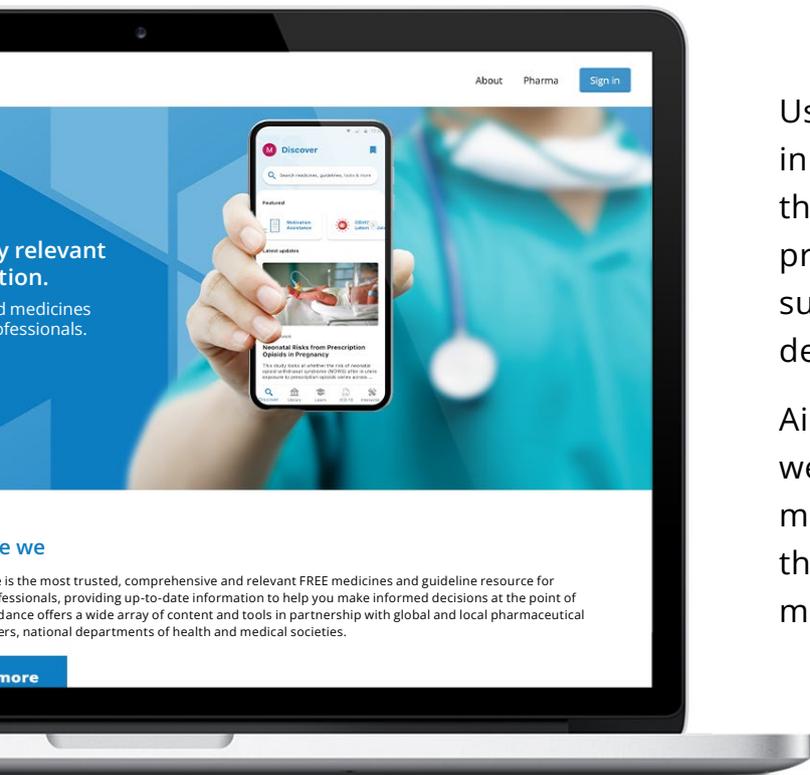# All about EMGuidance:

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: Learn Listing

Learn Listing **provides healthcare professionals with user-friendly, multimedia CPD-accredited education on the EMGuidance platform**, which they are already accessing for clinical and medicines information.

As a Pharmaceutical Company you can elect to provide your own content for publication or choose the Content Development offering from EMGuidance. All content can be CPD-accredited.

Ideal for:	Brand Managers and Medical Managers

Why it works:

Our Learn Listing module enables Pharmaceutical Companies to **raise awareness and educate healthcare professionals about new medicines and devices,** thereby ensuring they are more confident and comfortable in using these.

With Pharmaceutical Reps either unable to access healthcare professionals due to their location, or unable to secure face-to-face meetings with them, educating them through this module from which they can earn CPD points, is **a low-cost, digital method of engagement.**

Benefits

❇ Enables Brand Managers and Medical Managers to get **the right content to the right healthcare professionals at the right time**, across urban and rural areas

❇ **Offers CPD-accredite education opportunities for healthcare professionals** around disease areas, newly launched products, updates in medicine formulation, new medicines classes, Guideline updates and research related to their products

❇ Offers a **fully integrated solution**, including content creation, CPD-accreditation, marketing and promotion

❇ Scientific thought-leadership content enables Pharmaceutical Companies to **achieve Key Opinion Leader status** amongst doctors and specialists

❇ Various **content options** available including on-demand video, live video, audio podcast, or text articles

❇ Users can **access related content** on the platform directly from the Learn area
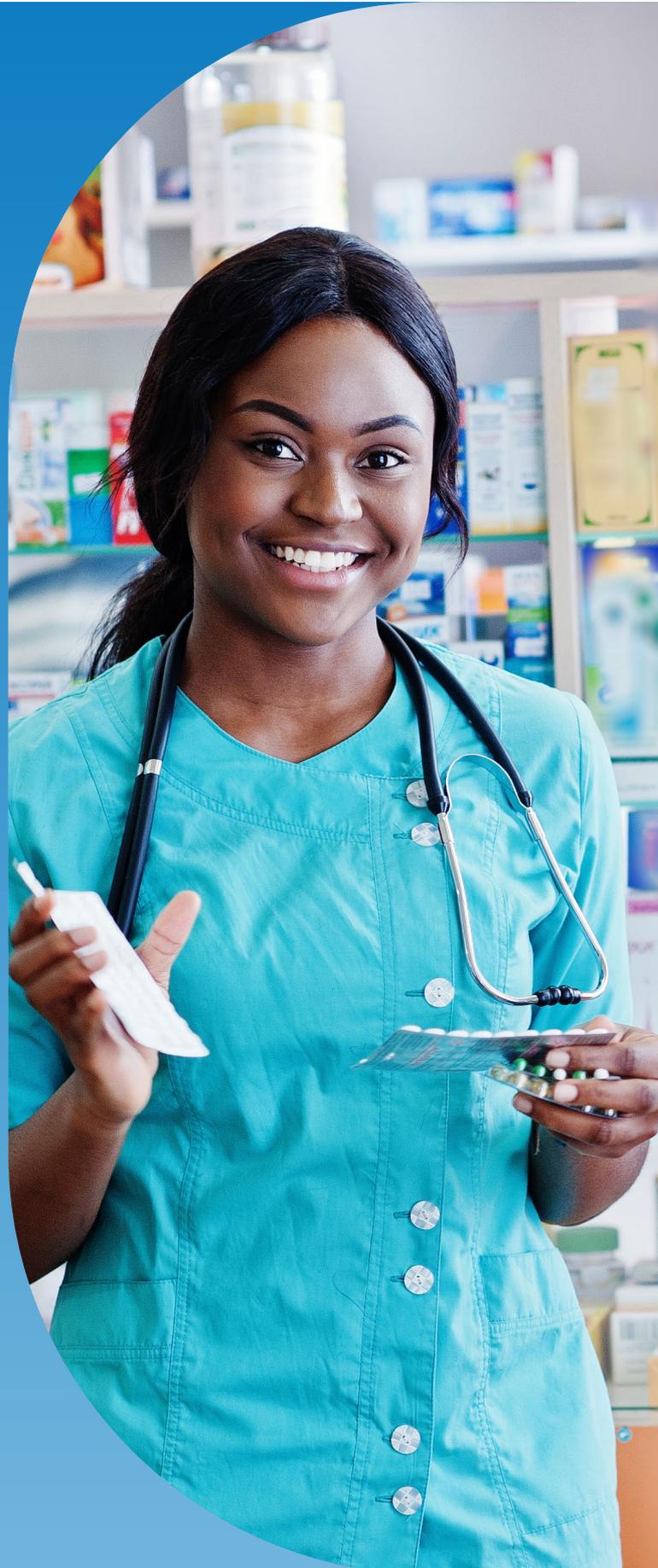
Key features:

* **Personalised Learn area with suggested content relevant to each user** based on their characteristics and browsing habits

* Option for healthcare professionals to **pause a CPD and resume later** at a more convenient time or watch a recording of an event and still earn points

* **Healthcare professionals can view CPD points**, access CPDs in progress, download certi icates immediately on completion and more

* Certificates are **automatically sent to the HPCSA** on completion to reduce admin

How it works:

Step 1: Access

- ✓ Healthcare professionals access Learn Listing through the navigation icon on the landing page, which takes them to a library of available content

- ✓ A 'Recommended for you' button will lead to content that is relevant to each healthcare professional based on their browsing behaviour on the platform

- ✓ An 'In progress' button will lead to Learn content that has not yet been completed, allowing them to resume a CPD where they left off

- ✓ Should a user search a topic using the Search bar on the home screen, CPDs relevant to the topic will form part of the search results and be easily accessible
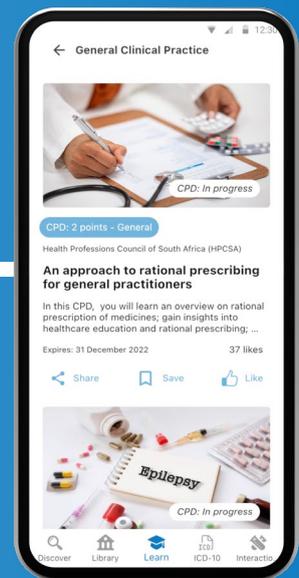
Step 2: CPD Management

- ✓ Once submitted, healthcare professionals will be advised whether they have achieved the required score and if not, they may try again until that score is achieved

- ✓ If the required score is achieved, the healthcare professional can immediately download certification

- ✓ CPD points are accumulated automatically and reflect in the Certificates area of the healthcare professional's EMGuidance profile

- ✓ EMGuidance manages the submission of points with the HPCSA on behalf of the healthcare professional

Case Study: product name withheld for confidentiality

Objective: With many types of insulin pens on the market, the client wanted to raise awareness of their brand for healthcare professionals who prescribe/administer insulin, with a view to increasing prescriptions and sales. Objectives also included ensuring healthcare professionals could identify reusable devices compatible with their cartridges and could manage most common issues encountered by patients through awareness of the client's reporting procedures. The client also wanted to teach healthcare professionals how to troubleshoot common issues with the pen and guide their patients to do the same.

Solution: Our customer success team recommended the Learn Listing module to educate and raise awareness of the client's brand of insulin pen.

- ⊘ A CPD-accredited video and subsequent questionnaire taught healthcare professionals about reusable devices compatible with the client's insulin cartridges

- ⊘ Upon completing and passing the questionnaire, healthcare professionals earned 2 Clinical CPD points

- ⊘ A slideshow provided additional information about other insulin pens and how to report product complaints

Results:

- ⊘ Unique healthcare professionals viewing the CPD = 2 807
- ⊘ Each viewed the CPD an average of 3.2 times (total views = 9 030)
- ⊘ Unique HCP engagements with the CPD = 463
- ⊘ Each engaged with the CPD an average of 1.76 times (total clicks = 816)
- ⊘ Engagement rate = 9.03%
- ⊘ Completed questionnaires = 298
- ⊘ Unique healthcare professionals who engaged and received a certificate = 24% certification rate
- ⊘ CPD certificates issued = 114

EMGUIDANCE

More information:

View EMGuidance rate card →
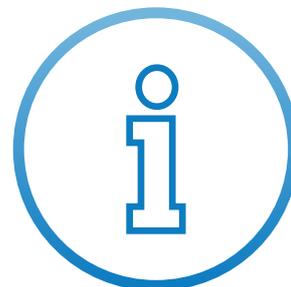
What next:

Call +27 010 592 1818 ☎   Sign-up online now →

Book a meeting →   www.emguidance.com →

Follow our social pages for more info:

f 𝕏 in