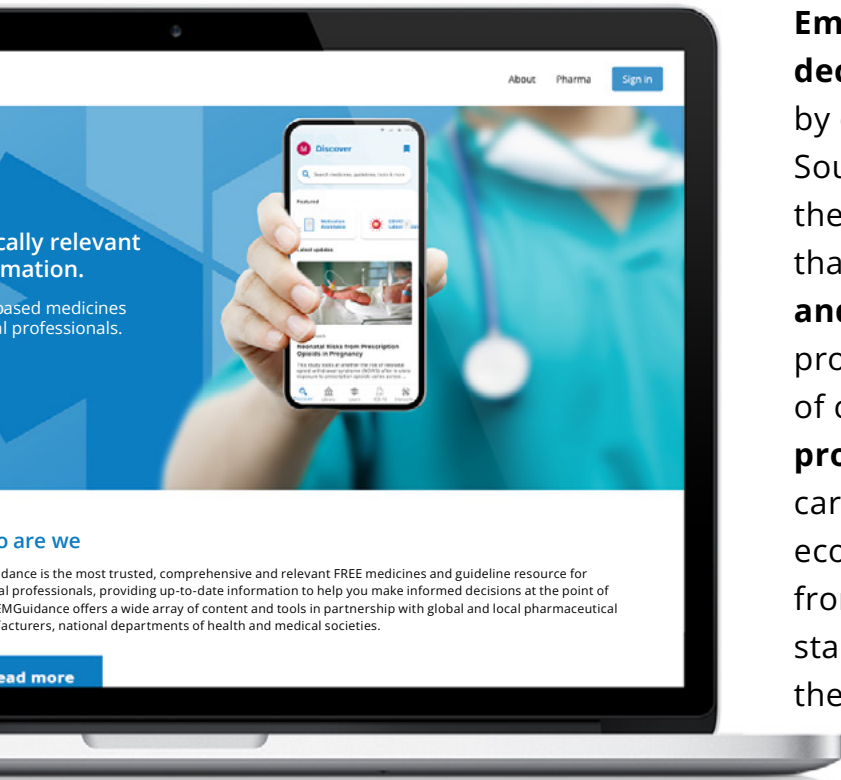




# All about EMGuidance:



**Empowering healthcare professional decision-making at the point of care.** Used by over 50 000 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. **Run by doctors for healthcare professionals**, we aim to optimise patient-care outcomes, connect the healthcare ecosystem and medical industry to the frontline, and introduce the latest clinical standards and advances in medicines, therapeutics, and diagnostics.

It is a powerful, seamlessly integrated, incredibly useful frontline support tool that's used by healthcare professionals across the spectrum every day.



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



More than **10 000** daily active users



More than **25 000** doctors



More than **9 000** pharmacists



More than **5 000** specialists



More than **4 500** private GPS



**Ideal for:**

**Healthcare professionals, prescribing and dispensing medicines and providing patient support.**

## Why it works:

### **Free, instant access to locally relevant medicines, clinical and practice support information.**

EMGuidance is a collaborative eco-system, designed to engage healthcare professionals seeking medicines and other scientific medical information.

Registration is free, and users enter the platform via the landing page, which features the newsfeed, a source of continually updated, and personalised content.

EMGuidance provides free access to independent evidence-based medicines and clinical guidelines content. Sponsored industry content is available on the platform, and clearly marked.

From the landing page, there is easy access to medicines information, clinical tools, and our continuous learning area, with an intelligent search function that enables simple and quick access to relevant information.



In short, from a single point of entry, the healthcare professional has access to a wide range of inter-related and linked content all in one place – from CPD-accredited courses to motivation assistance for medicines not on the medical scheme formularies, dosage calculators, patient education information and more. Available on web and mobile and complemented by a range of useful features including smart search and offline capabilities.



## FEATURES THAT WILL HELP YOU EVERY DAY

### \* **Medicines information**

We provide over 1800+ interactive drug monographs to comprehensively cover your local prescribing needs. An all-in-one place library that includes all local prescription trade names, pricing, poisons information and other medicines data-points.

### \* **Newsfeed**

Our newsfeed offers healthcare professionals expertly curated news that is locally relevant, credible and remains up to date.

### \* **ICD10 codes**

Find the ICD10 codes you need to support billing and reporting.

### \* **Clinical and dosing tools**

A host of clinical tools to support your decision making.

### \* **Interaction checker**

A checking tool that helps prevent potentially harmful interactions.

### \* **Clinical guidelines**

Locally relevant clinical guidelines in partnership with medical and academic institutions, hospitals and the National Department of Health.

### \* **Learn area**

Our learn area provides you access to free accredited CPDs; helping you to earn and track your CPD points as you keep up to date with the latest medicines and clinical information.

### \* **Patient education**

Easy to digest, high quality information for patients, that you can share directly from the platform.

### \* **Online chat support**

Available for technical and navigational enquiries and designed to create a seamless and integrated experience.

### \* **Offline capabilities**

An offline search function enables you to search medicines information on the app without being connected to the internet. You can also access downloaded guidelines even if you are offline (assuming you downloaded them beforehand).

# Healthcare Professional Platform

*Empowering the Frontline of Healthcare Delivery*



## Awareness

### News

- Clinical News
- Academic Articles

*\* Continuously updated & personalised*



## Education

### Learn

- Articles
- Webinars, Podcasts & Talks

*\* CPD accredited & personalised content*



## Practice Support

### Medicines

- Medicines Information
- Smart Search & Selection
  - Interactions
  - Dosing Tools
  - Pricing
- Motivation Assistance
- Manufacturer Product Content

### Clinical & Admin

- Local Guidelines
- ICD-10 Codes
- Clinical Tools

### Patient Education

- Patient Education Information



**Localised information & guidance**



**Connects the HCP to the medical ecosystem**



**Online Chat Support**  
*(Technical & navigation queries)*



**Offline Capabilities**



**Mobile (Apple, Android, Huawei) & Web**

## STAY UP TO DATE WITH EXPERTLY CURATED NEWS

Our newsfeed offers healthcare professionals expertly curated news that is interest relevant (personalised to your feed), credible and continually updated. News content is displayed on the EMGuidance home screen for easy access and features both industry-sponsored content and curated news articles.

### Key take-outs:

- ✔ Offers a personalised newsfeed that offers both breadth and depth of content without incurring publication/subscriber costs.
- ✔ Saves valuable time through centralisation of credible and scientific information.
- ✔ Localised and relevant to your needs.



## INCREASE KNOWLEDGE AND DEVELOP SKILLS

Our Learn area provides healthcare professionals with the opportunity to increase knowledge and skills through user-friendly, multimedia, CPD-accredited, educational content on the EMGuidance platform. At the same time offering a quick and cost-effective way to earn and manage CPD points.

Our personalised Learn area algorithm offers up content and learning that is based on your needs and interests.

### Key take-outs:

- ✔ Develop clinical skills and knowledge at a pace and time that suits your schedule, with the ability to pause and return later.
- ✔ Keep up to date with new advances and guidelines on disease areas.
- ✔ Earn and track CPD points.
- ✔ Benefit from the learnings of global experts and thought leaders.





## **PRACTICE SUPPORT**

EMGuidance enables healthcare professionals to provide the best possible care by empowering you with locally relevant, up to date information, while minimising time constraints and admin.

At the touch of a button, you can search for medicines, view active ingredient monographs, find ICD-10 codes, and discover potential harmful interactions. Medicine listings are complete with trade names and costs as well as indications, contraindications and more. Sponsored product listings are clearly marked and accompanied by additional valuable manufacturer-produced information and patient education material.

Healthcare professionals find particular value in the EMGuidance Motivation Assistance feature. Designed to complete motivations in a way that does not take time out of a busy day. Eligibility criteria are applied at the beginning of the form for easy assessment. The output letters are unique, personalised and can attach journal articles/evidence to support your motivation.

## **100% SECURE AND COMPLIANT**

The EMGuidance platform is fully compliant in terms of Protection of Personal Information legislation and meets the highest security standards.

## **FREE TO FOCUS ON PATIENT CARE**

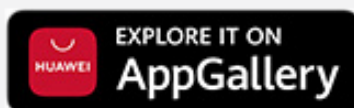
Healthcare professionals on the frontline are under immense pressure to make decisions amidst a series of complex challenges, (resource and funding to name just two). EMGuidance is a practical tool that can help you to navigate an ever-changing market of medicines, diagnostics, therapeutic interventions and medical products and services, quickly and efficiently, while at the same time streamlining the burden of administration. Leaving you to focus on delivering the very best patient care and medical treatment.



EMGUIDANCE

EMGuidance is free. [Register here.](#)

Accessible via mobile (Apple, Android and Huawei) and web. Download the app at Apple, Huawei and Google Play stores.



Call +27 010 592 1818 

Sign up online now 

[www.emguidance.com](http://www.emguidance.com) 

