



25<sup>th</sup> March 2008

**PRESS RELEASE**

**Incentivated produces new mobile services for NHS**

NHS Choices, the information source which helps patients make choices about health and lifestyle decisions and find NHS services, has appointed Incentivated to set up and run an extensive range of mobile services. Incentivated won the business on the strength of its work for Directgov, the UK Government's website providing public service information and access to public sector services, and as a Central Office of Information roster agency.

Initially, a location based service will help patients find their nearest hospital or dentist by texting HOSPITAL, DENTIST, GP etc to a dedicated shortcode, 64746, which spells "NHSGO". The Find My Nearest campaign is the first of several planned mobile services which will enable NHS Choices to harness the mobile medium alongside existing on- and offline activity.

Patients who text the shortcode will receive a bounce-back message taking them to the NHS Choices/Directgov mobile internet (WAP) site, where they will be able to look up information on health related topics ranging from sexual health and pregnancy to weight loss and giving up smoking via their handsets. Mobile maps show the user where the requested facility is located.

Jonathan Bass, Managing Director of Incentivated, adds: "It is a great honour to be appointed by NHS Choices. We are confident that mobile will provide the NHS with the twin benefits of instant access with their patients in the short term, and significant long term cost savings. There are so many ways mobile marketing can be deployed; watch this space".

- ENDS -

**For further information:**

Contact information  
Robert Thurner, Incentivated, +44 845 130 3985

page 1 of 2

*managing mobile interactivity*

**Incentivated Limited**

1 Love Lane, London EC2V 7JN (registered office) switchboard: 0845 130 3985 fax: 0845 230 3985  
email: [info@incentivated.com](mailto:info@incentivated.com) [www.incentivated.com](http://www.incentivated.com)

Registered number: 4330957. England and Wales

## Notes to Editors

Incentivated works with brands, the public sector and charities to help them communicate with customers instantly and easily via their mobile phones.

We develop and manage mobile marketing and advertising campaigns and services on local, national and international levels. We reach people in all corners of the world and in many languages, using text messaging, mobile internet and all other mobile data formats.

We believe the mobile phone is an intensely private medium. Respecting this principle, our campaigns provide information that consumers find useful and welcome.

Founded in 2001, Incentivated's fast growing client base includes British Airways, Central Office of Information, Halifax Bank of Scotland, Hilton Group, Macmillan Cancer Support, Masterfoods, Pricewaterhouse Coopers, Scottish Power, Transport for London and VisitBritain.

For more information please visit: <http://www.incentivated.com>