

Targeted Network Expansion

Schemes may not have coverage of adequately skilled providers in all the geographic areas in which they have members. Schemes therefore seek to expand their networks to include providers with specific skills(e.g. in diabetes or HIV), to ensure these skills are available in areas with high member density for those conditions.

Solution Description

Schemes can use EMGuidance's country-wide digital healthcare platform to source and onboard more GPs and specialists onto the network. Sourcing can be done according to location (up to suburb level), age, qualifications and specific clinical skills. Positive responses are directed to the scheme portal for registration and tariff arrangements.



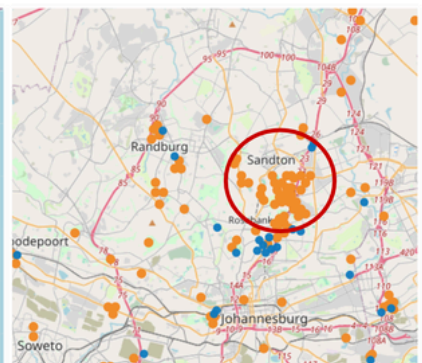
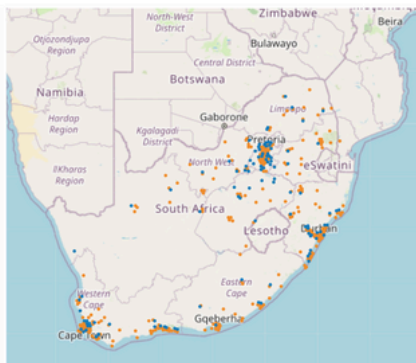
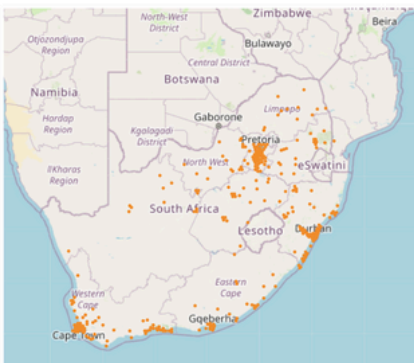
EMGuidance HCPs
Distributed throughout country



Overlapped with existing network
EMG overlapped with scheme doctors



Targeted Network Expansion
Identify gaps and target network invitations



Why it Works

EMGuidance is the largest online platform for providers in South Africa, with over 70% of doctors already having an existing profile. Provider profiles provide information on qualifications and interest areas and most providers also complete CPD activities, which means that EMGuidance is a rich source of data on provider clinical skills and interests.

The EMGuidance platform is highly engaged and network invitations and messages are therefore likely to be successfully received by providers. In addition, EMGuidance's targeted and personalisation systems will ensure the invitations are driven consistently to the right profile of providers, and will appear in their feeds, messages, news and emails.

Benefits to Scheme

- Fill critical gaps in provider networks around the country
- Expand networks with highly skilled providers
- Enhance member experience by providing skilled providers in every location