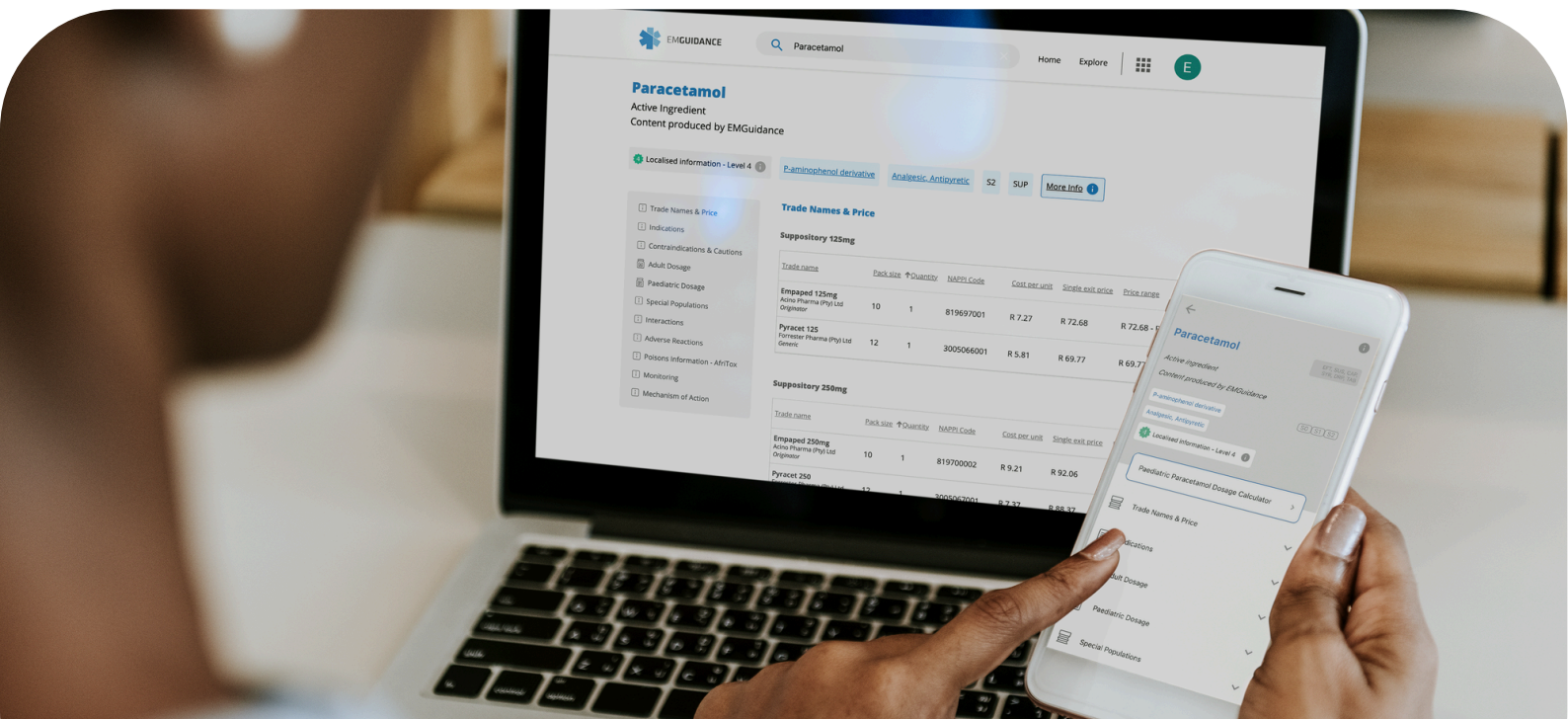
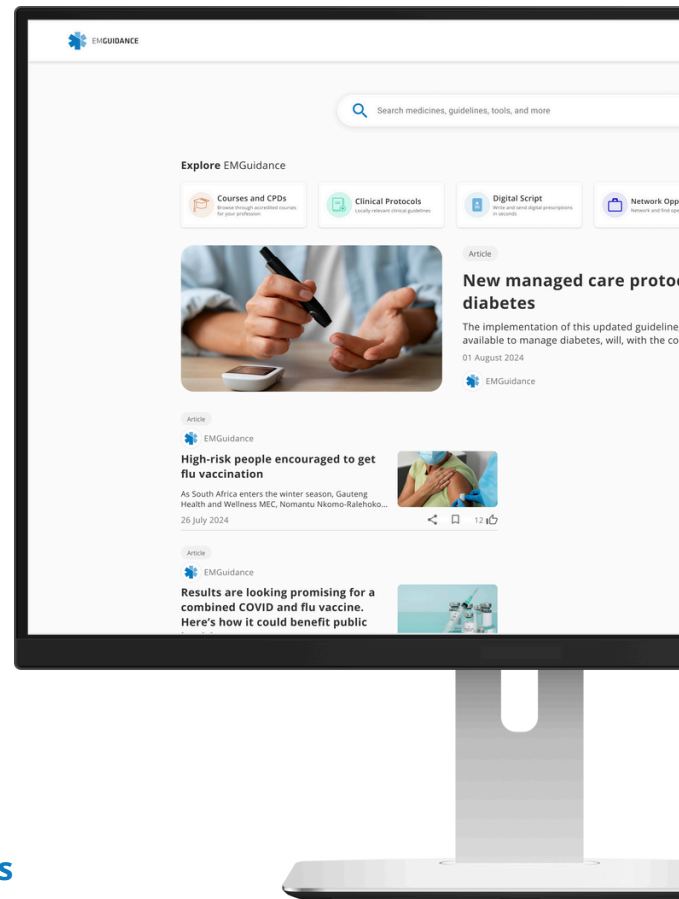


About EMGuidance

Used by over **100 000** healthcare professionals (HCPs) and medical students, Essential Medical Guidance (EMGuidance) is **South Africa's leading digital healthcare platform** providing clinical support to empower **decision-making at the point of care**.

EMGuidance Provides

-  **Local Guidelines & Medicines**
 -  **Clinical Decision Tools**
 -  **Digital Prescription**
 -  **E-learning & CPD activities**
 -  **'1-stop shop' for all practice information**
 -  **Proven Digital 'HCP Engagement' Solutions**
- for the Healthcare Industry**



A powerful day-to-day frontline support tool that is
used by **100 000+** healthcare professionals
and students


32 000+

Total Doctors on the
Platform

250 000+

CPD Activities in
2024

25 million

Clinical Engagements
in 2024

150 000+

Total Prescriptions
Issued

The Most Widely Used Platform in Clinical Practice

Doctors

32 100+

60%

Pharmacists

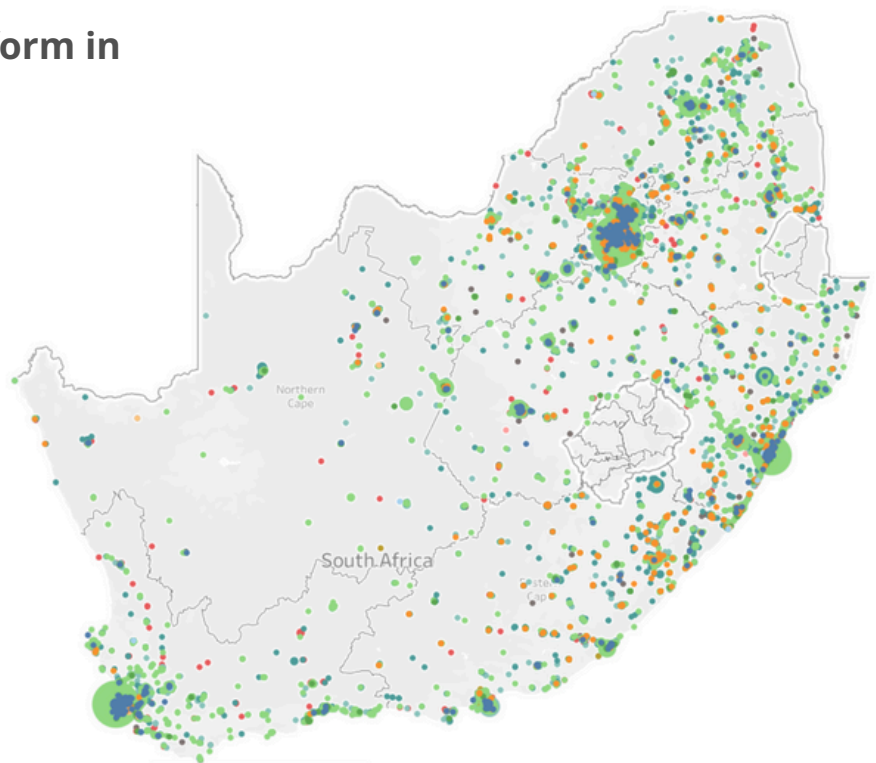
11 400+

55%

Nurses

15 600+

9%



Our growing partner ecosystem



Pharmaceutical



Government


University
& Society


Pharmacy


Schemes
& Insures

Hospitals
& Clinics

Primary Care Solutions - Overview

EMGuidance has developed a suite of solutions for Medical Schemes, Administrators, Managed Care Organisations and Health Insurance Companies. It aims to drive meaningful change in **primary care** to reduce and avoid **hospitalisation**.

Specific Provider Challenges Addressed

- Understanding screening rules and screening benefits enhancing **screening activity**
- Awareness of care baskets and **managed care** rules across schemes and options
- Identifying **formulary medicines** and rules for second- and third-line therapies
- Navigating specialists and hospital **networks** for patients
- Keeping up with **benefit changes** across multiple schemes and options



Scheme Challenges In Provider Engagement

- Ensuring providers focus on **high-risk patients** with more aggressive management
- Ensuring provider alignment with managed care, medicine and referral rules to **minimise out-of-pocket expenditure**, prevent over-utilisation and reduce claims

Access 32 000 doctors and integrate scheme and managed care information



Primary Care Solutions

1

Provider-Initiated Screening and Prevention Solutions

Chronic diseases are the largest drivers of cost and early screening. Diagnosis and identification of complications remains the best approach to reducing downstream claims.

[CLICK TO LEARN MORE](#)

2

Scheme-Specific Managed Care Solutions

Provide digital managed care information and tools to providers, to improve awareness of care baskets, plans and managed care rules, and to drive reduced copay and higher chronic programme enrolment.

[CLICK TO LEARN MORE](#)

3

Scheme-Specific Formulary Management Solutions

Integrate schemes' formulary information into the most widely used electronic medicines resource and into a digital script workflow. This improves provider efficiency and reduces unnecessary copay.

[CLICK TO LEARN MORE](#)

4

Designated Service Provider (DSP) Network Referral Solution

Supply a directory tool for providers to efficiently find on-network specialists and hospitals in the region. It can also drive awareness of network updates. These lead to reduced copay and better member experience.

[CLICK TO LEARN MORE](#)

Ancillary Features and Solutions



Provider Education and Training

Deliver targeted digital CPD, clinical reminders and interactive webinars to providers. Work with EMGuidance's expert content team to deliver educational, behavioural interventions tied to claim-reduction objectives.

[CLICK TO LEARN MORE](#)



Provider Communication Solutions

Deliver highly targeted and engaged communication campaigns to network providers only, or reach the majority of providers across the country instantly. Drive awareness of benefit and network changes.

[CLICK TO LEARN MORE](#)



Provider Network Expansion Solutions

Enhance the scheme network with skilled providers in targeted locations around the country, to ensure the best primary care services are available to all members no matter where they are.

[CLICK TO LEARN MORE](#)

Complimentary to Scheme Portals

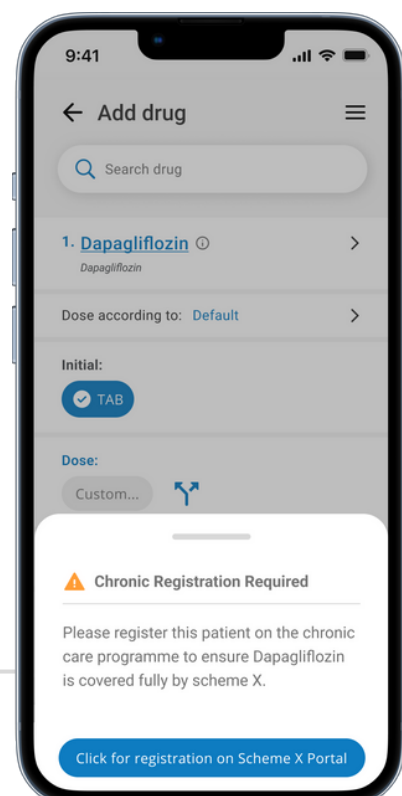
The **EMGuidance Primary Care platform** is designed to work harmoniously with existing scheme portals, providing click-throughs at key points, e.g. links to chronic enrolment forms, when results need to be captured or when patient-level benefits need to be checked.

Integration with Scheme Portal

Direct link or Integration with scheme portal.



Category	Value	Value	Value
Chronic Enrolment	100%	100%	100%
Chronic Enrolment	100%	100%	100%
Chronic Enrolment	100%	100%	100%



Conclusion

EMGuidance Managed Care Solutions Offer:

- **Reduced hospitalisation** through digitally-driven screening and clinical behaviour management
- **Enhanced member experience** and reduced copay through tighter provider alignment with managed care rules and protocols
- **Increased fees** for administrators prompted improvements in chronic patient identification and screening activities
- **Reduced administration** as a result of providers' digitally efficient care plan management, formulary access and network awareness
- **Targeted network expansion** and network provider enhancement
- **Provider efficiencies** in navigation of scheme administration
- **Significant monetary savings** for schemes

Contact us for more info

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