



THE WHO, WHAT AND WHERE OF HEALTHCARE

Are you on Medpages? Why you should check your Medpages profile

The SA healthcare industry is large, diverse and growing. Doctors and healthcare professionals depend on fellow practitioners, specialists, pharmacists, insurers, drug companies and other suppliers. Everyone finds it hard to keep up with all these contact and professional details.

Medpages is the single largest listing of healthcare providers (HCPs), facilities and suppliers in Africa. Every month, thousands of people consult Medpages to find a doctor, pharmacist or clinic near them. Doctors and other HCPs, medical aids, professional bodies and suppliers use Medpages as their trusted source of contact details, which they use for referrals, communications, payments and things such as CPD announcements. Medpages is a key enabler of the healthcare industry.

Why it's important for your information to be correct

The first printed Medpages directory was published in 1996. It is now an online digital service, which is the single most trusted source of contact and professional HCP information in Africa.

Medpages has more than 500 000 active HCP listings, who share their professional information so that prospective patients can find them, and their colleagues and others in the industry can contact them easily. Patients, pharmacists, suppliers and other doctors depend on its accuracy: it is now everyone's

go-to contact list. Medpages is the who, what and where of healthcare.

As a doctor and HCP, it costs nothing for you to be on Medpages. So it's important to check that your Medpages details are right, and update anything that has changed, so that you benefit from the exposure and traffic generated by the thousands of daily searches made by the public looking for healthcare services.

The Medpages directory

Over 830 000 people used Medpages as a directory last month. Individuals use Medpages' free search to [find](#) the doctor or healthcare facilities they need. They can search by specialty, province, city or suburb. Our HCP lists include professionals across the full breadth of the healthcare industry, such as medical, dental, allied, hospitals, pharmacies and more.

You can also grow your practice by highlighting your directory listing so that it stands out and attracts more attention. As a special offer to SAMA members, Medpages is offering highlighted listings at a discounted rate for a limited period. Highlighted listings have following benefits:

- additional information – such as specific fields of professional interest and areas of expertise
- Request Appointment feature – this has generated over 116 000 new appointments for highlighted doctors

- website and social media links
- driving patients to your practice with the Get Directions feature
- better search engine optimisation (SEO) – you appear in more search results
- detailed professional biography and services overview and consultation hours included
- add a professional photo or company logo.

[Click here](#) to view an example of a highlighted listing.

Special offer to SAMA members

In partnership with SAMA, Medpages is offering members a Highlighted Listing at the discounted price of ZAR2 000 for 12 months (usually ZAR2 750 – that's more than 25% off). This listing, which will give you an entire year's highlighted exposure on Medpages' directory, is available to all SAMA members with an up-to-date registration with the association. Contact sales@medpages.info, or complete the form [here](#), and we'll call you back.

Data protection and confidentiality

Medpages takes care and pride in being compliant with the Protection of Personal Information Act No. 4 of 2013 (POPIA), which means you can trust us to only collect relevant, professional information, and to protect your privacy. You can find out more about our commitment to this [here](#).

