



Dear valued Medtalkz member,

I hope this letter finds you in good health and high spirits. I am writing to update you on some important changes to Medtalkz and to seek your support in ensuring the continuation of this valuable platform.

As you may be aware, Medtalkz has been serving the healthcare community since 2017, providing free, online CME to health professionals. Our commitment to convenient learning has been recognized by SAMA, which awarded Medtalkz CPD-provider status in 2018, empowering us to allocate CPD points to the content hosted on our platform.

The success and impact of Medtalkz can be attributed to the incredible support from the nearly 20,000 health professionals who, like you, have registered on the platform and actively participated in our webinars. The quality of our webinars, featuring compelling topics and expert speakers, has received rave reviews. We are proud to have facilitated your professional development and value the trust you have placed in us.

However, I must share with you the financial challenges we currently face. Our original plan to fund the Medtalkz platform through advertising and sponsorships from the trade has become increasingly difficult in the present economic climate. The costs of running the organization - including Zoom platform expenses, website development and maintenance, administration for managing CPD points and day-to-day operations - have been mainly supported by a few dedicated and benevolent individuals and a few sponsoring companies.

Regrettably, this current approach is no longer sustainable, and as a result, we have made the difficult decision to introduce an inexpensive collective contribution from our members, starting from 01 September 2023. We understand the importance of maintaining free access to our webinars and online talks, and we assure you that this aspect will remain unchanged. You will still be able to attend our weekly webinars and access talk recordings free of charge.

The charges will apply when CPD points are allocated, through an affordable 3, 6, or 12-month subscription plan. By introducing this subscription model, we can continue to provide high-quality CME opportunities while ensuring the long-term sustainability of Medtalkz.

We sincerely hope that you support this proposed change, as it will enable us to keep this invaluable resource alive and thriving for the benefit of all members. We will be sharing the details of the cost structure with you in the coming weeks, giving

you ample time to review and choose the subscription option that best suits your needs.

Your continued involvement and feedback are vital to us, and we promise to remain transparent in our operations. We are committed to serving the needs of the healthcare community and advancing professional development in a world that constantly evolves.

Thank you for being an essential part of Medtalkz. Together, we can overcome these challenges and continue making a positive impact on healthcare education and practice.

With warm regards,

The Medtalkz Team