

PRESS RELEASE

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www.lasantecandidate.fr

Leem launches the first website to compare the health programmes offered by the candidates for next year's French presidential elections



What kind of health policies are the 2017 presidential candidates preparing for us?

With just a few months to go before the presidential elections, Leem has launched www.lasantecandidate.fr, the first website to compare the health programmes offered by the runners for the French Presidency in 2017, as well as those of would-be party leaders.

The organisational structure and quality of healthcare, access to innovative therapies, preventive healthcare, ethics, economic regulation and the funding of healthcare by the National Health Insurance Fund... the new website scrutinises all the proposals being put forward by candidates and the government. Around 20 different issues are identified and addressed.

Just like other comparator websites for airline tickets, insurance, household appliances and phone packages, the intuitive browsing structure is designed to help the French population

find out precisely what is in these health programmes. **In just a few clicks, users can compare up to 3 candidates and read their latest statements on health issues.**

The website also makes it easy to *like* or share the proposals of each candidate via their own social media accounts. On 13 December, Leem will unveil its own proposals at PharmaCité, the pharmaceutical companies' university.

Developed by Leem in conjunction with political web experts La Netscouade for all audiences, lasantecandidate.fr is designed to evolve through daily updates. The website content is sourced from press articles, books, blogs and other publications, statements, conferences, symposia and TV/radio broadcasts, and updated to reflect political developments and the latest news on individual candidates.

This unique website also brings together more general information about the candidates, including their profile and links to their Twitter and Facebook accounts.

As a website dedicated to information, lasantecandidate.fr also sets out **the four major revolutions that the next French President will have to embrace and address:** medical, organisational, social and economic. Its content includes short videos by international 'pioneers' who explain and interpret the massive changes that lie ahead.

As a responsive app, the comparator also runs perfectly on smartphones and tablets.

Leem intends to use this unique comparison website to position health firmly at the centre of the presidential campaign and fuel public debate through transparent presentation of the healthcare programmes promoted by each candidate.

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