

Script for the 'Minervation – we can help you' video:

<https://vimeo.com/minervation/intro>

*Minervation can help you build accessible, usable and reliable online resources in healthcare.*

*We are a website company based in Oxford and rooted in the principles of evidence-based healthcare. We have all the usual project management, design and technology skills that you'd expect from a website company, but we're also experts at researching and writing high quality health information for patients and professionals.*

*We've been working as health information scientists since the mid-90s, and in that time we have launched dozens of websites covering all areas of healthcare, for national and international initiatives, charities, the NHS and private health organisations.*

*What these organisations have in common is that they value content that is based on the best available evidence and kept up to date with important new research.*

*We aim to bring the same rigorous, evidence-based approach to how we develop websites.*

*This starts by involving the target audience from the word go: working with patients, carers and professionals throughout the project in a user-centred process.*

*We generate an evidence base around how effective your website is, using a range of quantitative and qualitative methods.*

*We're also au fait with all of technologies that modern websites require, so if you're struggling to produce good video content or lost about where to start with social media, we can provide you with simple step-by-step guidance to get you up-to-speed.*

*We're a small company with a head office in Oxford and outposts in Bristol and Edinburgh, and we have built a network of Associates over the last 15 years. So if you need an award winning web designer, a senior clinical expert, a workshop facilitator or even some expert patients, we can draw on our network and put together the right team for your needs.*

*We can work with you to improve patient care by creating accessible, usable and reliable health websites.*

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