



MEKSI™



The Problem

Pharmaceutical companies lead the way in understanding and developing treatments for specific medical conditions.

However, accessing doctors and specialists who are time poor is increasingly difficult.

Meet MEKSI

Medical Knowledge Simulator.

MEKSI is the first of its kind — an AI powered simulator that allows doctors to practice virtual consultations online.

MEKSI safely enhances patient consultations and clinical decision-making skills.



“

...I decided to build a mechanism where remote roleplay could be undertaken via a digital platform and the doctor's notes could be compared to a world standard.



Dr Jawahar Thomas

MEKSI Founder and Chief Dreamer

How it Works...



1. LEARNING

Healthcare professionals watch an online lecture and read supporting documents.


2. PRACTICE

When the practitioner is prepared they implement their new learning by engaging with a virtual patient, asking questions and ordering lab tests

3. ASSESSMENT


Following diagnosis the doctor is provided with detailed feedback, and can use the experience to gain CPD points.


Click below watch a quick demo

 **MEKSI™**


- . You are a GP and a 48-year-old female has come to the clinic due to a headache.
- 1. Please take a detailed history from the patient.

Watch the case




What can I help you with today? | 

I've been experiencing really bad headaches recently.

When did it start? | 

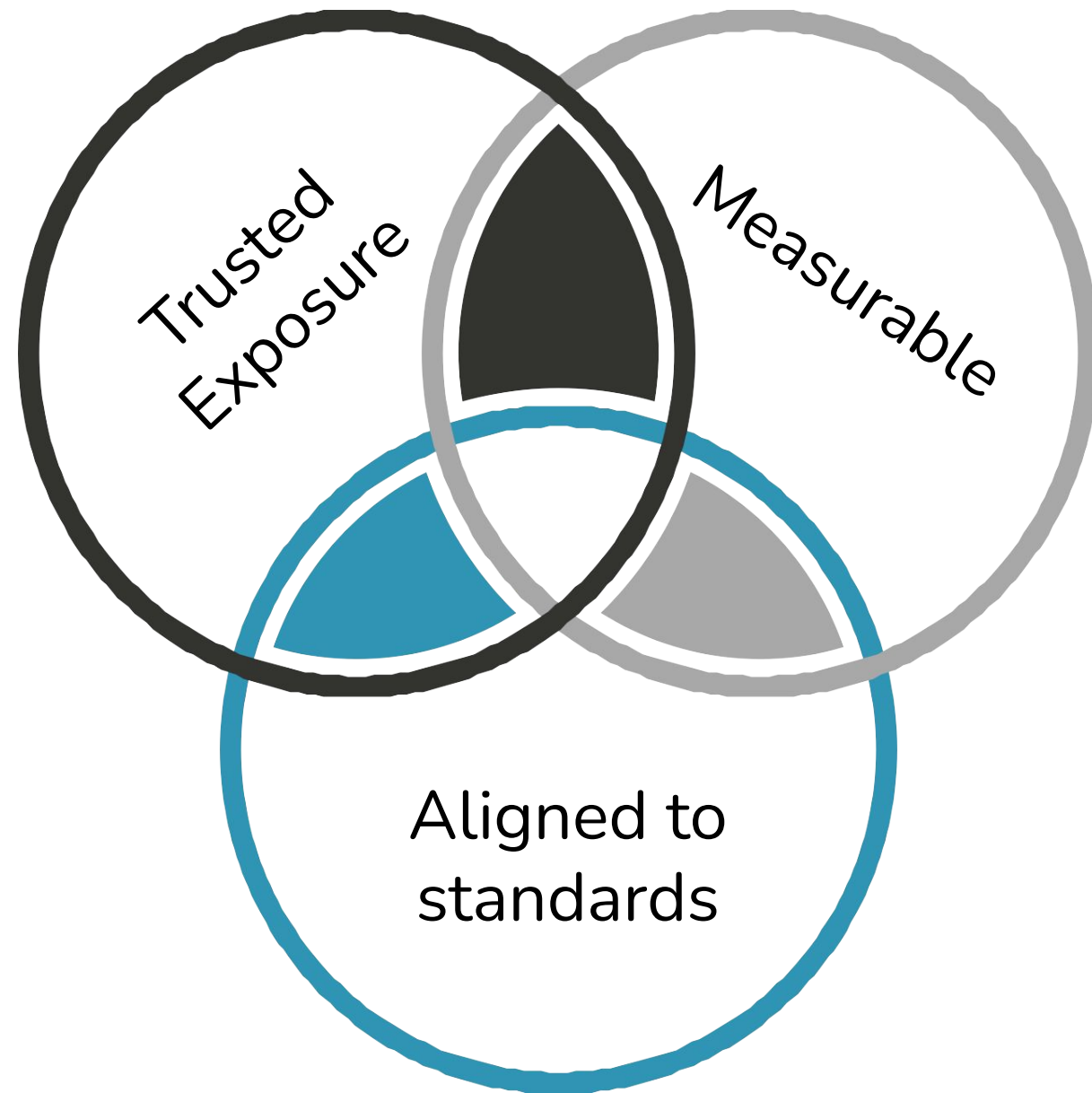
I was in the middle of doing some gardening in my backyard when I got the headache for the first time. It came on very suddenly and I had to go back into my house to rest for a while before it settled down.

Type Here 



MEKSI Provides End-to-End Clinical Value

Because of its integrated approach to learning and assessment, MEKSI presents a golden opportunity to engage with HCPs a novel technology that is useful and truly memorable.



Pharma BENEFITS

Communicate your product's
use case across multiple
touchpoints and embed it's
benefits into the minds of
prescribers.



Trusted Exposure

- Educational content builds familiarity and trust
- Cases written by qualified Australian doctors and medical writers with your input.
- Unobtrusive and effective

Teaching
not marketing

MEKSI teaches doctors and students about symptoms, investigation, diagnosis, and management through realistic cases.

We'll Help to Make Your Case!

1. Identify and define a patient scenario that's relevant to your product.
2. Alongside your team we'll build the patient case within MEKSI.
3. We assist with the production of a supporting presentation by a recognised industry specialist.



Promote to maximise your exposure

1. Our technology partners Healthcare link will promote your case study to over 10,000 GP's across Australia via eDMs and on-platform advertising.
2. We'll also reach out to our own database of healthcare professionals and invite them to register.



Engage across the entire journey

As a Case sponsor HCP's are exposed to your brand and products at every touchpoint:

- During outreach and advertising
- Welcome introduction after signup
- During learning and assessment
- Following completion of the case

MBS Codes, product information sheets and branded documents can be supplied in-app and via automated communications



Example:

Managing Osteoarthritis Pain
Sponsored by Reckitt Benckiser

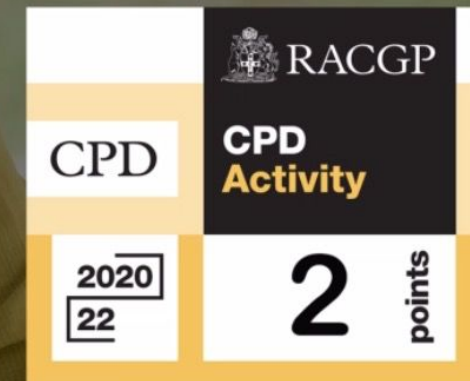
Delivered as a university lecture
by Dr Jennifer Ng.

Curated case presentation: Managing osteoarthritis pain

Activity No. 205477, allocated 2 CPD points in the RACGP CPD program for the 2020-22 triennium

START MODULE

Presented by: Dr Jennifer Ng



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Current Partners



HealthcareLink

Australia's largest primary healthcare and medical professional network.

eMediH♥lth

Expert reviewed health information



**Reckitt
Benckiser**


British multinational goods company with brands including Dettol, Dispirin, and Strepsils.

Become a MEKSI Case Sponsor

Educate the market about the benefits of your
products using real-world scenarios!





 Mon to Fri: 9:00 AM — 5.00 PM

 +61 2 9629 3732

 165 Ponds Boulevard, The Ponds, NSW 2769

Connect on Social Media



THANK YOU

Contact MEKSI to start educating doctors and specialists today