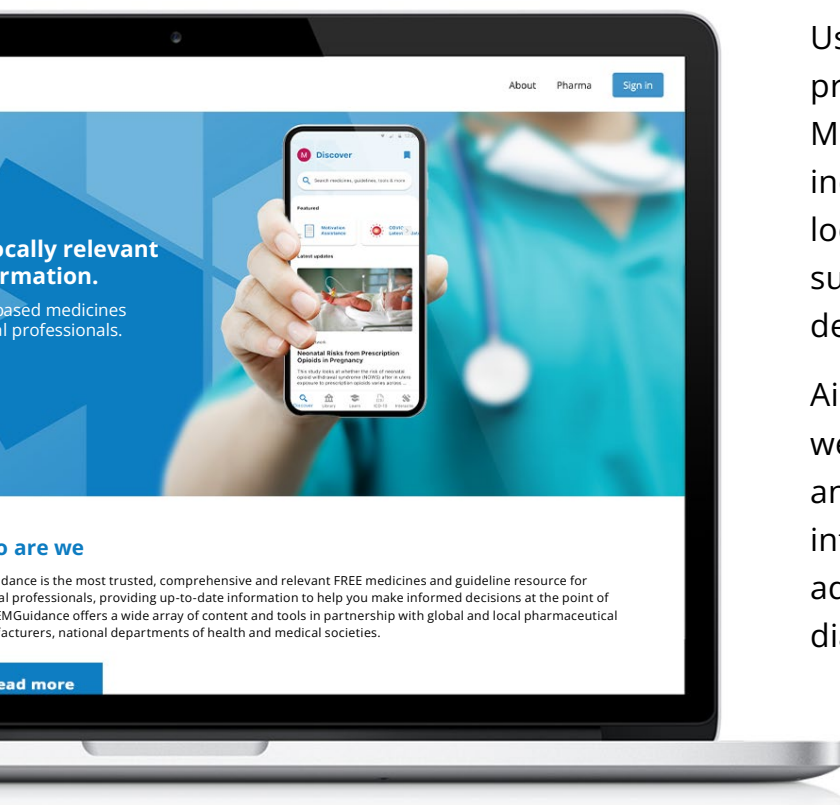




EMGUIDANCE

All about EMGuidance:



Used by over 65 000 healthcare professionals in South Africa, Essential Medical Guidance is the leading independent digital platform that provides locally relevant medicines and clinical support to empower healthcare professional decision-making at the point of care.

Aiming to optimise patient-care outcomes, we connect the healthcare ecosystem and medical industry to the frontline, to introduce the latest clinical standards and advances in medicines, therapeutics and diagnostics.

It is a powerful day-to-day frontline support tool that's used by healthcare professionals across the spectrum:



**More than
1,5M
searches per
month on platform**



**More than
13 000
daily
active users**



**More than
5 000
specialists**



Engagement Solution: Devices and Tests Listing

With over 1 Million searches per month from over 66 500 HCPs across South Africa who utilize EMGuidance in day-to-day clinical practice for clinical referencing, EMGuidance's Procedures and Tests area is the prime digital opportunity to present new technologies to South African HCPs. Helping them to ensure correct, safe and optimal usage of devices and tests as well as to drive new sales opportunities.

Ideal for: Product, Medical, Brand or Sales Managers

Why it works:

It enables you to reach your target audience directly, helping to **communicate your product's characteristics**, and associates your product with a credible, independent healthcare support platform with an engaged healthcare community.

Our Devices and Tests Listings module increases awareness of the **latest updates on medical devices and equipment including medical products** such as wound care products, laboratory tests and patient devices.

It ensures that HCPs are **made aware of procedure instructions related to the device or laboratory tests, clinical value of using the device or test in practice and correct operating instructions, best practices and new releases**. It replaces outdated printed training manuals, flyers or brochures and it is faster, easier to use and more accurate and measurable. This solution also enables healthcare professionals to **purchase devices and book services or calibrations directly through the platform** which leads to increased sales and facetime with the correct target audience.





Benefits:

- ✱ **Scalable way to reach the largest digital audience of** healthcare professionals in SA, including approximately 60% of all doctors and over 30% of specialists, about new devices, updated features and innovations.
- ✱ **Direct procurement and service booking.** Enable device purchasing, links to finance support and drive sales.
- ✱ Ability to add **multimedia content:** Training material and videos, new product brochures, software and hardware updates, scientific studies, guidelines, and patient support services. Content changes can be made during the subscription.
- ✱ **A single fixed cost** for unlimited visits and shared value model for sales and service bookings.
- ✱ Can **integrate with your existing digital platforms**, and allow local healthcare professionals to seamlessly enter product microsites or company apps.
- ✱ **Monthly ROI reports** with insights on **engagements, views, sales and leads that resulted from your listing** to help you to better understand your customers' behaviours and needs.
- ✱ Provides **support for your Sales Reps and Brand Managers** when you are introducing new products or innovations by enabling them to effectively and efficiently educate around your product





Key features:

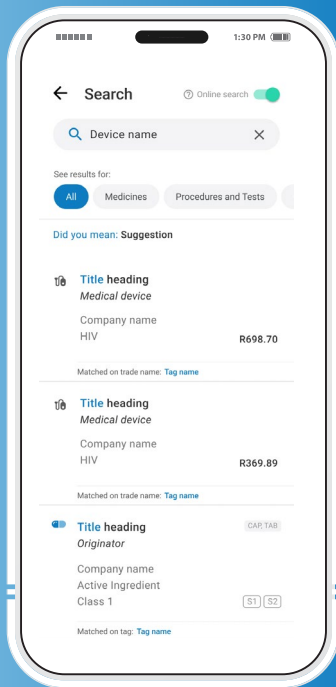
- ✱ **Comprehensive information** about the device or test, including direct support numbers to appropriate reps or tech support and other details not available in the public domain.
- ✱ Add more value to the HCP at the point of care by **including educational content on the medical procedure related to the device**. This can include static or multimedia content such as videos and graphics.
- ✱ **Provides additional contextual manufacturer information** and support to healthcare professionals and patients e.g. Patient support programme details
- ✱ **Anonymised monthly statistics reports** on views and interactions
- ✱ The option to **add on modules or features** such as News, Webinars or Motivation Assistance



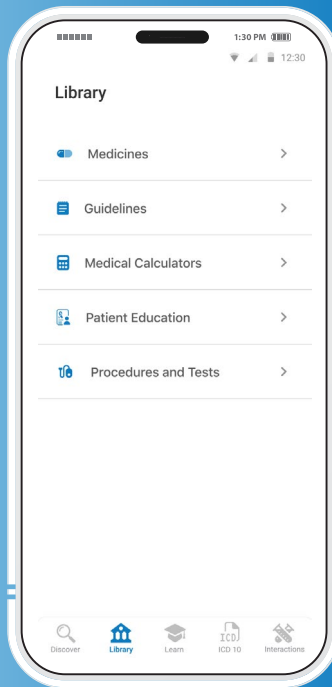
How it works for healthcare professionals:

Healthcare professionals can access a Devices and Test Listing easily and efficiently in various areas within the platform:

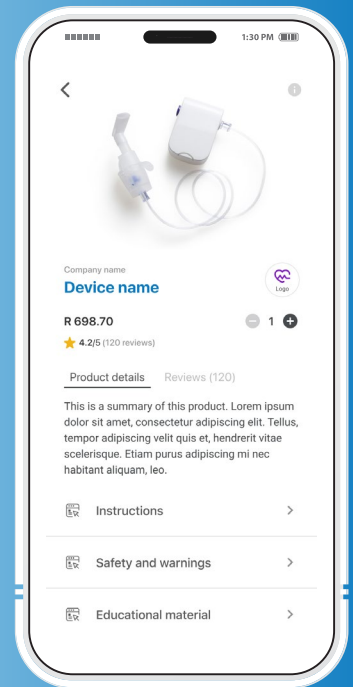
Search listing, key-word linked



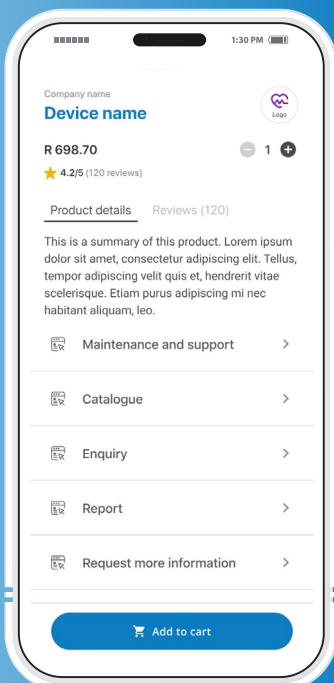
Browse through dedicated tools and areas



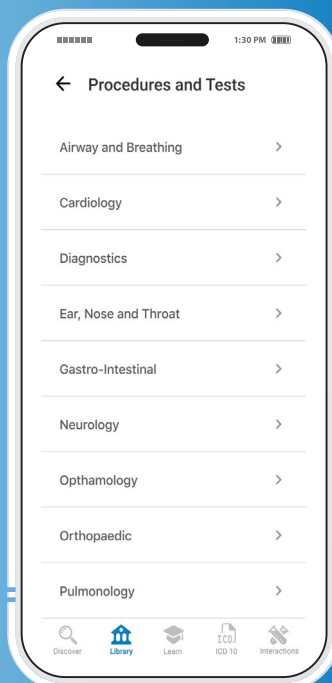
Open the device listing with key info



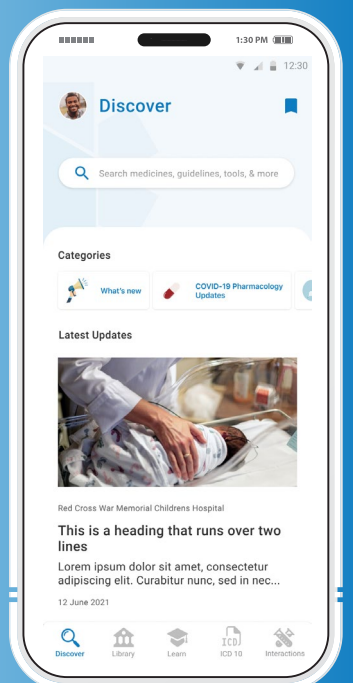
Includes CTA buttons to purchase, contact, etc



Devices area broken down by list of topics / sub-areas



Discover page listings for news, webinars and events

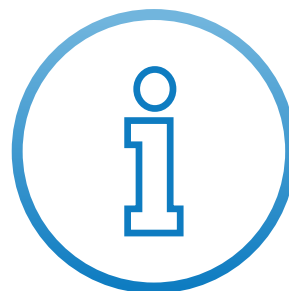




EMGUIDANCE

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