

# Boots say that when it comes to healthcare Brits want to keep private



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Industry: [Healthcare](#)

## **Press Release Summary: Boots research shows British people are turning to the internet more and more for healthcare**

Press Release Body: According to boots.com there has been a surge in Brits turning to 'private' health care, with people going online to check out embarrassing conditions. According to new research\* by the **Boots' health information** website

**'AskBoots'**, the top five most researched conditions are:

A green banner with a white border. On the left, a woman is smiling and holding a young child. The text on the banner includes: "Helping you lead as healthy a life as possible." and "Free expert health information and health news." On the right, there are two boxes: "Children's Health Expert information" with an image of a glass of orange juice and a bottle of vitamins, and "Women's Health Expert information" with an image of an apple and a glass of water.

Helping you lead as healthy a life as possible.

Free expert health information and health news.

Children's Health  
Expert information

Women's Health  
Expert information

- The menopause
- Thrush
- Cystitis
- Chlamydia
- Haemorrhoids

**AskBoots** found that three-quarters of respondents (76 per cent) have used the internet for a digital diagnosis, or 'diginosis' in the past six months. The 'Silver Surfer' generation are the biggest 'cyberchondriacs', with 32 per cent of over 55s regularly investigating their symptoms online.

Brits are so keen to keep it private that 48 per cent prefer to search in the privacy of their own homes. The survey also showed that almost half (40 per cent) of people say that they spend a significant amount of time looking for

[health information](#) and news, close behind booking tickets online (44 per cent) and social networking (53 per cent).

Only five per cent of people looking for health information on the net go back to the same trusted site each time, whereas 55 per cent will read whatever sites are thrown up, regardless of whether the content is medically sound or not.

**Angela Chalmers, Boots pharmacist** commented: *"Make sure you look for health information only on a trusted site such as [www.boots.com/askboots](http://www.boots.com/askboots) or [www.nhsdirect.nhs.uk](http://www.nhsdirect.nhs.uk), as there are lots of sites that aren't medically sound. But don't forget that in-store you can always ask to speak to a pharmacist in a private consultation area if you feel like everyone is listening."*

**AskBoots.com** is a new [health website](#) launched by **Boots** in partnership with **The BMJ Group** in response to demand from customers for health information from a trusted source. It offers free access to over 180 different everyday conditions – credible, clinical evidence-based medical advice on subjects ranging from children's sleep problems to coronary bypass operations, provided exclusively online by **BMJ Group**. The information is segmented into categories so that information relevant to age and lifestyle can be found easily.

\*2295 respondents were polled as part of research carried out with OnePoll October 2007

#### **About**

#### **Boots**

**Boots** is a UK retailer of [health products](#), also providing health information on a wide variety of topics.

**Boots Pharmacy Superintendent** is responsible for healthcare advice provided in relation to Pharmacy medicines and other healthcare advice located within the **Boots Pharmacy** pages of **Boots.com**. **Boots.com** is the trading name of **Boots.com Direct Limited** (VAT No. 116 3001 29), an **Alliance Boots company**. All other information and advice on **Boots.com** is the responsibility of **Boots.com Direct Limited**.

**Web Site:** <http://www.askbootshealth.com/>

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