



**Health Navigator**  
Charitable Trust

Let's work together to build a healthier, more equitable Aotearoa.

# Health Navigator Charitable Trust

Established in 2008, the trust is a multi-award winning not-for-profit that works with the health sector to improve the health and hauora of all people living in Aotearoa New Zealand. We do this through a range of projects, national initiatives and websites.

With access to simple, easy-to-understand information about a range of health and wellbeing topics, self-help resources and tools, people will have the ability to improve and sustain their oranga.

Our mahi eases some of the pressures on our health system and frontline health services. The work we do brings others together to create a more efficient and effective health sector.

By collaborating with health providers, iwi, researchers and academics, agencies, individuals, whānau and communities we help ensure any door is the right door for people to find and share information.

We create and disseminate high quality health information that is a safe alternative to Dr Google.

➤ [Read more about us here.](#)

# Our mahi



We run Aotearoa New Zealand's largest consumer-focused health and wellbeing information website: [Healthify He Puna Waiora](#).

## Woven

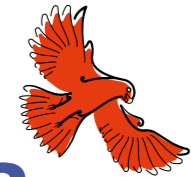
### Whānau Ora Voice of Experience Network

We manage the [Whānau Ora Voices of Experience Network](#), bringing you lived experience expertise to health projects and resources nationwide.

## Self-Management Support

We run the [Gout Guide](#), [Self-Management Support Toolkit](#) websites and Long-Term Conditions Clinical Network.

## Te Kete Haerenga



We publish [Te Kete Haerenga](#), an online wellness toolkit.

## DHAP

### Digital Health Accreditation Pathway

We developed the Aotearoa New Zealand focused [Digital Health Accreditation Pathway](#) and run the [NZ Health App Library](#).

## Content Hub

We are the architects of the [National Health Content Hub](#).



Healthify He Puna Waiora is the jewel in our crown. It is Aotearoa New Zealand's largest consumer-focused health website and has **over one million page views** per month.

Our website content is written by experienced medical writers who draw on evidence-based research, Aotearoa New Zealand's clinical guidelines and consumer and cultural advice. An external subject matter review process and comprehensive quality improvement framework underpins everything Healthify does.

We provide relevant, culturally acceptable information about health conditions, medicines, health promotion and self-help. Our website team specialises in creating and making available free plain language health and hauora content, with a special focus on priority communities. It has zero-data status from the Government, helping to improve equity of access to this type of health information.

We work on the principle that what works for Māori consumers, will also be understandable to, and work for, tauwiwi (non-Māori) consumers. When an individual is informed they are strengthened and they strengthen others.

With the right information at the right time, whānau can make more informed decisions, supporting their right to tino rangatiratanga.



**1,500+**  
health topics



**500+**  
medicine pages



**Numerous**  
translated medicine factsheets



**1,000+**  
health videos



**300+**  
independently reviewed apps

## PLUS

- Medicine dose calculators, quizzes, self-management support toolkits, health services and support directories.
- Dedicated content for healthcare providers.
- Key content and video translations, including NZSL.

**92%** of health professionals recommend Healthify to their patients\*

**75%** of users report very high likelihood of making a change to managing their health after visiting Healthify\*

\* HEALTHIFY ANNUAL VISITOR SURVEY RESULTS, 2023



**Healthify is endorsed by the Royal New Zealand College of General Practitioners (RNZCGP)**

# How we can help

## Content expertise

Talk to us about our expert plain language content co-creation. We use our networks and content partners to bring you culturally acceptable resources relevant to your audience.

## Co-designed topics on Healthify

Let us bring more people to your organisation through a customised section on our website. You choose the topics, we co-design them and link people back to your site.

## API and coded medicines

Employ our API tech and coded medicines information to safely receive and automatically update health topics and medicines content.

## Co-branding and customisation

We can co-brand or customise our newsletters, social media posts and resources for you to provide information that people can trust in a timely and cost-effective way.

## Long-Term Conditions Clinical Network

Join this healthcare professionals' network, which provides a space for shared learning, interest groups and forums.

## Lived experience voices

Employ the expert skills of our WOVEN team to help you design, plan and develop your health services for the best possible outcomes. Our WOVEN consumer advisors bring a range of demographic, cultural and disability perspectives and backgrounds.

## News channels

Subscribe to our e-newsletters and social media channels to keep you or your organisation up-to-date with what is relevant to your communities.

**Did you know we are a charity?**

**Visit Healthify to make a donation.**

## How you can help

### ➤ Sponsor a project

Imagine your brand on our pages – we have over one million page views per month so there are lots of eyes on us.

### ➤ Become a hub partner

Talk to us about the National Health Information Content Hub – together we can reduce waste and duplication.

### ➤ Bright idea for partnership?

If you have a great idea about how we can improve the health and hauora of our people, we want to work with you!

### ➤ Send patients our way

Refer your patients and clients to our website for more information. Use our wallet cards as reminders.

### ➤ Share share share!

Promote our mahi to your networks, colleagues, friends and whānau – share our socials, newsletters, posters, fliers and wallet cards.

### ➤ Volunteer your expertise

From clinical reviewing to photography, grant writing, website SEO and more – if you're good at it, we'd love to hear from you.



# Where to from here?

Please get in touch to chat with us  
about how we can support each other.

• ➤ **Contact us:**

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