



A GUIDE TO

Access.PLUS

A guide to **Access.PLUS**

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1. What is Access.PLUS?



Since 1984, Australian Doctor Group (ADG) has been providing Australian healthcare professionals (HCPs) with breaking medical news and up-to-the minute developments in medicine, education and clinical practice.

Access.PLUS is an intelligent online platform for the healthcare industry to directly promote, educate, inform and interact with over 41,000 AHPRA-verified prescribers on the ADG platform.

Access.PLUS is the next evolution of the digital sales channel providing the healthcare industry with a new way to access and engage GPs, specialists and other HCPs across Australia. The platform allows clients to measure and analyse user interaction with the in-depth digital metrics.

The Access.PLUS platform enables clients to host and drive HCPs to branded content and resources within the AusDoc.PLUS website.

Access.PLUS is primarily designed to supplement your field sales force but it boasts even wider application:



- Provide HCPs with product information and news.
- Inform HCPs of latest changes to PBS or product supply
- Drive traffic to a brand website.
- Prompt HCPs to request a sales representative visit or product sample.
- Promote upcoming events or webinars.

This guide will provide you with the essential information required to create your Access.PLUS campaign

2. How to design an Access.PLUS campaign

+ **Step 1.**

Determine your target audience.

Select particular professions, for example GPs, pharmacists or specialists, to comprise your target audience. You can also segment your audience based on geography, e.g. GPs in major cities of Australia. Only users in these professions and/or locations will see your campaign.

Standard Access.PLUS audience groups include:

- + GPs
- + GPs + specific specialists e.g. cardiologists, endocrinologists, dermatologists
- + GPs + pharmacists
- + All prescribers
- + All HCPs excluding allied health

You may wish to provide ADG with specific target lists for reporting purposes, these include:

- HCPs visited by sales representatives
- Top prescribing postcodes or bricks
- HCPs subscribed to your email communications

Please contact your ADG account manager for more information about bespoke target audiences.

2. How to design an Access.PLUS campaign

+ **Step 2.**

Design your campaign content.

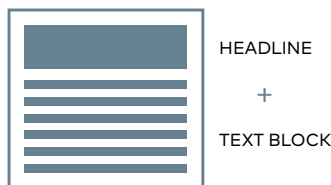
Detail pages

Detail pages are web pages that contain the main content you want to promote via AccessPLUS. The detail page headlines, or 'hooks' explained in the **Headlines** section, are distributed in eNewsletters and on site to drive traffic into Access.PLUS. You could adapt your detail aids or leave behinds, repurpose your existing video content or create something entirely new.

We recommend that the number of detail pages produced reflects the amount of distributions occurring in your campaign to ensure each piece can be included in a newsletter at least once.

What types of content can I include in my detail page?

- + **Text** – e.g. product information, step-by-step guide, case study.



Font style: Source Sans Pro

Font size: 13pt (default for body copy)

Font colour: Black (default) – please specify HTML colour codes for alternate colours

- + **Images** – e.g. graph, patient photo, diagram.



File type: JPEG, PNG or GIF

Desktop full-width display: 710 px

Mobile full-width display: Dependent on device – Access.PLUS is a standard responsive website

Design with mobile in mind: Avoid small font sizes

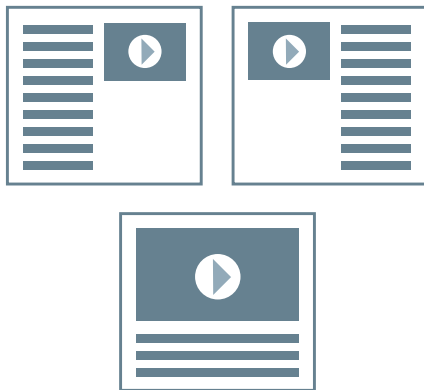
Image file size: < 1 MB recommended

2. How to design an Access.PLUS campaign



Multiple images with a combined width of **< 710px** can be viewed side by side on desktop and stacked on mobile devices

- + **Video** – e.g. KOL interview, animation, explainer video.



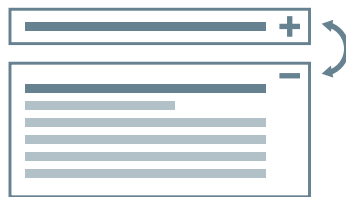
Supported file types: Most major file types e.g. .AVI, .MOV, .MPG, .MP4

Hosting: Videos are hosted in Brightcove with an iFrame embedded in the detail page

Desktop full-width display: 710 px

Mobile full-width display: Dependent on device

- + **Accordion/dropdown** – expansion section that allows the user to reveal more information e.g. video transcript or study design.



Background colour: E9E9E9 (cannot be changed)

Header: Superscripts and coloured fonts cannot be used

Body: Images, videos, tables, coloured fonts, superscripts etc. can be included

- + **Quiz/Survey** – test skills or uncover perceptions and knowledge gaps.



Hosting: Quizzes/surveys are hosted in SurveyMonkey with an iFrame embedded in the detail page

Unsupported formats: Access.PLUS detail pages are unable to support any supplied HTML-5 or collected artwork files (including PSD or InDesign files).

2. How to design an Access.PLUS campaign

All content featured on Access.PLUS must adhere to the Medicines Australia Code of Conduct. All mandatories and references will be formatted by ADG according to Medicines Australia guidelines.

The content will also include the following disclaimer at the top of every detail page:

This content is produced and promoted by [insert client].

↳ *This cannot be edited or altered.*

Please see page 12 for the complete list of assets required.

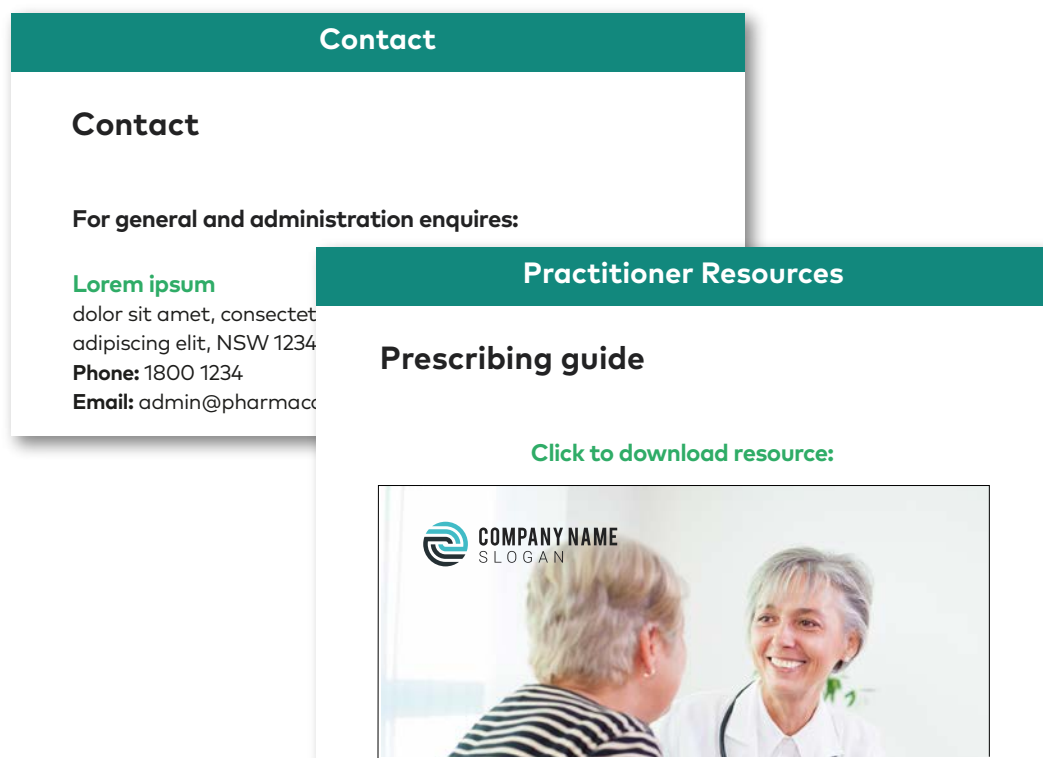
Remember:

- + Keep detail pages short and concise.
- + Consider a summary box of key points at the top of the page if your content will take more than 2 minutes to read.
- + Plan your campaign in the same way you would a series of sales rep calls to a GP.
 - Identify the issue
 - Deliver the relevant brand message
 - Encourage your target audience to take action – find out more or invite them to one of your events.

2. How to design an Access.PLUS campaign

Utility pages

Utility pages are functional and may contain information such as company contact details or downloadable resources. These pages aren't distributed in eNewsletters or on site but can be navigated to by users who enter Access.PLUS through a detail page.



All specifications for utility pages are the same as detail pages, with the addition of:

- **Downloadable resources** – supply as a PDF file.

2. How to design an Access.PLUS campaign

+ Step 3.

Write your headlines.

After you've created your detail pages, you'll need to write your Access.PLUS headlines (also referred to as hooks). These are used throughout the ADG platform to attract our HCP audience to your detail pages.

Generally, when creating Access.PLUS headlines, it's important to stick to these three simple rules:

- ✓ Write a minimum of 4 headlines per detail page.
- ✓ Try to keep each line to 60 characters or less, including spaces.
- ✓ Make sure the content fulfils the promise of the headline: no clickbait.

For more information on how to write headlines and examples, see Appendix B.

2. How to design an Access.PLUS campaign

+ Step 4. Add your actions.

An 'action' is a call-to-action that is linked copy within the content or a button on the left-hand side of the page. There are two types of actions available:

- + **1. Standard action** this is an action that does not require the user to leave the current page they are on. This would include watching a video or downloading a resource. These actions are included in the subscription cost of the campaign.
- + **2. Premium action** this may involve a HCP indicating intent to prescribe a product or user acquisition. For example, visiting a third-party website, requesting sales rep contact or product sample. An additional cost per click is incurred every time a premium action is selected by a user in your target audience.

VIRTUAL SERVICES

- Live consultation
- Book a consultation
- Register
- Request a PI
- Request a sample
- Download PDF
- Request a rep visit
- Watch video

Actions to be included as buttons should have a title with **no more than 20 characters** (including spaces).

VIRTUAL SERVICES

- Live consultation
- Book a consultation
- Register
- Request a PI
- Request a sample
- Download PDF
- Request a rep visit
- Watch video

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CLICK HERE FOR MORE INFORMATION

2. How to design an Access.PLUS campaign

+ Step 5.

Select the categories your detail and utility pages will appear in

Access.PLUS features a navigation bar called 'information categories' with distinct sections to house your content.

There are nine categories that you can choose from (these cannot be altered):

- + Updates and articles
- + Drug and uses
- + CPD & education
- + Webinars
- + Events
- + Practitioner resources
- + Patient resources
- + Prescribing information
- + Contact

The diagram illustrates how the 'Information Category' dropdown menu is used to filter content. On the left, a full-width page layout is shown with a green header 'Updates and Articles'. Below the header, there is a main article with a large image of a doctor and a patient. On the right, a smaller 'INFORMATION CATEGORY' dropdown menu is shown with two options: 'Updates and Articles' and 'Practitioner Resources'. A blue arrow points from the 'Updates and Articles' option in the dropdown to the 'Updates and Articles' header of the content block on the right. This content block features three article cards, each with a small image, a title, and a 'READ MORE' button. The first card is about allergy treatment, the second is about Brand X, and the third is an expert opinion on T2DM treatment for CVD.

2. How to design an Access.PLUS campaign

+ **Step 6.**

Deliver your campaign

Once you have gained approval on all materials to be hosted in Access.PLUS, you will need to compile all of the assets and share them with ADG.

Mandatory assets:

<p>+ Word document, containing</p> <ul style="list-style-type: none">• 4+ headlines for each detail page• Copy for each page• In-text citations and reference list• Relevant mandatories e.g. PBS box and /or minimum product information	<p>+ Target audience information</p> <ul style="list-style-type: none">• Professions and/or locations to be included in campaign audience (max 5 segments)• CSV or excel file with postcodes, bricks or OneKey IDs for bespoke segmentation
<p>+ Thumbnail image for each page</p> <ul style="list-style-type: none">• 4:3 aspect ratio• JPEG or PNG	<p>+ Brand logo</p> <ul style="list-style-type: none">• 160 x 50px• JPEG or PNG

Optional assets:

+ PDF layout, wireframe or mock-up of pages

+ Images to be included in the body of the page

- Refer to page 5 for detailed specifications

+ Video file(s)

- Refer to page 6 for detailed specifications

+ Downloadable resources

- PDF

+ Deep links

- URLs with token code or similar

3. Process and steps

Timeline

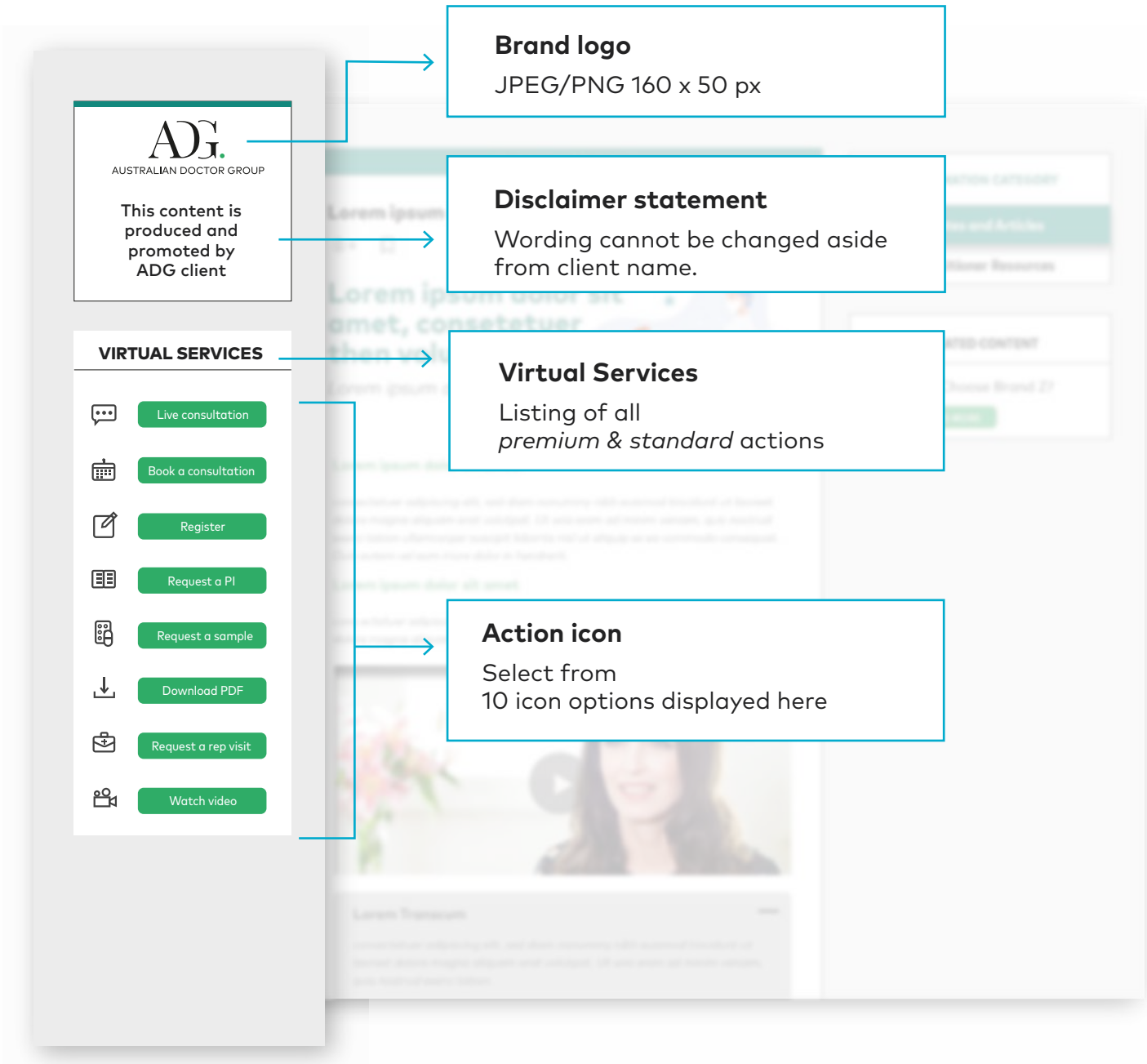


4. Appendices

+ Appendix A

Access.PLUS detail page features

Column 1: Virtual services & disclaimer



4. Appendices

+ Appendix A

Access.PLUS detail page features

Column 2: Main content

The screenshot shows a mobile interface for 'Updates and Articles'. It features a main article with a title, a sub-headline, an image of a doctor and patient, and several paragraphs of text. Below the text is a video player and an accordion section. Callout boxes point to these elements with descriptive text.

- Page title**
Cannot include superscripted characters or symbols.
- Section title**
Can include content category name OR page title
- Image**
- Embedded text**
- Video**
- Accordion**

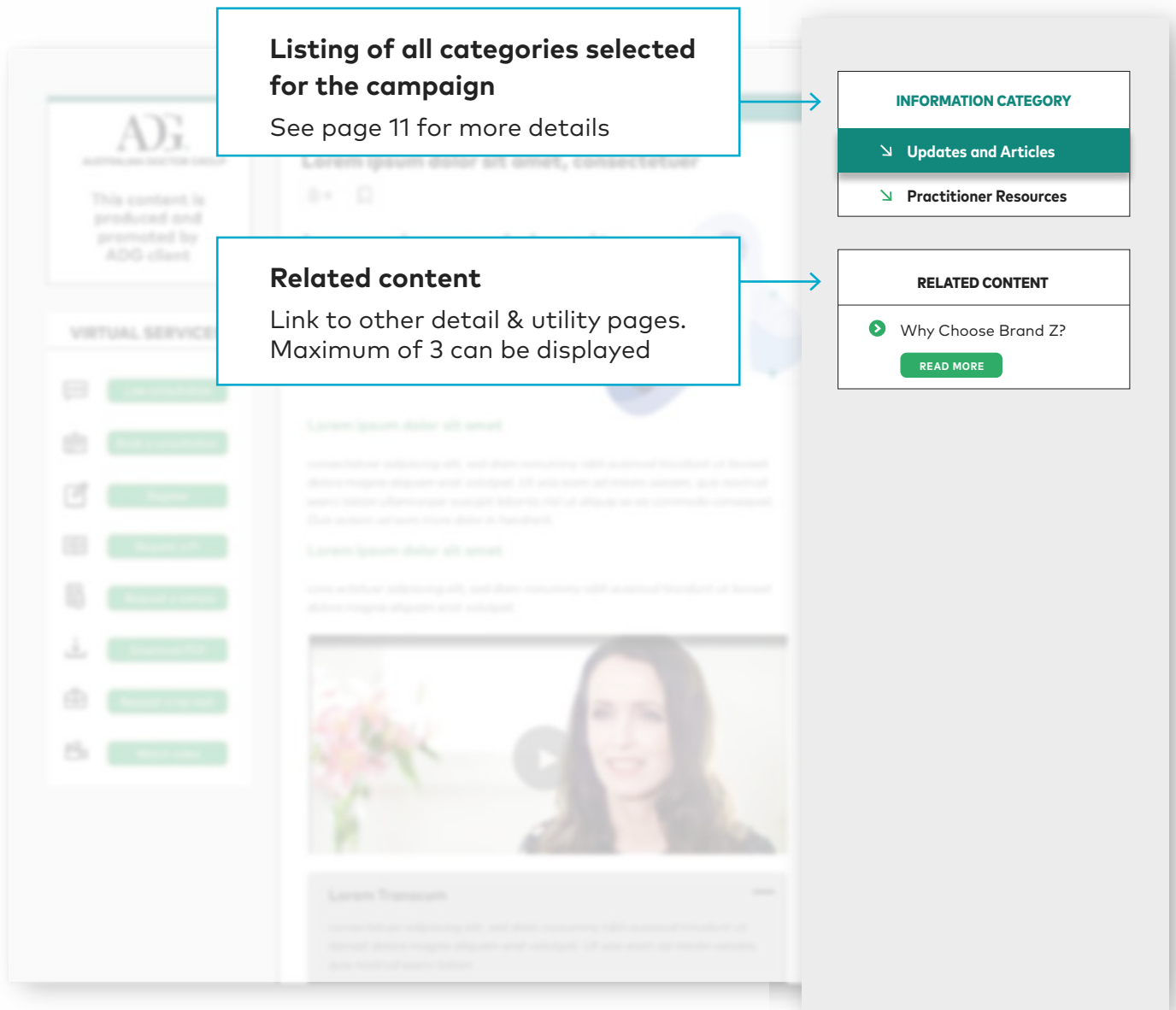
See pages 5-6 for asset specifications.

4. Appendices

+ Appendix A

Access.PLUS detail page features

Column 3: Categories and related content



button & menu colours cannot be changed.

4. Appendices

+ Appendix B

Headline guidance

General

- Try to keep headers to 60 characters or less, including spaces.
- Four different headers for the same detail page are required. These are rotated on Access.PLUS to promote engagement.
- Make sure the content fulfils the promise of the header: no clickbait.

Below are **eight** different examples of how to approach writing headlines:

1. Ask a question

- CV risk with type 2 diabetes: are we becoming complacent?
- Psoriasis: is the treatment as bad as the disease?
- Hep B is preventable, so why aren't we preventing it?

2. Put an expert in the picture

- Type 2 diabetes: don't fear hypos says expert.
- An expert's guide to the new insulin.
- Two expert answers to change how you think about diabetes.

3. Offer solutions, tips or a plan of action

- Why patients have hypos - and what you can do about it.
- How to respond when diabetes patients say the drugs don't work.
- Three ways to give patients their best shot at adherence.

4. Appendices

+ Appendix B

Headline guidance

4. **Make the GP the focus**

- The diabetes facts no GP wants to hear
- Why you need to rethink rabies risks
- Three embarrassing issues for men GPs can address right now

5. **Make the patient the focus**

- The unrecognised risk for baby boomers
- 3 things to tell patients about the new diabetes treatment
- 5 facts about rabies every GP should tell patients

6. **Tease with the headline, don't reveal everything**

- When a boil is more than just a boil
- How Siena Cathedral led to a ground-breaking vaccine technique
- These red flags suggest a patient has a dependency problem

7. **Use a news headline format (if there is something new to tell)**

- Psoriasis treatment burden as bad as the disease
- Treatment affects daily life as much as psoriasis itself

8. **Offer something useful**

- A simple algorithm for topical psoriasis treatment
- The new insulin: who needs it and how to use it
- 5 men's health myths – busted



Speak with us today to learn more about how
Access.PLUS can help you access and engage
with over **41,000 prescribers.**



Contact us

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