

Provider Communication Solutions

Providers are often unaware of critical new information from schemes, including:

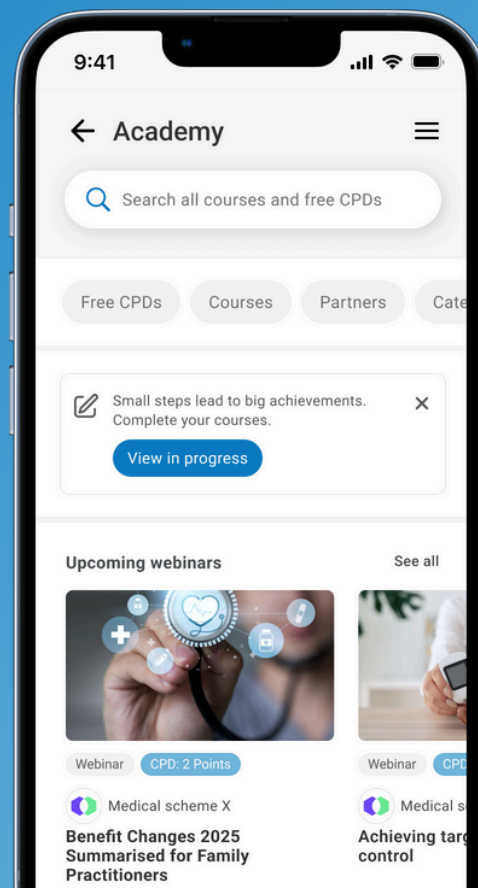
- Scheme rule changes, including covered conditions and benefit changes
- Network changes (specialists/hospital)
- Administrative requirement changes
- New provider-relevant developments: scheme portals and other services
- Tariff-related matters

Solution Description

Tailored to the communication objectives, EMGuidance creates an in-platform campaign using:

- Targeted news
- Targeted messages
- Interactive webinars

Communication frequency and target audience are agreed with the scheme and reports include detailed information on interactions with each communication element (e.g. open rates, locations, profiles, interacting with communications).



Why it Works

EMGuidance is the leader in digital provider communications and has delivered general and targeted HCP engagement solutions for the healthcare industry through its platform for several years. Proven results are demonstrated through detailed analytics.

EMGuidance communications are more highly engaged than those of any other platform because they are delivered in an in-practice setting, on a trusted platform (i.e. not via a social or personal channel).

The EMGuidance personalisation systems ensure messages are delivered to the right provider, at the right time and in the right context.

Benefits to Scheme

- Instantly raise awareness for vast numbers of providers on key communication requirements
- Ensure scheme messages are getting across
- Enhance implementation of key administrative changes and provider-related developments

