

[10.09.20] **PRESS RELEASE**

# Doctissimo

## **NEW BRAND IDENTITY DR GÉRALD KIERZEK APPOINTED AS NEW CHIEF MEDICAL OFFICER**

In a recent Harris Interactive survey Doctissimo was named as France's favourite health platform among internet users.

Health issues have become a major preoccupation for everyone. That's why nearly 15 million users (140 million page views a month) turn to Doctissimo for advice from the site's in-house health journalists and doctors (nearly 90% of traffic is generated by Doctissimo's own content).

Throughout the Covid-19 crisis, Doctissimo has confirmed its status as a go-to resource in France, helping people stay safe through initiatives like the chatbot launched in April 2020 in collaboration with Dr Gérald Kierzek and LCI.

Founded 20 years ago, Doctissimo is moving with the times but remains true to its core mission: providing a useful service by tackling public health challenges and people's growing concerns around health and wellness issues.

Doctissimo is now acquiring a new dimension that is more expert and higher-profile. It involves a new Medical Committee, set up effective 10 September, headed up by A&E doctor (and TF1/LCI health expert) Dr Gérald Kierzek.

In parallel, Doctissimo is offering a new user experience, with a revamped visual identity rolled out across all the brand's assets (website, app, social networks) and **much more intuitive browsing of the site's 16,000 articles.**

### **DR GÉRALD KIERZEK HEADS UP THE NEW MEDICAL COMMITTEE**

Doctissimo has forged a reputation as a pioneering, go-to brand in the digital health space. Now the site is looking to further strengthen its relationship with users by providing support that combines expertise and a human face.

So it has set up a Medical Committee, led by Dr Gérald Kierzek and comprising doctors and patient advocates who will work closely with its editorial team. Around thirty experts drawn from a very broad spectrum of disciplines will ensure that editorial content is reliable and properly sourced across many pathologies.

This collaboration with Dr Kierzek illustrates the commitment to develop synergies between the TF1 group's media platforms, and to capitalise on in-house expertise.

### **NEW USER EXPERIENCE**

Unify continues to invest in makeovers for its iconic brands. The new brand identity for Doctissimo, with the tagline *Doctissimo, mon repère Santé* ("Doctissimo, my go-to health partner") was devised by the Carré Noir agency. It features a new visual identity and logo, rolled out across all the brand's assets.

The home page now links to three key themes (Health, Family, Wellness), with a higher profile for the Medical Committee experts.

With over 80% of traffic now driven by mobile use, the new-look platform offers more intuitive browsing tailored to smartphone users.

### **BOOST TO VIDEO CONTENT WITH #DOCTISTORIES**

Doctissimo is further broadening its social media footprint with new video formats. The new Chief Medical Officer will host **#DOCTISTORIES**, a monthly social media talk show produced by Vertical Station. The show will bring together patients, a panel drawn from the Doctissimo community, and experts from the Medical Committee to discuss various health issues.

### **COMBATTING FAKE NEWS**

Doctissimo is taking the fight against fake news to the next level by:

- providing enhanced educational content, with more news formats dedicated to giving all the facts needed to understand health issues and treatments;
- giving its forums added authority by hiring a doctor specifically to shed scientific light on exchanges between members of the community.

#### ***About Doctissimo:***

*A builder of health and wellness communities, Doctissimo is a media group founded in 2000 to help patients understand the complexities around medical and related issues. Our editorial team of 15 seasoned science journalists is backed by a committee of around thirty experts headed up by Dr Gérald Kierzek, our Chief Medical Officer. Doctissimo is now able to offer a new experience to its 15 million users, helping them manage their health capital day by day and providing credible, sympathetic information.*

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