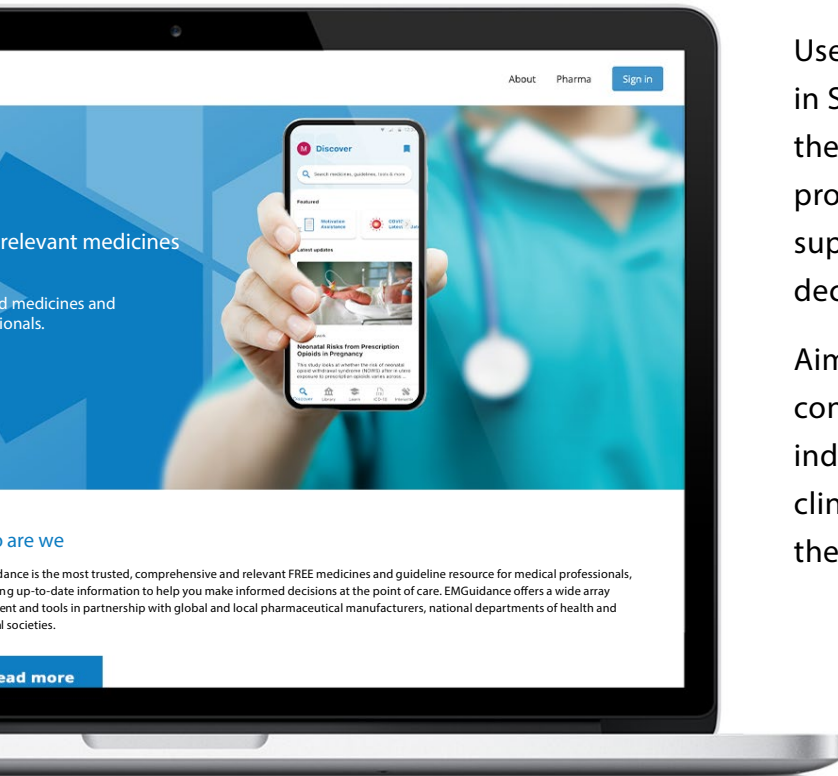




# All about EMGuidance:



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: Webinars

EMGuidance offers several solutions that facilitate engagement with healthcare professionals by offering them comprehensive information and best practice tools. The webinars on the platform provide them with an opportunity to reach experts in their respective areas of interest, while simultaneously providing an opportunity to build required CPD points. From an engagement point of view EMGuidance Webinars offers the opportunity to reach healthcare professionals through a professionally hosted live event which is also recorded and housed on the platform for 12 months, accessible on demand.

Ideal for:

Medical Managers and Brand Managers

## Why it works:

EMGuidance webinars offer the benefit of a trusted source and user-friendly one-click access, with no complicated registration processes and recordings that you can easily access later if you wish to revisit or miss the initial time slot.

This ease of access, combined with careful targeting, means that EMGuidance webinars are particularly well attended. The platform has attracted over 1800 registrations for webinars on popular topics – an extremely positive response in a market that is both time-poor and overwhelmed with information and industry-related invitations. Broad-based topics can expect to attract 250+





## WEBINAR PACKAGE

The EMGuidance Webinar Package process begins with a consultation that aims to understand your objectives and key message, then creates and manages the webinar throughout the user journey, including:

- \* Helping you to define and articulate the topic in a thoughtful manner.
- \* Relevant speaker selection, contracting and payment of honorarium.
- \* Tightly targeted audience communication pre-webinar.
- \* Promotion pre-webinar, throughout the platform, and in shareable format for social media and WhatsApp.
- \* Clinical input where required. (clinical team)
- \* Digital strategy – benefit from the learnings of the EMGuidance platform.
- \* Presentation direction – helping the speaker create a presentation that is specifically designed for the digital environment.
- \* Management and administration of registration process.
- \* Audience interaction - testing and measuring of understanding during the webinar through polls, or post-webinar voting, for example.
- \* Follow up communication where required.
- \* Speaker and audience feedback.
- \* Shareable post-webinar links and permissible marketing to a wider audience.
- \* Analytics and reporting post webinar.
- \* Provision of the webinar material for your internal use and organic sharing.
- \* Remarketing of webinar material to registered attendees who did not attend the live event.





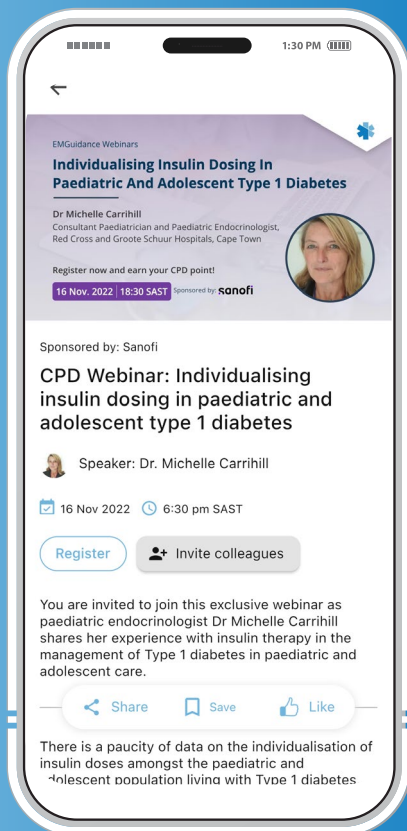
## Key features:

EMGuidance Webinars are planned with due consideration given to the potential for cross-interaction and webinar delegates can continue their knowledge journey by clicking through to your other sponsored content on the EMGuidance platform.

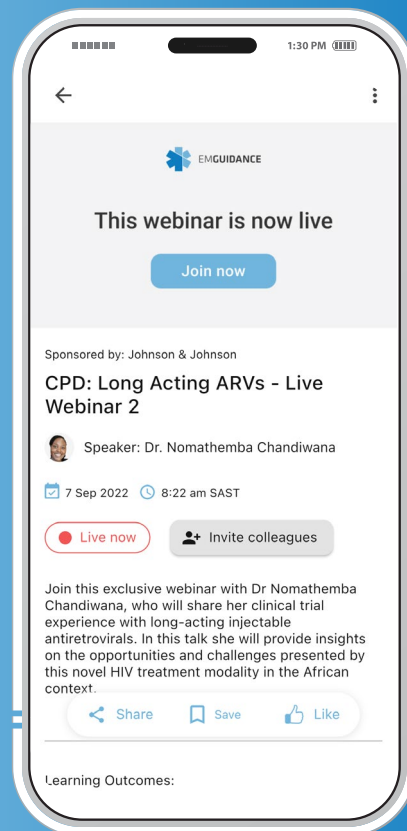
All webinars are CPD accredited and EMGuidance manages the process of accreditation on your behalf.

## How it works for healthcare professionals:

Enjoy 1-click registration.  
Have the option to invite colleagues.



On the day, just click join.  
Leave feedback. Revisit any time  
you want for up to 12 months.





### Value-based pricing:

Our Webinar pricing works on a fixed base fee (that either includes or excludes speaker contracting and honorarium) plus a webinar performance-based fee that works on a sliding scale based on how many of your targeted HCPs register, attend and receive a CPD certificate for the Webinar, or watch the VOD recording after the live event. The performance fee is capped, so there's no surprises even if the event attendance exceeds your initial targets. All registration and attendee results are fully auditable by the client.





## CASE STUDY

Example: Webinar targeted at GPs and Endocrinologists  
Topic: Who really benefits from GLP-1 receptor agonists and SGLT-2 inhibitors

Registrations:	788
GPs, Pharmacists, Nurses, Other	713
Specialists	75

Attendees:	200
GPs, Pharmacists, Nurses, Other	182
Specialists	18

### CONCLUSION:

EMGuidance Webinars is a world-class virtual event experience that seeks to deliver contextually relevant, clinically validated, CPD-accredited, information to our platform users. The EMGuidance Webinar Package is a turn-key online event solution that takes away the challenges related to content creation, managing speakers, promotion and registration, logistics of the event itself, as well as the all-important post-event communication cycle. The Webinar Package can also accommodate your already-finalised event, offering access to a targeted audience

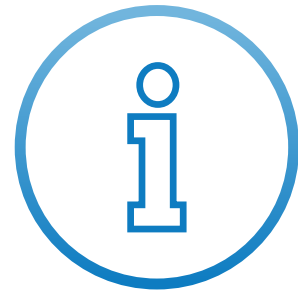




### More information:

[View EMGuidance rate card](#) →

[Book a webinar slot](#) →



### What next:

[Call+270105921818](tel:+270105921818) phone

[Sign up online now](#) →

[Book a meeting](#) →

[www.emguidance.com](http://www.emguidance.com) →

Follow our social pages  
for more info:

FACEBOOK   

