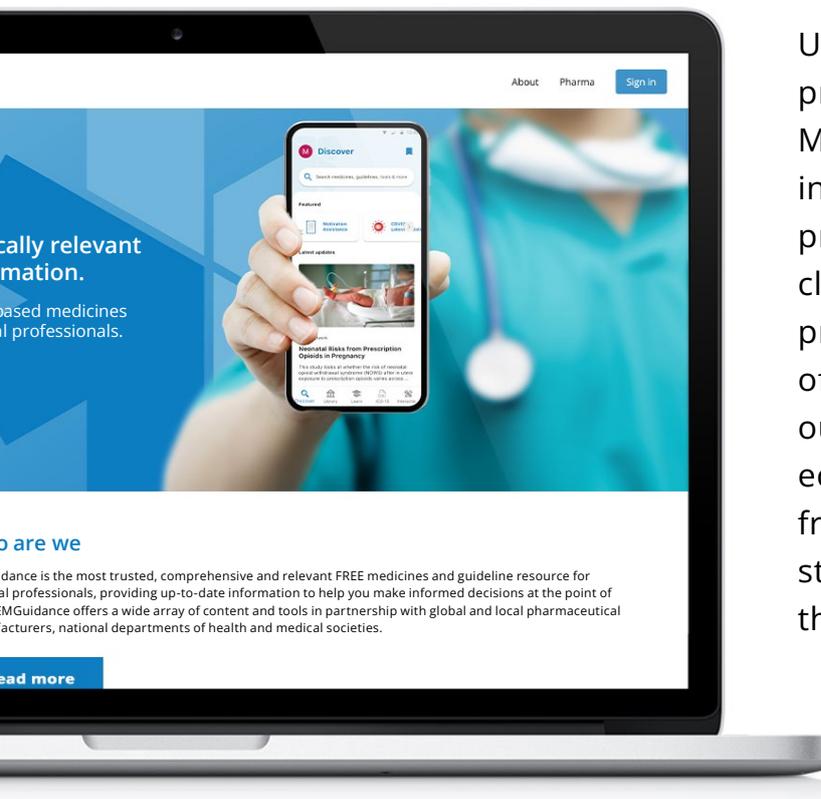




All about EMGuidance:



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: Motivation Assistance

This solution enables doctors to motivate quicker and more easily to medical schemes for the authorisation and coverage of medicines that their patients need, but which are not yet on the formulary.

Ideal for: Brand Managers, Market Access Managers

Why it works:

Our Motivation Assistance module allows Pharmaceutical Companies to support healthcare professionals when prescribing medicine, while working through a third party as per regulations. Products that require lengthy, effort-filled motivations may get prescribed less than others – although these are medicines that could improve patient outcomes if prescribed.



By making the process easier, we **help doctors motivate for medicines**. This enables them to provide the best possible care – rather than settling for suboptimal treatment because of time constraints and admin. At the same time, it helps to ensure that these medicines are more likely to be motivated for – and thereby increases the likelihood of the medicine being covered by medical schemes.



Benefits

- * Decreases time taken to motivate from **an hour down to less than 15 minutes**
- * **Fully digital** (both mobile and web platform) rather than manual
- * Motivation Assistance is **not medical scheme specific**
- * Detailed **monthly reporting** provided to allow Brand Managers and Market Access Managers to track performance
- * Brand Managers and Market Access Managers have **access to the data generated** about the prescribing habits of doctors, which can help inform business decisions
- * Provides **support for Pharmaceutical Reps** when they are introducing new medicines





Key features:

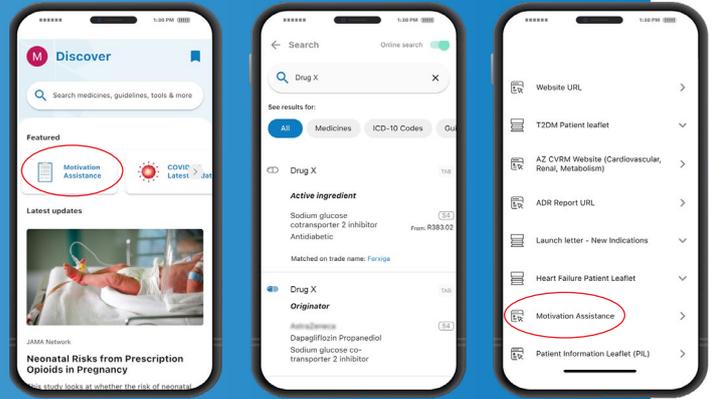
- * **Lists medicines** that require motivation assistance
- * **Immediately establishes eligibility** and so avoids pointless submissions
- * Guides the healthcare professional on what to include **from a clinical and laboratory perspective**
- * Intelligent drop downs and multiple choice that **uses conditional logic**
- * Explains upfront that **approval is not guaranteed** by the funder
- * Patient and doctor consent **is obtained** and captured digitally
- * **Output letters are unique**, personalised and comprehensive and allow for **supportive evidence** such as journal articles to be attached
- * EMGuidance experts work with your market access department to **develop a unique form**



How it works:

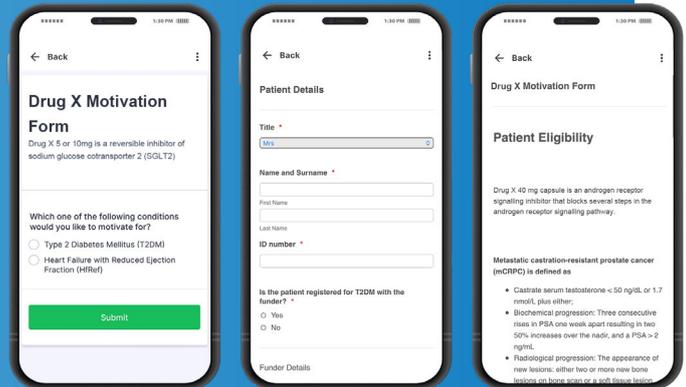
Step 1: Access

Doctors access the **Motivation Assistance** form by simply clicking on the Motivation Assistance tab on the Homepage of the platform. Alternatively, they can **search** the product and then click the Motivation Assistance tab in the product listed monograph.



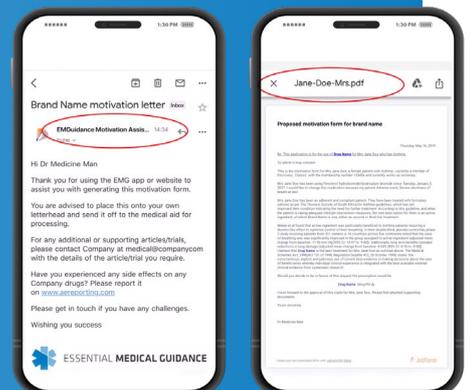
Step 2: Completion

The form is completed by the **doctor**. Third party integrations can be enabled within the form (eg patient support services), while patient and doctor consent can be captured directly on the form.



Step 3: Submission

Once submitted (this should take less than 15 minutes) doctors will **receive the personalised motivation letter** and relevant supporting information as an attachment via their email inbox. They can then **extract the text** and submit it on their letterhead to provide to funders. The email also reminds the user to send the letter directly to the medical scheme for processing.





Case Study: product name withheld for confidentiality

Objective:

Increase medicine product awareness and authorisations of a new diabetes medicine among doctors in SA.

Solution:

Our Customer Success team recommended the Motivation Assistance module to support doctors to efficiently motivate for the medicine and increase authorisations.

- ✔ EMGuidance worked closely with the Pharmaceutical Manufacturer's team to create a customised, easy to use, digital motivation form.
- ✔ The Pharmaceutical Manufacturer also used awareness emailers and continually encouraged their Sales Force to utilise EMGuidance as a digital leave behind when meeting with healthcare professionals.

Results:

- ✔ Over 100 Motivation Forms were completed
- ✔ Improved sales of the medicine for the year 2019 – 2020 while using Motivation Assistance solution
- ✔ Awareness generated among a defined healthcare professional target market on EMGuidance

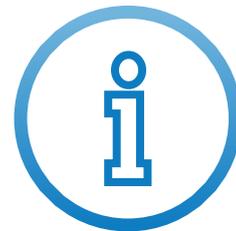


ROI :

- ✔ Price of drug X = R1 400 p/m
- ✔ Average number of completed motivations for drug X p/m = 14
- ✔ Model adherence for drug X = 6 months
- ✔ ROI = R1,400 x 14 x 6 = R117,600 per month vs the R19 583 per month subscription cost of Motivation Assistance

More information:

[View EMGuidance Online Rate Card](#) ➔



What next:

[Call +27 010 592 1818](tel:+270105921818) 📞

[Sign-up online now](#) ➔

[Book a meeting](#) ➔

www.emguidance.com ➔

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