



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



0:00 / 0:12

What can I help you with today? | 

I've been experiencing really bad headaches recently.

When did it start? | 

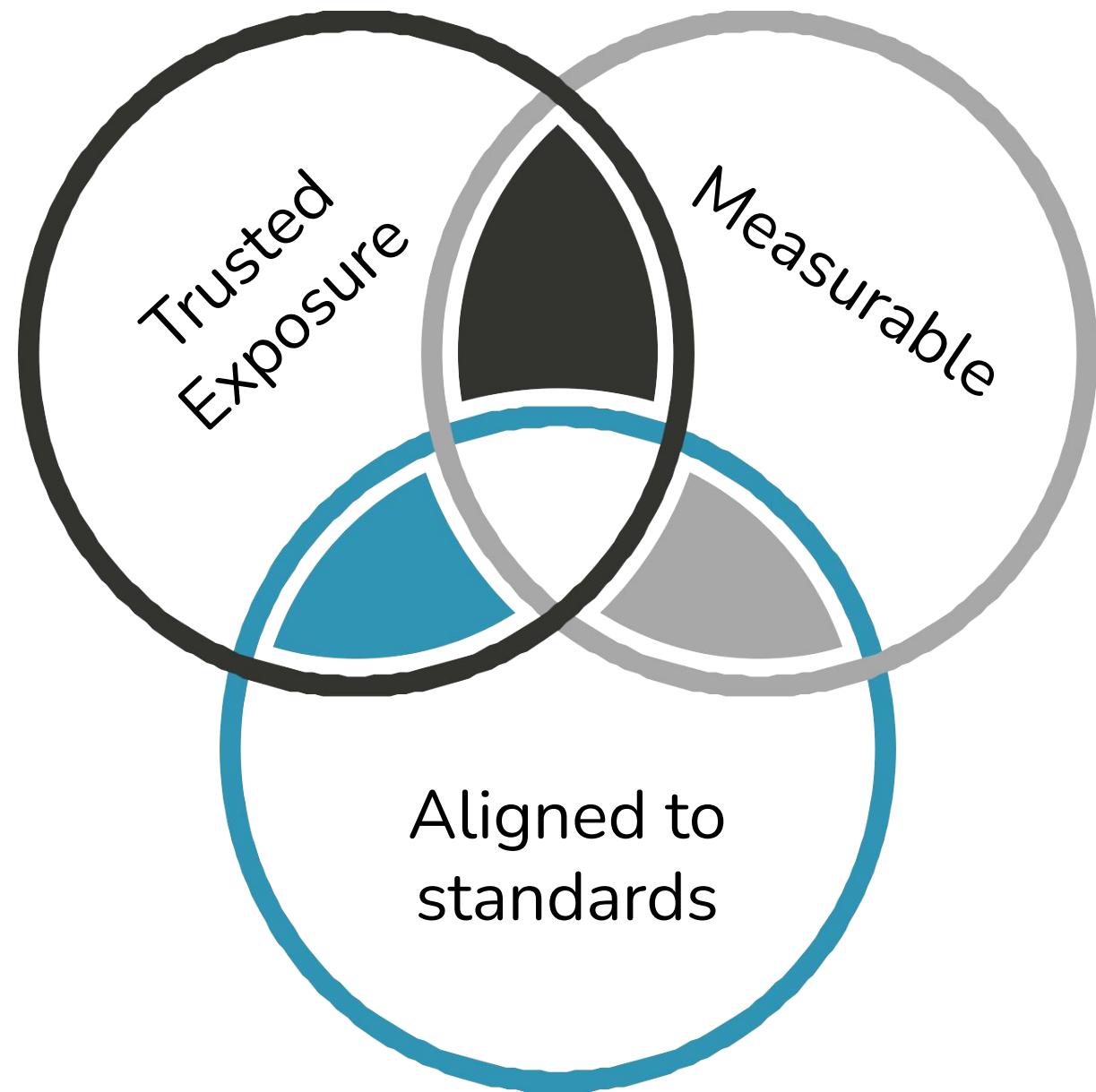
I was in the middle of doing some gardening in my backyard when I got the headache for the first time. It came on very suddenly and I had to go back into my house to rest for a while before it settled down.

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.



Teaching  
not marketing

## Trusted Exposure

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

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



This educational program is sponsored by Reckitt Benckiser. The sponsor has no control over editorial input. The views expressed are not necessarily those of Reckitt Benckiser.

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healthcare and medical  
professional network.



Expert reviewed health  
information



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*