

healthtalk.org and Legal & General partner up

Legal & General has a new partnership with leading online health information charity [healthtalk.org](https://www.healthtalk.org) to provide its employees and customers in the US and UK with access to digital content on how to better deal with health issues affecting their families' lives.

[The charity](https://www.healthtalk.org) was founded on the simple belief that valuable advice and wisdom comes from others that are going through the same challenges in life. Visitors to healthtalk.org can access freely available information on specific health conditions by reading the first-hand experiences of others and watching video clips from patient interviews carried out by researchers from the University of Oxford.

healthtalk.org is visited by 7 million people a year in the UK and USA. Of those who use the website 8/10 leave feeling better informed and 7/10 feel better prepared for, and less alone in, what they are facing. 85% agree or strongly agree that the information healthtalk.org provides is better than they'd seen elsewhere and over 90% would recommend the website to a loved one.

healthtalk.org was created in 2001 by Oxford GP [Dr. Ann McPherson CBE](#) and Dr. Andrew Herxheimer after their own experiences of illness. Ann had been diagnosed with breast cancer and although she knew about the medical side, couldn't find anyone to talk to about what it was really like to have the disease. This, and Andrew's experience of knee replacement surgery, prompted them to come up with the innovative idea of a patient experience website.

Commenting on the new partnership – Duncan Finch, Executive Managing Director for Legal & General's Insurance Business said "Bringing together Legal & General's aspirations to be at the heart of more digital content for its 10 million customers with the excellent work healthtalk.org have done so far to bring peer to peer advice is a great basis for a new partnership We also know that for our life insurance customers they are increasingly looking for information on how to better deal with anxiety, cancer, heart conditions and strokes".

Luis Carrasqueiro, Chief Executive of healthtalk.org said "We are delighted to be working with Legal & General to raise awareness of healthtalk.org. Both organisations share a desire for as many people as possible to benefit from the excellent information and experiences that are shared on the website. We hope that Legal & General's customers find a valuable resource in healthtalk.org."

Over the next few months the two organisations will be working together to increase the reach of healthtalk.org content and looking at new emerging topics in health that are affecting customers in the UK and USA so that new content can be published.

[healthtalk.org](https://www.healthtalk.org) already covers 100 health conditions affecting people's lives in the US and UK. There are already 25,000 video sound bites available and the ability to create your own digital scrapbook of content on topics important to you and your families.