Partner with LaingBuisson to co-host a launch event for one of our reports. These can take the form of an intimate roundtable (up to 20 guests), a seminar with presentations by the author and other sector experts (up to 75 guests) or a networking event (up to 100 guests). LaingBuisson work closely with partners to invite a targeted audience and speakers.

Advertising

Limited advertising space is reserved in LaingBuisson’s market reports enabling relevant organisations to secure year-long exposure to their target audience.

- Full Page Advert – £2,000
- Market Report Sponsorship – £7,500
  (Outside back cover, logo on front cover, 500 word foreword)
Events
LaingBuisson’s annual Social Care and Education calendar includes:
• Social Care Conference
• Midlands Social Care Conference
• Childcare Seminar
• Investing in Healthcare
• Housing with Care Seminar
• Healthcare Real Estate
• Care Home Pay Survey
• Healthcare Staffing and Recruitment

SUBSCRIBE NOW  ☎ +44 (0)20 7841 0045  ✉ sales@laingbuisson.com  laingbuisson.com
LaingBuisson’s authoritative and in-depth market reports have been supporting clients to understand their markets, make informed decisions and deliver better outcomes by providing market intelligence for over 30 years. Titles cover a wide range of healthcare, social care and education markets, each based around a standard table of contents delivered in an easy to understand, and easy to reference structure, supported by infographics, tables and figures, as well as Excel and Powerpoint files with underlying data. This enables clients to incorporate content precisely into their own documents.

<table>
<thead>
<tr>
<th>Market definition</th>
<th>Market size</th>
<th>Residential care homes</th>
<th>Nursing care homes</th>
<th>NHS other care facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>65+ years old</td>
<td>178,397</td>
<td>178,294</td>
<td>7,290</td>
<td>2,000</td>
</tr>
<tr>
<td>£6.7bn (41%)</td>
<td>£6.7bn</td>
<td>£6.7bn</td>
<td>£6.7bn</td>
<td>£6.7bn</td>
</tr>
</tbody>
</table>

### Residential care homes
- **For-profit**: £5,766 million
- **Not-for-profit**: £1,519 million

### Nursing care homes
- **For-profit**: £7,088 million
- **Not-for-profit**: £799 million

### NHS older care facilities
- **State-run**: £1,036 million
- **Local authority**: £677 million

### Weekly fees
- **Residential**:
  - Average: £622
  - Self-pay: £750
  - State funded: £1,000
- **Nursing**:
  - Average: £873
  - Self-pay: £1,000
  - State funded: £1,000

### Value of Independent residential care market - £bn, 2010-2018
- **2010**: £4.5bn
- **2018**: £6.9bn

### Value of Independent nursing care market - £bn, 2010-2018
- **2010**: £4.3bn
- **2018**: £6.9bn

---

**Print - Digital**
Further enquiries, please contact
Lucy Taylor, Business Development Manager
+44 (0)20 7923 5393
lucy.taylor@laingbuisson.com