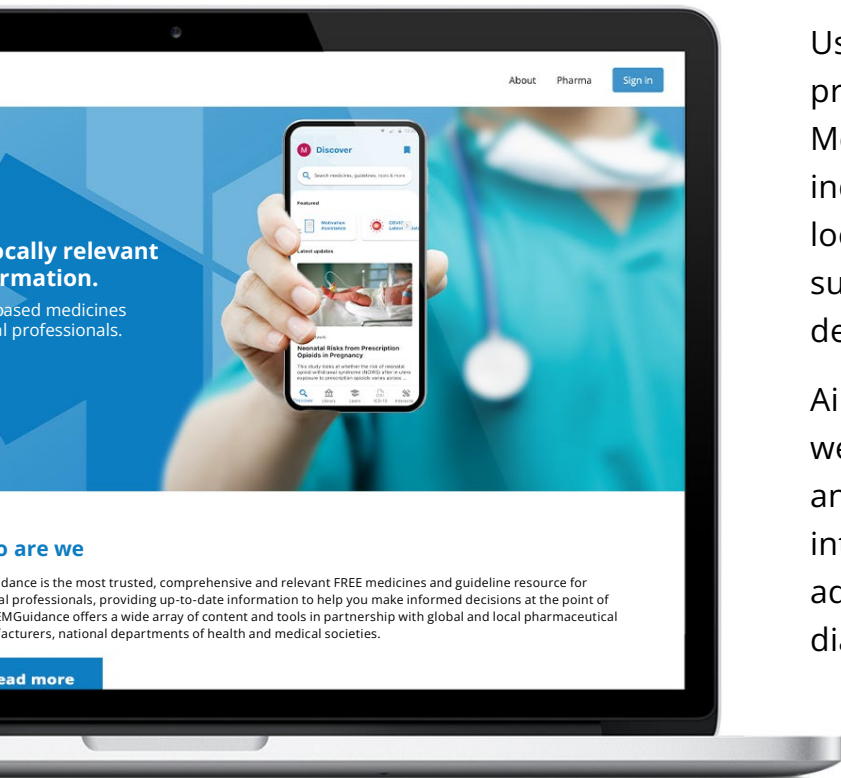# All about EMGuidance:

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: Product Listing

This solution gives your featured medicine its own dedicated product 'tile' that appears at the top of the list on the platform when a healthcare professional searches for a relevant molecule, your product or trade name as well as a generic name or registered indication. It also offers the option to add value-added product information for the healthcare professional to engage with, including dosage guidelines, reimbursement information, patient support services and more. These can be videos, articles, links to website, or PDF documents.

Ideal for: **Brand Managers**

Why it works:

Our Product Listings module provides an opportunity to differentiate your product from other medicines in the same class – **by making it more visible in search results**. It also enables you to reach your target audience directly, helping to **communicate your product's characteristics**, and associates your product with a credible, independent medicines support platform with an engaged healthcare community.

Our Product Listings module increases brand awareness and keeps a product top of mind for healthcare professionals, ensuring that they are **made aware of any and all indications**, and can prescribe correctly so that their patients receive the most effective treatment. It **replaces outdated printed reference books** or formularies, is faster, easier to use and more accurate. This solution also enables healthcare professionals to **communicate directly with a Pharmaceutical Representative** for the relevant product.

Benefits:

* **Scalable way to educate the largest digital audience of** healthcare professionals in SA, including approximately 60% of all doctors and over 30% of specialists, about new products, indications and formulations

* Without Product Listing, your brand may be accessible on the platform, but will only **be shown as a trade name within an AIM** (Active Ingredient Monograph)

* Ability to add **multimedia content**: Professional Information leaflets, mechanism of action videos, scientific studies, dosage guidelines, reimbursement information, patient support services. Content changes can be made during the subscription

* **A single fixed cost** for unlimited visits

* Can **integrate with your existing digital platforms**, and allow local healthcare professionals to seamlessly enter product microsites or company apps

* Trend-level insights on **engagement** with your product help you to understand behaviour and needs

* Easy Adverse Drug Reaction **(ADR) reporting**

* Provides **support for your Pharmaceutical Reps** and **Brand Managers** when you are introducing new medications by enabling them to effectively and efficiently educate around your product

Key features:

❋ **Comprehensive information** about the product, including direct support numbers to Pharmaceutical Reps and other details not available in the public domain

❋ **Provides additional contextual manuacturer inormation** and support to healthcare professionals and patients e.g. Patient support programme details

❋ **Anonymised monthly statistics reports** on views and interactions

❋ The option to **add on modules or features** such as Motivation Assistance

Options:

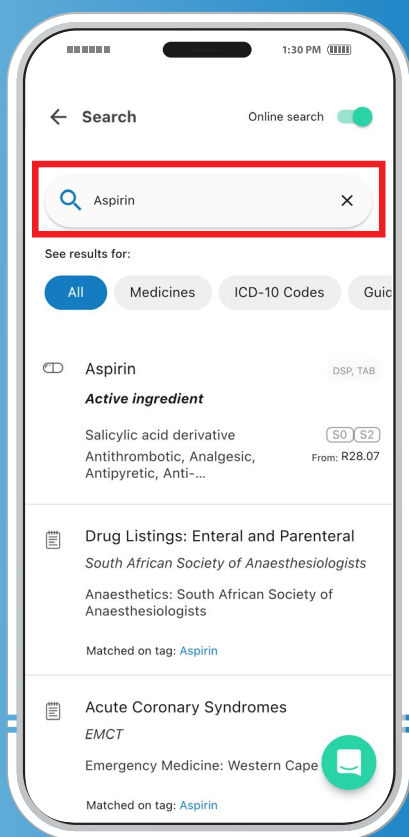Add a digital dosing tool to your Product Listing, for complex dosing requirements.

How it works for healthcare professionals:

Healthcare professionals can access a Product Listing easily and efficiently by:

Using the intelligent search tool to search directly for the medication or molecule

Browsing the Medicines Library where they will find all clinical categories from which to choose
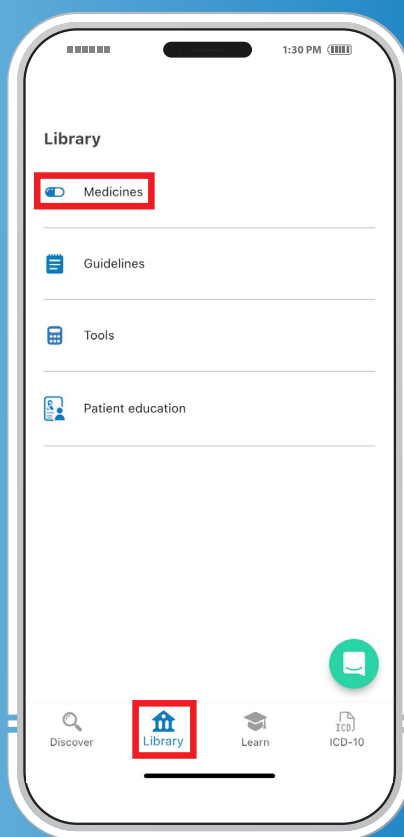
Once in a Product Listing, the healthcare professional has access to comprehensive information about the product.

Case Study: product name withheld for confidentiality

Objective:

As an originator with many generics on the market, our client wanted to raise awareness of their medicine product and keep it top of mind among private and public sector doctors, pharmacists and specialists, including neurologists, psychiatrists, family physicians and general physicians. They also wanted to alert healthcare professionals to the clinical value-adds that they as an originator offer (how to classify seizures, ADR reporting and a direct call to their medical professional support line and their medical and sales representatives).

Solution:

❋ Our customer success team recommended the Product Listings module to raise awareness of the brand and its value-adds

❋ This included intelligent search, interactive content and a direct call option to a Pharmaceutical Representative and medical professional helpline

❋ The team worked closely with the Brand Manager to optimise the uploading of content and maximise education opportunities

Results over a 6-month period:

❋ 38 170 views in total from 9 825 unique healthcare professionals

❋ 2 020 engagements on the Product Listing from 1 508 unique healthcare professionals

❋ 5.29% engagement rate

❋ 20.4% of the healthcare professionals who searched for the brand name clicked on the Product Listing

❋ 19.18% of the healthcare professionals who searched for the molecule clicked on the Product Listing
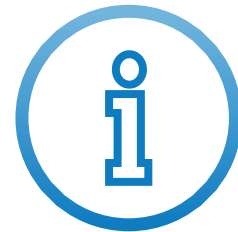
❋ 335 healthcare professionals clicked on the value-adds

ROI (Cost per unit of value):

- R51 600 for a 12-month subscription
- R4 300 per month
- Average of 336 engagements per month
- Cost per engagement = R12.79

More information:

View EMGuidance Online Rate Card ➡

What next:

Call +27 010 592 1818

Sign up online now ➡

Email: sales@emguidance.com ➡

www.emguidance.com ➡

Follow our social pages
for more info: