Activities Guide

This guide is an easy and explanatory reference for the dedicated medical space platform “Medicaspace” members to help them register into this medical platform, understand its structure, navigate easily moving from one page to another, and learn more about the different facilities they can use and how they work.

1-Registration

The registration into our medical platform is completely free but crucial to access its content and make use of its facilities. In order to register, a Medicaspace member will be asked to enter some information about them such as their name, e-mail address, phone number, residence country and specialty.

Medicaspace members can also upload a profile picture.

It should be noted that the country and specialty info are extremely important as the whole structure of the account changes according to them, which is explained in more details below.
2-DESIGN BREAKDOWN

Our medical platform has a very attractive design that combines both ease of accessibility and comfort to the eye in a simple and unique way. It is designed to make moving from one page to another very easy without getting lost or losing track of where you are. In every page, the content always appears in the middle. A series of banners can be found on the right side of each page, and a one long rotating banner can be found on the left side. All these banners are clickable and appear differently in different pages based on the country and specialty of the Medicaspace member. For more info about these banners, kindly check our advertisement guide.

The general design of every page can be broken down into the following:

2.1-Header

The header is the same in every page and is divided into 3 parts. Our remarkable logo can be found at the far left of the header. Centered in the middle of the header is our most prestigious advertising banner, which is explained clearly in our advertisement guide.

On the right of the header, the Medicaspace member will find his/her name, profile picture, country, specialty and title. Two small icons can be found beside the profile picture; one for the messages and one for the notifications. In addition, a cart icon can be found in which all of the Medicaspace member’s desired products and services are listed with both their individual prices and the total charge. Moreover, below the profile picture there is a small ‘Profile’ icon that takes the Medicaspace member to his/her own personal profile. A Medicaspace member can very easily edit his/her personal information among other facilities by clicking on the settings icon, which is explained in details later.

2.2-Facilities bar

The header is the same in every page and is divided into 3 parts. Our remarkable logo can be found at the far left of the header. Centered in the middle of the header is our most prestigious advertising banner, which is explained clearly in our advertisement guide.
2.3-Tool bar

When a Medicaspace member scrolls down in any page, the facilities bar disappears and the tool bar replaces it. This bar includes 4 sections. The ‘About us’ section is a summary of who we are, what we provide for Medicaspace members and the medical community, our mission, vision and commitments. The ‘Career’ section is for those interested in finding a career with us. The ‘Advertise’ section is for advertising and provides opportunities for affordable digital marketing campaigns in our medical platform, which is entirely explained in the advertisement guide. Finally, the ‘Contact us’ section is where members can find all our contact information for any queries, trouble shooting, or any other reason.

If a Medicaspace member wants to return back to the facilities bar, they can either scroll up or press on the list icon located on the far left of the tool bar.

3-Profile

All members can simply access their profile by clicking on the ‘profile’ icon in the header as explained before. A bar will appear where the Medicaspace member will find his/her personal information, education, graduation, organization and activity. They will also find their profile picture, which can be updated by clicking on it and browsing for a new one. As for the content of the page itself, Medicaspace members can find the history of everything they shared, posted or liked in their profiles.
4-HOME

As mentioned before, the specified country and specialty of the Medicaspace member are very important as the content of the home page and all other pages changes according to them. Once registered and logged in, a member will find his home page first thing. It is a social networking and social communication page to enhance interacting and allow communication between all members, giving everyone the chance to build their own communities to exchange their experiences in the same frame. It also gives Medicaspace members the chance to experience dedicated digital marketing in the medical field with their online communities for free of charge.

Centered in the middle of the page, the Medicaspace member will find his/her wall. A member can post texts, links, upload picture and videos, all of which will appear to the member's followers. Also, the posts made by the people whom the member is following will also appear on his/her wall. Posts can be sorted either by the oldest or latest.

In addition, there is a filter for the specialty and country located below the facilities bar. This allows the Medicaspace member to search for posts outside his/her country and/or specialty.
5-Facilities & Activities

5.1-People

This page is the place where Medicaspace members can expand their network by adding new friends. When the member opens this page, they will find all their friends listed, which they can share texts, documents, links, pictures and videos with. We also help members by listing all other members sharing similar interests based on the selected specialty and country. The member can choose to either ‘Send Message’ or ‘Add friend’ if the listed members are not in their friends list already. A Medicaspace member can also access other members’ profiles by clicking on their profile picture.

Moreover, Medicaspace members are given the chance to use our smart search tools (by the name or title) and filters (by the country or specialty) to find other members and potential friends quickly and easily. This way, subcommunities in the medical field can be created based on the various specialties and countries in the world, which will enhance medical networking, promote the sharing of experiences, and expand the medical knowledge for every member.

5.2-Companies

This page is a large company index for all types of companies, including local and international ones. However, only the companies based on the Medicaspace member’s country will appear in this page. A dropdown menu can be found under the companies’ icon in the top bar. This menu includes a classification for the specialties of companies to facilitate the member’s search for a specific company. These specialties include trading, events, training & education, research, consultation, maintenance, financing & leasing, and other types of companies.

Premium Benefits ‘Companies’

- The company is listed in a distinctive color.
- The company is listed with a premium label.
- The company is promoted to appear first for Medicaspace members.
- The company can upload an introductory video, which gives it a stronger chance and priority in digital marketing.

For representatives who wish to add their companies to the Medicaspace platform index, an icon ‘Add new company’ can be found in this page. If clicked on, it will open a small window showing two options for company listing: premium (Second Phase) and non-premium. Non-premium listing is completely free of charge during 2019, while premium listing is charged at 50$ /specialty /country /year. In both cases, some information has to be submitted in order to list a company like the company’s name, logo, location, address, target specialty, target countries, and contact information for the company.
For a Medicaspace member streaming in the companies’ page, they will find a long list of various companies based on their specialty in their country. If a member wishes to check out companies in different countries or specialties, filters can be found to facilitate this. Search tools are also available for looking up the name of a company or a product. By clicking on the desired company, all the information listed by this company will appear, which makes it much easier for Medicaspace members to gain more knowledge about the functionality of each company and not find any difficulty contacting them.

5.3-Products

**Premium Benefits ‘Products’**

- The product is listed in a distinctive color.
- The product is listed with a premium label.
- The product is promoted to appear first for Medicaspace members.
- A promotional explanatory video can be added about the product.

This page is the place in which all medical products, devices, and equipment are collected for building a full product index to assist doctors, biomedical engineers, clinical and hospital admins to know more about each product and its configuration, and to allow manufacturing medical companies to demonstrate their products easily, widely and quickly in a very affordable way. There are premium (Second Phase) and non-premium listings for products. Non-premium listing is completely free, while premium listing is charged at 20$ /specialty /year worldwide.

For members streaming in this page, they will find all listed products with their title and the manufacturing company. Medicaspace members can search for products by their name, or filter them by their manufacturing origin. More information about each product is accessed by clicking the ‘Details’ icon.
5.4-Jobs
This page is considered a constantly updated and dedicated job fair for doctors, physicians, biomedical engineers and all medical community members who are interested. This tool gives companies and hospital the opportunity to find the employees for they are searching for very easily.

Premium Benefits ‘Jobs’

- The job is listed in a distinctive color.
- The product is listed with a premium label.
- The job is promoted to appear first for Medicaspace members.

If a company wants to announce a vacant job on their behalf, they can find a ‘Add a new job’ icon in this page. If clicked on, it will open a small window showing two options for job listing; premium (Second Phase) and non-premium. Non-premium listing is completely free, while premium listing is charged at 10$ /specialty /country /month. To list a job, the company has to add information about itself like its name, logo, main activity, address, map link and its target countries. It also has to add details about the job like the job title, level, general description, and the requirements in terms of education, certificates, experience and skills. Finally, the company has to leave their contact information, which are their cell phone number and e-mail.

For members streaming in this page, they will find all listed jobs with their title and the advertising company. More information is accessed by clicking on the job, and an ‘Apply to this job’ icon is available for job seekers. Filters of the country and level of jobs are available. Medicaspace members can also search for job titles.

5.5-Trading
This page is dedicated for the buying and selling of the huge base of listed products we have. There is also a dropdown menu in the top bar dividing this page into two sections; a section for used devices and a section for special offers.
5.5.1-Used device

Companies and individuals who wish to list their used products will find the addition icon 'Add a used device' in the used devices section. This listing is very direct and does not require a middleman. There are two types of listings as well; which are premium (Second Phase) and non-premium. Non-premium addition is for free while premium (Second Phase) addition costs 10$ /specialty /country /month. In order to list a used device, some information has to be provided such as the device title, device model, device photo, manufacturing company, target specialty, required price, and the warranty duration if found. More info is added about the system, accessories, and the contact person.

5.5.2-Special offer

Companies and organizations who wish to list their special offers for new products will find the addition icon ‘Add a special offer’ in the special offers section. There are two types of listings as well; which are premium (Second Phase) and non-premium. Non-premium addition is for free while premium addition costs 10$ /specialty /country /month. In order to list a special offer, some information has to be provided such as the device title, device model, device photo, manufacturing company, target specialty, offer description, offer duration, required price, and the warranty duration if found. More info is added about the system, accessories, and the contact person.

**Premium Benefits ‘Trading’**

- The device/offer is listed in a distinctive color.
- The device/offer is listed with a premium label.
- The device/offer is promoted to appear first for Medicaspace members.
- A promotional explanatory video can be added about the device/offer.

For members streaming in the trading page, filters of the country and specialty of devices and offers are found, in addition to search tools for the name of devices. Used devices and special offers appear with their titles and photos with a 'Details' clickable icon for more info. Listings also have tags to show if they are premium or include a special offer and make it easier for Medicaspace members to identify them.
5.6-Education

This page enables all Medicaspace members to upload or download any training and educational material in the forms of PDF, word document, power point presentation, and video. This service is 100% free of charge and gives the chance for all Medicaspace members to widen their medical knowledge in their field of expertise. For this reason, this page is also based on the specialty. However, it should be noted that all content posted in this page is merely for educational purposes. It should not be a form of advertising for certain products or technologies. For more clarification, the education policy terms appear in a small window once this page is open. The Medicaspace member has to agree to them in order to continue.

Search tools and filters are available as well for all streaming members. Materials are listed with the topic name and lecturer info. We also recommend that Medicaspace members give a ranking for each lecture they take as we provide this evaluation tool for all members to enhance the quality of the educational and training materials.

5.7-Technology

This page is similar to the Education page, but it is mainly B2C business that allows all companies to display and show their unique technologies and new patents. We believe this exchange of technology is a very fruitful and beneficial for all companies and the medical community as a whole.

Premium Benefits ‘Technology’

- The technology is listed in a distinctive color.
- The technology is listed with a premium label.
- The technology is promoted to appear first for Medicaspace members.
- A promotional explanatory video can be added about the technology.

Companies who wish to add their technology only need to click on the ‘Add New Technology’ icon. This opens a small window where they fill some information including the technology name, specialty, instructor name, company name, technology YouTube link topic photo, topic file and topic text. There are two types of listings as well; which are premium (Second Phase) and non-premium. Non-premium addition is for free while premium addition costs 10$ /specialty /year.
For members streaming in this page, they will find all the technology listed with its name, photo, instructor’s name, specialty, company name and company logo. More information is accessed by clicking the ‘Details’ icon. Filters of the country and specialty of technology are also available, in addition to a search tool for looking up technology with its title.

5.8-Events

This page presents full information about all international and local events. Events appear to different Medicaspace members based on the specialty, time period, and country in which the event is held. This gives the opportunity to organizations to digitally market for their events with very affordable prices. At the same time, it is an extremely easy tool for Medicaspace members to use in order to access the setting and information of events taking place in their country. When the duration of the event ends, it will be automatically deleted from this page.

**Premium Benefits ‘Events’**

- The event is listed in a distinctive color.
- The device/offer is listed with a premium label.
- There is a special slideshow for premium events so they appear separately from all other events.

Organizations who wish to list their events will click on the ‘Add New Event’ icon. This opens a window where the following information are added: event name, target specialty, event photos, event date and duration, speaker(s) name(s), location link, event description, and the event program as a PDF file. In this page, non-premium addition is charged for 50$ /specialty /country /month. Premium addition (Second Phase) is for 150$ /specialty /country /month. These prices are very competitive as they are considered trivial relative to regular marketing techniques for medical events, which are extremely expensive.

For members streaming in the events page, a slideshow for upcoming premium events can be found. Beneath the slideshow, all events are displayed with their photo, title, specialty, country, and duration. The Medicaspace member can choose to press on the ‘Details’ icon for more info or add the event to his/her personal calendar, which can be accessed from his/her profile as explained previously. Filters of the name, country and specialty of the event are also available to facilitate the search.
5.9-Company Networking

This page is highly important for new manufacturing organizations and all local companies hoping to upgrade their portfolios or start new businesses. We consider this as the most affordable marketing tool for such companies to find business partners easily.

**Premium Benefits ‘Events’**

- The partner is listed in a distinctive color.
- The partner is promoted to appear first for Medicaspaces members.
- A promotional explanatory video can be added about the partner.

Companies who are seeking partners can post list their profiles by clicking on the icon ‘Add New Network’. This opens a window where the following information are added: partner name, target specialty, E-mail, phone, fax, address, location link, video link and the company profile as a PDF. There is the option of downloading the perfect example of a company profile so companies can use it as a guidance. Finally, the company adds the contact personal info which are the name, E-mail and cellphone. In this page, non-premium addition is charged for 500$ /specialty /year worldwide. Premium addition (Second Phase) is for 1000$ /specialty /year worldwide.

For members streaming in the partners page, all partners are displayed with their company name, specialty, and country. The Medicaspaces member can choose to press on the ‘Details’ icon for more info. Filters of the name, country and specialty of partner are also available to facilitate the search.
6-Settings

Clicking on the settings icon in the header of any page will open a window of 4 sections; personal info, invoices, favorites and calendar.

6.1-Personal info

The personal info section is where Medicaspace members can edit their initially entered information or add more about themselves, which is highly recommended. Medicaspace members can add their type of education, graduation institutes, current position and career history, and any organizations or activities they are involved with. This option is very attractive for all Medicaspace members, specifically for fresh graduates and job seekers; it helps all companies to identify their target employees and their qualifications.

6.2-Invoice

To make sure the trading procedures taking place through our medical platform are trustworthy and secure for both the buyers and sellers, the invoice page is created for Medicaspace members to have official and easily accessible documents confirming their online transactions. This page can be accessed from the member’s profile as one of the 4 sections.

6.3-Favorites

The third section is for favorites. If a Medicaspace member is interested in any product, service, article or any content provided by our medical platform, they can easily add it to their favorites so they can easily access it back at any time.

6.4-Calendar

The fourth and last section is a calendar where Medicaspace members can keep track of all upcoming events related to their country and Specialty. This gives them the opportunity to stay updated and not miss any event they might be interested in just because they did not know the time and date.

7-Payment

All payments in our medical platform will be through PayPal or bank transfer using credit cards. We do not prefer or provide the option of cash payments.

We guarantee optimum privacy and security of financial information.

Any medicaspace member can pay for all the items in his/her shopping cart by clicking on the ‘Check out’ icon.
VALUES

As contributors to the medical community, we fully understand the majesty of this field and its significance to the entire humankind. For this reason, we value the communication between all members in the medical society as we believe the outcome can be very fruitful. “The value of the whole is greater than the sum of the parts”.

A whole cannot remain a whole if it does not stick well together. We praise values like cooperation as we believe it is a prerequisite to build a strong medical community working for the benefit of humankind, achieving individual goals in the process.

We also value knowledge so much. We acknowledge the fact that the ease of access and availability of information is an indirect injection in the medical market, beside its ability to create a wide experience for the medical members. All of this will reflect positively on the whole medical industry and community worldwide.

By removing all geographical barriers between countries, we introduce one of our most important values which is flexibility. It is very vital for any type of marketing, especially medical marketing, as it saves time, cost and effort.

The diversification we present in our medical platform is very valuable as well. It helps spread digital marketing for the medical field on a very large scale with minimum limits.

Last but not least, transparency is among our most important values. We believe everyone should have a fair chance to flourish in the medical field, personally adding innovative and new ideas that were not there before. We do not tolerate any roguery, dishonesty or misleading acts.

CONDITIONS

This online platform is solely created for the medical and biomedical purposes. Irrelevant content related to any other fields will not be accepted. Keeping the professionalism is a requirement of all Medicaspace members as it enhances the medical experience by helping them communicate in a civilized manner. On this note, no inappropriate words, subjects, or content is allowed. Personal issues and conflicts should be resolved in neutral grounds outside our platform are they are not allowed as well. Medicaspace members are expected to be proactive not reactive, and to contribute in the creation of a cooperative atmosphere in our medical community.