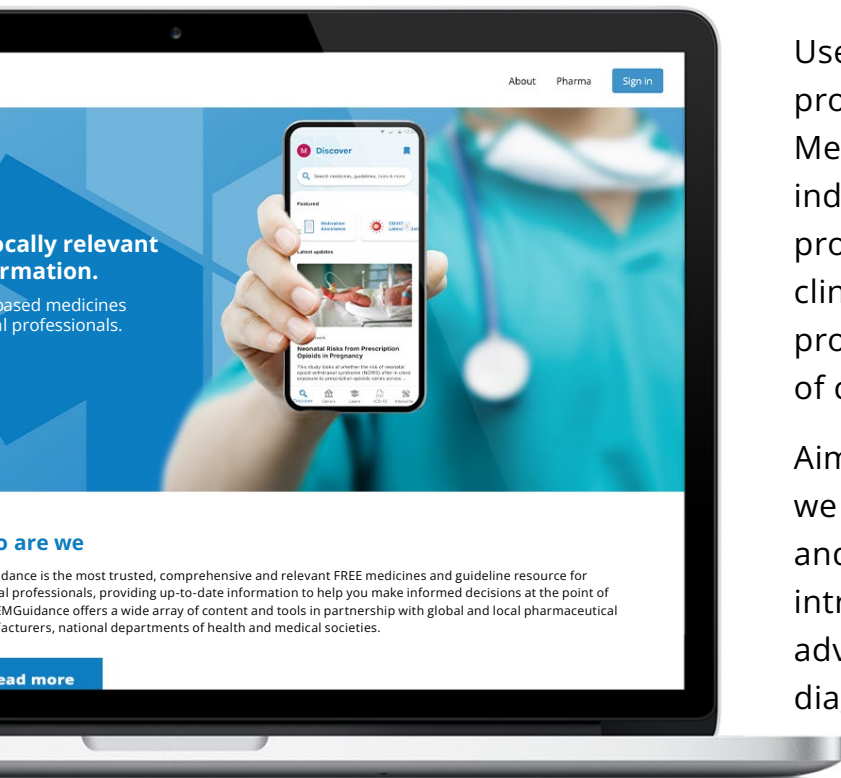




All about EMGuidance:



Used by over 50 000 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
1M
searches per
month on platform



More than
10 000
daily
active users



More than
5 000
specialists



Engagement Solution: News Listing

This solution enables healthcare professionals to remain up to date with all the news that affects their practice, as well as general industry news of interest. News offers healthcare professionals a comprehensive and independent stream of updates across the medical and pharmaceutical industries and presents the ideal opportunity for timeous sponsored listings.

Ideal for: Brand Managers

Why it works:

The News Listing module provides an opportunity to enhance digital campaigns to an extensive network of healthcare professionals. News content is displayed on the home screen of the platform, ensuring it's viewed immediately upon opening.



Our News Listing solution enables Pharmaceutical Companies to build awareness and knowledge of unique product characteristics, corporate, medical and safety information, launch letters, as well as access and event-related news information. This is achieved through a mixture of curated news articles and sponsored content that offers credible and scientific information in one central location. Healthcare professionals can access this information quickly and easily.

News is exceptionally effective because it offers highly contextual engagement, offering healthcare professionals searching for a medicine, key messages to inform and educate them.



Benefits:

- * Displays content within the rolling newsfeed on the EMGuidance platform expanding digital reach and driving product awareness with 50 000 searches by over 10 000 healthcare professionals per day
- * Improves access to localised and relevant news for healthcare professionals
- * Ability to link to your other related content within the platform, driving further engagement with that content
- * Content can be regularly updated over the calendar year, offering 12 content opportunities
- * Individual healthcare professional's content consumption can be tracked and News Listing content can be personalised and targeted to specific user profiles and interest areas

Key features:

- * Daily content updates keep users engaged
- * The newsfeed is highly visible to users, showing automatically on the landing page
- * Quick and easy access for healthcare professionals to access relevant, credible, scientific information in one central location

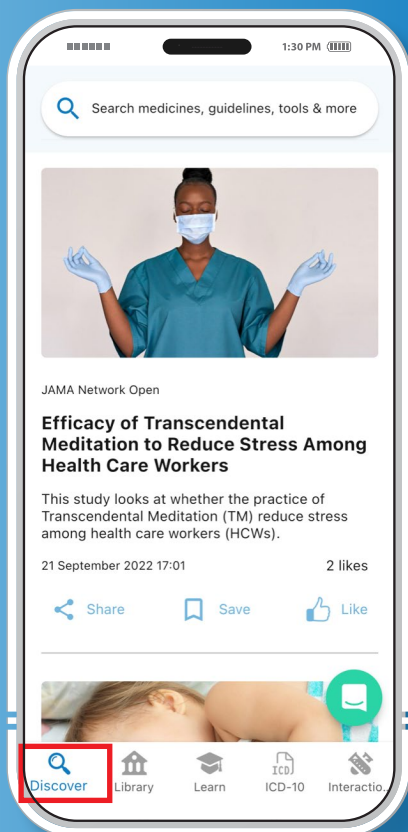




How it works:

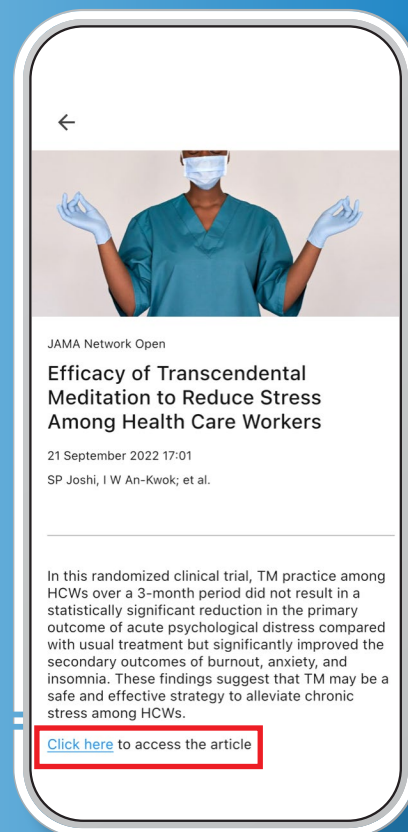
Step 1: Access

- ✿ Healthcare professionals log in to the EMGuidance platform
- ✿ In doing so, they automatically land on the home page which displays the newsfeed
- ✿ Should a user be elsewhere on the platform, they can return to the newsfeed by clicking 'Discover'



Step 2: Engage

- ✿ Users can scroll down the newsfeed to view content
- ✿ Each piece of content is supported by a photograph, headline and introductory paragraph, with the options to share, save or like
- ✿ Sponsors' names also appear
- ✿ By clicking through, users can read an article listed on the newsfeed in its entirety





Case Study: product name withheld for confidentiality

Objective:

Position drug A as the treatment option of choice for hypertensive patients.

Solution:

Our Customer Success Team recommended the News Listing module to build awareness of drug A.

EMGuidance assisted the Pharmaceutical Manufacturer to generate awareness of a Medical Scheme now fully reimbursing claims for all drug A dosage forms, with no co-payments needed from clients.

Results:

- ✔ Over 20 000 unique views by healthcare professionals
- ✔ Education around Medical Scheme reimbursement
- ✔ Subsequent awareness raised of drug A as a treatment option for hypertensive patients

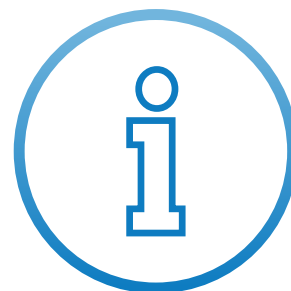




EMGUIDANCE

More information:

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What next:

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