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MERZ AESTHETICS®

Creating a science-based, educational platform for aesthetic healthcare professionals.

"GuyKat proved to be absolute rockstars."

Claire Meisinger
Senior Manager, Professional Relations & Education at Merz Aesthetics

At a glance...

Boasting over a billion U.S. dollars in revenue, Merz Aesthetics is dedicated to improving patients' health, and helping them live, look, and feel better.

Who are they?

Founded over a century ago, Merz Aesthetics is a **global cosmetic pharmaceutical company**.

Who are their learners?

They serve over **35,000 Healthcare Professionals (HCPs)** worldwide.

What products and services do they offer?

Merz Aesthetics offers a comprehensive product portfolio that includes dermal fillers, neuromodulators, advanced skincare solutions, and medical devices.

> **"The GuyKat team played a pivotal role in every aspect of developing our new platform. They excelled by overcoming each challenge, and provided vital assistance throughout the process."**
>
> *Claire Meisinger*

What was the learning challenge?

Traditional LMS platforms are geared towards internal organizational needs, like onboarding and talent development, however, Merz Aesthetics wanted to amplify customer engagement by providing educational content that promoted their brand.

Merz Aesthetics needed a bespoke solution that could:

- Embody the brand's identity
- Ensure compliance with regulatory standards in every market
- Provide a way to connect with their audience on a whole new level

Background

Recognizing the untapped potential of their existing online educational platform, Merz Aesthetics set out to transform it into the **MAX (Merz Aesthetics Exchange)**. Their goal was to create an unparalleled resource for their expert customers, grounded in trusted, science-based aesthetics.

To achieve this vision, Merz Aesthetics sought the expertise of **two key partners**:

docebo®

The number one global learning platform, chosen for its robust features and user-friendly interface, aligning perfectly with Merz Aesthetics' ambitious goals.

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A trusted, long-standing partner of Docebo, known for their expertise in maximizing the return-on-investment in this awesome product and delivering great user experience.
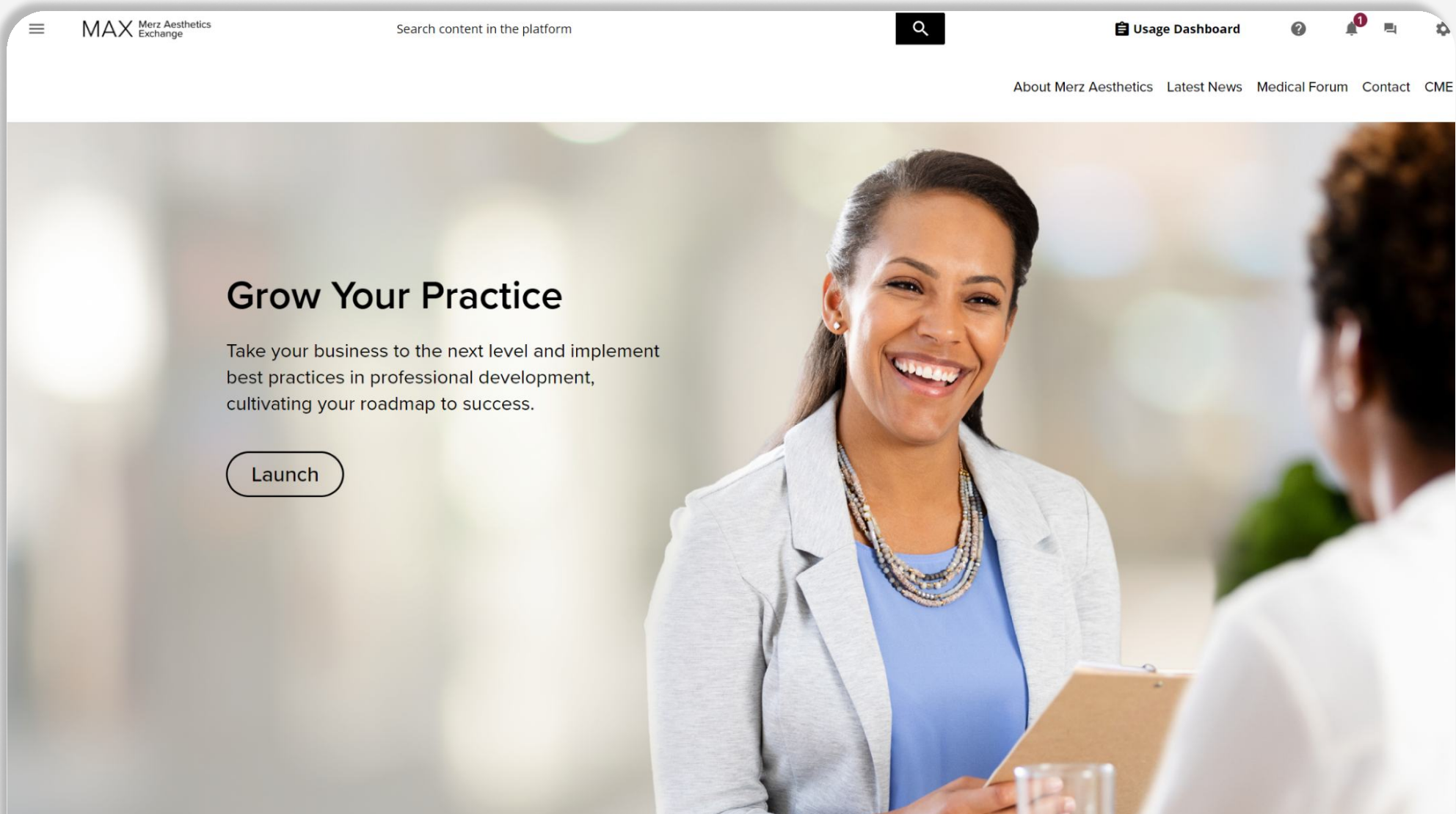

What was the solution?

To bring this vision to life, Merz Aesthetics devised a strategy that emphasized localization and personalization. By collaborating closely with regional administrators they ensured the platform respected cultural customs, linguistic nuances, and regulatory requirements unique to each market.

The result was a **comprehensive educational hub** that resonates with healthcare professionals around the world, solidifying Merz Aesthetics' position as a trusted authority in science-based aesthetics.

Key elements of the solution included:

Salesforce Integration via Docebo Connect
Enabling seamless data flow between their systems and enhanced user experience.

Custom UX/UI Design by GuyKat
This included bespoke features such as a interactive carousels, and engaging content pages that encourage interaction.
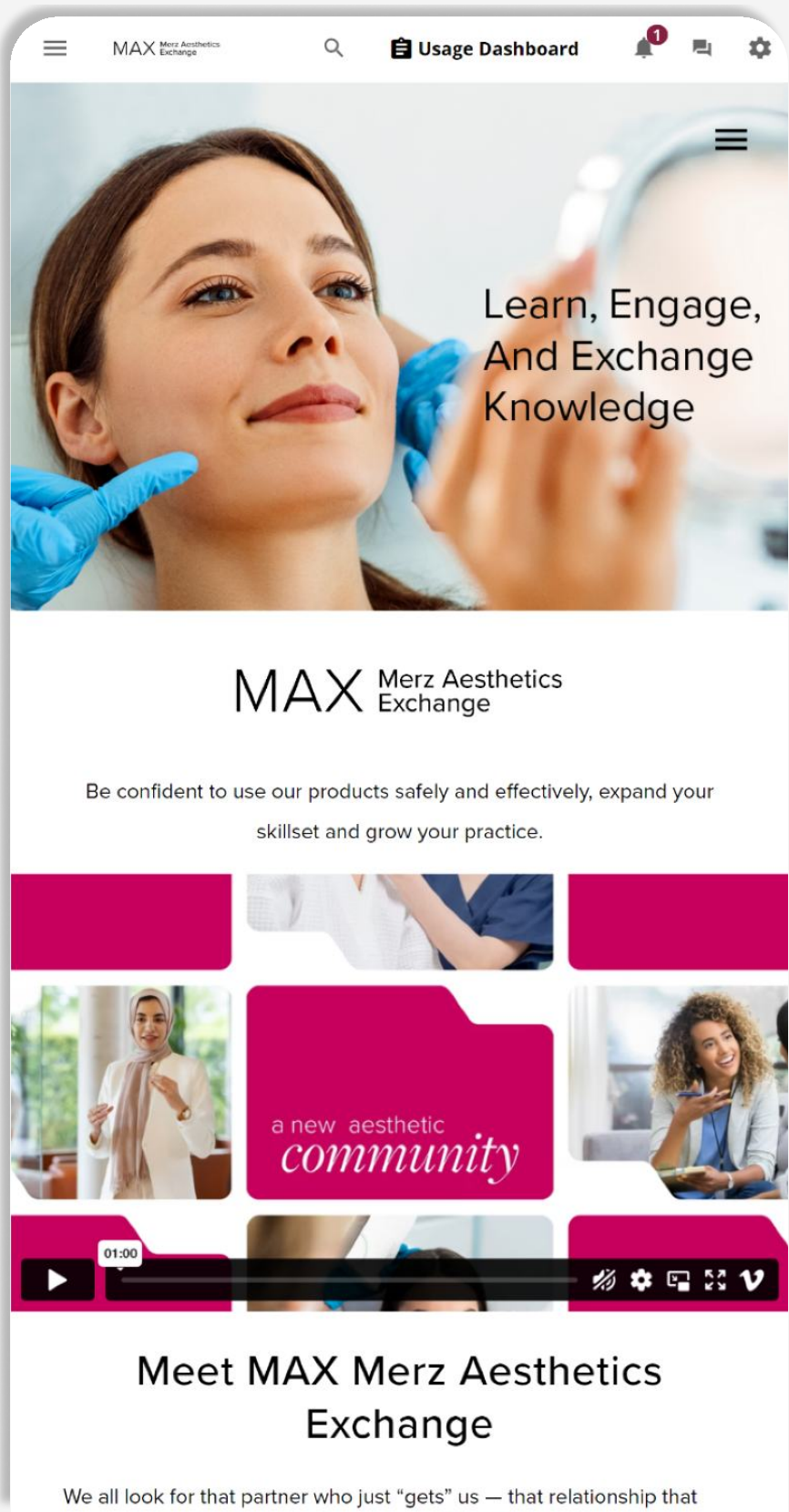
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Solve all your learning needs with GuyKat & Docebo.

Want to know more?

Get in touch with GuyKat. We'd love to talk.