



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)



7.3M+
website visitors



15.1M+
page views



4.4M+
users



1.35M+
outbound clicks



7.1M+
organic Google
clicks



293M+
Google search
impressions



High-intent Traffic

Be Found at the *Moment of Need*

76%

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.

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.



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



250,000+
phone clicks



147,000+
email clicks

Healthpoint helps turn online search into real-world appointments.



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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