

Media release from Business for South Africa Health Workgroup
6 May 2020

B4SA partners with EM Guidance to drive digital COVID-19 resource platform for SA health care professionals

Business for South Africa's (B4SA) Health Workgroup has partnered with Essential Medical Guidance (EMGuidance), the country's largest free digital health care platform and community, which has launched a dedicated COVID-19 Support Channel for South African health care professionals (HCPs) in both the public and private sectors.

The COVID-19 platform will ensure South African HCPs, including doctors, nurses, pharmacists, dentists, and paramedics have ongoing access to resources, advice and support to help them navigate the many challenges they face at the frontlines of fighting the pandemic.

Stavros Nicolau, chair of the B4SA Health Workgroup says: "The role that our HCP's play at the frontline of the pandemic is profoundly important, especially since they are often the only line of defense between us and the virus. Our heroic HCPs face extraordinary hardships, and having access to appropriate and accurate information and resources, as well as support, gives them the ability and the confidence to face each day. We believe this digital platform will prove invaluable."

B4SA will share information and guidance relevant to HCPs via the EMGuidance platform, which is only accessible by South African health care professionals. It will also act as a two-way channel of communication with the HCPs, which allow the team to understand and address their concerns or questions.

B4SA and EMGuidance urge health care stakeholders with supportive information and services for HCPs to participate in this collaborative effort, by emailing: info@emguidance.com.

EMGuidance's platform has a mobile and digital community of over 25 000 local health care professionals (HCPs). Over 50% of practicing doctors already use EMGuidance as well as several thousand pharmacists, nurses and paramedics. In addition, several medical societies, the National Department of Health and medical companies educate and communicate with the medical community through EMGuidance.

The COVID-19 platform will provide four key support and resource channels:

1. **Clinical Updates Channel:** providing the latest South African COVID-19 clinical information, including National Department of Health (NDoH) alerts, digital guidelines, COVID-19 medicines information, local care coordination such as the location of COVID-19 testing sites, information on accessing and using personal protective equipment (PPE), and links to other critical clinical applications;

2. **Mental Health Support Channel:** Support and access to mental health support, through the South Africa Society of Psychiatrists (SASOP), the South African Medical Association (SAMA), the South African Society of Anaesthesiologists (SAMA), the Psychological Society of South Africa (PsySSA) and the South African Depression and Anxiety Group (SADAG). EMGuidance will serve as a dedicated channel to survey and monitor the mental health status of South Africa's health care community. It will also be used to disseminate mental health care content, and provide access to professional mental health support.
3. **Practice Business Support Channel:** Providing business resources, including advice on taxation, accounting and labour relations. This is provided in partnership with practice management companies and financial institutions; and
4. **COVID-19 Chatbot:** A dedicated machine learning chatbot which provides information based on NDoH guidelines and local care coordination information. In addition, a specialist pharmacologist is available online to provide guidance on COVID-related medicines queries.

Dr Yaseen Khan, CEO, EMGuidance says: "Healthcare professionals are taking a greater risk than any of us in the fight against COVID-19. It is critical that South Africa rallies around them, and do our best to support them. Our role will be to aggregate and share the information needed in order to keep them safe and informed. The partnership with B4SA is very much aligned with our vision of providing HCPs with 'Trusted Information to Help Save Lives.' We are grateful for the partnership and are committed to ensuring we bring as much practical value to HCPs as possible through this initiative."

Accessing EMGuidance:

We encourage all healthcare professionals to access the COVID-19 Support Channels within the EMGuidance platform. To download and register on the mobile application click here <http://onelink.to/sy896k> or visit our website and register here: www.emguidance.com

HCPs will need to input their South African professional registration details to gain access. For support, please contact support@emguidance.com or call 010 592 1818.

Ends

Media contacts:

Business for SA Health Workgroup media contacts:

Sandra Sowray: 079 167 6863 / sandra@prologconsulting.co.za

Dani Cohen: 082 897 0443 / dani@prologconsulting.co.za

Follow Business for South Africa:

Website: www.businessforsa.org

Twitter: [@businessforsa](https://twitter.com/businessforsa)

Facebook: www.facebook.com/businessforsa

LinkedIn: www.linkedin.com/company/businessforsa



BUSINESS FOR SA | COVID-19

WWW.BUSINESSFORSA.ORG

MEDIA RELEASE

EMGuidance media contact:

Jonathan Katende: jonathan@emguidance.com