



Healthpoint Directory

Media Kit 2026

FOR PRIVATE HEALTHCARE PROVIDERS

Reach millions of New Zealanders actively searching for care.

www.healthpoint.co.nz



New Zealand's Trusted Health Directory

Healthpoint connects people to publicly and privately funded health services across Aotearoa.

Every day,
New Zealanders
search online for:

- Private specialists
- Diagnostic services
- Allied health providers
- After-hours care
- Mental health services
- Screening and assessment services

Healthpoint captures that demand and directs it to providers like you.

When patients are actively looking for care, your service can be front and centre.



National Reach (Last 12 Months)



7.4M+
website visitors



15.2M+
page views



4.5M+
users



1.7M+
outbound clicks



7.1M+
organic Google
clicks



293M+
Google search
impressions



High-intent Traffic

Be Found at the *Moment of Need*

77%

of traffic comes
from Google organic
search

56%

new user
engagement rate

82%

returning user
engagement rate

People visit Healthpoint because they are actively looking for care.
Your listing appears when intent is high - not passive browsing.



Choose the Level of Visibility that Suits your Organisation

Basic Listing*

A professional presence on New Zealand's national health directory.

Includes:

- ✓ Organisation name
- ✓ Contact details
- ✓ Location
- ✓ Service category
- ✓ Inclusion in main search results

Please note:

- Basic Listings appear below Comprehensive Listings
- Not included in sub-type search filters
- No logo or enhanced profile features

Ideal for:

Organisations wanting a foundational, credible presence on Healthpoint.

* not available for all provider types. Please enquire.

Most Effective

Comprehensive Listing

Designed for providers who want stronger visibility, richer content, and measurable performance.

Includes:

- ✓ Priority placement in search results
- ✓ Inclusion in provider sub-type searches
- ✓ Logo and branded profile
- ✓ Full contact details
- ✓ Opening hours
- ✓ Book Appointment button
- ✓ Call now quick-action button
- ✓ Website link
- ✓ Detailed service descriptions
- ✓ Clinician bios
- ✓ Access criteria and service sub-types
- ✓ Analytics performance reporting

Comprehensive Listings appear more prominently and provide significantly more patient engagement opportunities.

Important note: To be listed, you must be a registered healthcare provider or an organisation providing health or social services in New Zealand.



Comprehensive Listing example

- 1 Logo, appointment booking and full contact details
- 2 Description of service
- 3 Clinician profiles
- 4 Access criteria
- 5 Services provided including category sub-types
- 6 Clinician individual profiles - with photo, bio, gender, and qualifications



1

[Book an appointment](#)

Contact Details

6 WADDON PLACE, MÄNGERE, AUCKLAND
South Auckland
OPEN TODAY 8:00 AM to 5:00 PM.
PHONE (09) 979 5111
WEBSITE www.habit.health/about-us/locations/habit-health-mangere



STREET ADDRESS
6 Waddon Place
Māngere
Auckland 2022

South Auckland > Allied Health > Habit Health >

Habit Health - Māngere

PHYSIOTHERAPY SERVICE

OPEN TODAY 8:00 AM to 5:00 PM.

At Habit Health Māngere our experts will work with you to find methods that will best help you rehabilitate and get back into work or onto the field.

Our services include:

- Pain
- Treatment
- Rehabilitation
- Exercise
- Acupuncture
- Sports Physiotherapy
- Massage

You may qualify to see a Habit Health physio in Māngere or Ōtara at no charge. Check with us to see if your injury is covered by ACC. Get in touch today.

Physiotherapists



Hiida Lemon
Physiotherapist



Beeta Taniera
Physiotherapist



Samuel Taylor
Physiotherapist

Fees and Charges Categorisation

Fees apply

Fees and Charges Description

Physiotherapy Fees

Hours

OPEN TODAY 8:00 AM to 5:00 PM.

Mon – Fri 8:00 AM – 5:00 PM

Services Provided

Physiotherapy

Physiotherapists diagnose and support people to regain mobility and reduce pain caused...

Integrated Care Pathway – Musculoskeletal (ICP - MSK)

The Integrated Care Pathway is ACC's innovative way of managing people with injuries th...

Disability Assistance

Wheelchair access, Wheelchair accessible toilet, Mobility parking space

Contact Details

Hiida Lemon is available at the following service:

HABIT HEALTH - MANGERE
This service is available at the following location:
6 Waddon Place, Māngere, Auckland
OPEN TODAY 8:00 AM to 5:00 PM.
PHONE (09) 979 5111
WEBSITE www.habit.health/about-us/locations/habit-health-mangere

Physiotherapist

Profile

Currently Physiotherapist to:

- Aotearoa College
- Manukau Rover Rugby Club
- Counties Manukau Women's Rugby
- Counties Manukau Touch
- Porirua Open Men's Tag

Gained valuable experience working with Tag World Cup 2013 & 2015, Samoa U21 Netball, Samoa Netball, Black Ferns, Counties Manukau High Performance, Rugby 7's and Touch World Cup 2019.

Interests

- Sports rehab and high performance in rugby.
- Injury prevention and exercise prescription.

Scope of Practice

Eligible to Practice, Annual Practising Certificate Issue Date: 01 April 2025, expires: 31 March 2026



Hiida Lemon
PHYSIOTHERAPIST



Basic Listing example

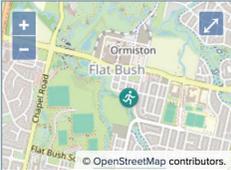
- 1 Contact details
- 2 Services provided

Contact Details

South Auckland > Allied Health >

TBI Health - South Auckland
PHYSIOTHERAPY SERVICE

211 ORMISTON ROAD, FLAT BUSH, AUCKLAND
South Auckland
PHONE (09) 222 0321



- Information about this location
- View on Google Maps
- Get directions

STREET ADDRESS
Ormiston Medical Centre, Level 2
211 Ormiston Road
Flat Bush
Auckland 2019

Services Provided

Physiotherapy

Physiotherapists diagnose and support people to regain mobility and reduce pain caused by an injury, disability or health condition such as arthritis.



Why Comprehensive Listings Perform

- Appear higher in search results
- Display richer information
- Support immediate action (call or book)
- Provide measurable performance data

In the past year alone:



1.35M+
website clicks



277,000+
phone clicks



162,000+
email clicks

Healthpoint helps turn online search into real-world appointments.

Results: year to 3 March 2026



Join New Zealand's National Health Directory

- Strengthen your digital presence.
 - Increase patient visibility.
 - Support access to care.



For further information contact me:

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