

New Health & Beauty Portal features now available on Myahportal - Q&A document

New! Through our existing Alliance Healthcare Health & Beauty portal, we have developed a new feature called the Knowledge Zone. Our aim is to provide pharmacies with a range of content that helps them to grow and deliver a first-class customer experience.

What is the Knowledge Zone?

The Knowledge zone will supply you with access to a range of free resources from our trusted supplier partners, providing you with content and information on a range of ailments, from identifying the condition to product recommendations for treatment.

How do I access this?

You can access this new feature via www.myahportal.co.uk, by logging in and navigating to **Dashboard > Health & Beauty**

You will enter the new homepage for Health & Beauty which contains all the existing benefits along with the new portal feature, the Knowledge zone. At the top you will see the navigation bar that provides:

1. **Promotions**
2. **Product Catalogue**
3. **NEW: Featured Brands**
4. **NEW: Knowledge Zone**

What is Featured Brands?

Browse a range of brands from our leading manufacturers. Includes brand information and recommended products.

What is new about the Product Catalogue?

Existing access to the monthly promotions' flipbook and the counter directory flipbook is still available and accessible through the new Health & Beauty portal.

So, what's new?! You can now search by Category, Brands, Suppliers, Customer Rating, Offer, Pip code and Product Name to view a range of promotions and recommended products within the product catalogue.

What's new about viewing products in this portal?

All products will now provide a description. Ingredient's list and usage instructions will be available for all OTC lines and P-meds.

What else does the Knowledge Zone offer?

There are many resources you can access through the Knowledge Zone, currently we are offering:

1. **Category Insights:** Providing an overview of product categories and market dynamics that will give you a better understanding of the importance of the category to support your customers and maximise sales and margin
2. **Training Modules:** Alliance Healthcare's Knowledge zone is working in partnership with our Suppliers to provide HCP's guidance based on practical knowledge, empowering them to understand, identify and manage the most common conditions seen daily in pharmacies, including product recommendations for treatment

Am I able to download the training module content?

Yes, you can view, download, and print each individual training module through your usual browser options.

Who do I contact if I have any questions about the Health & Beauty Portal and its new features?

Please contact customerportal@alliance-healthcare.co.uk using 'Knowledge Zone' in the email title for any queries with this feature or 'Health & Beauty Portal' for any other Health & Beauty portal features.

I am unable to access the MyAHPortal, what do I do?

Please follow this link www.alliance-healthcare.co.uk/pharmacists/alliance-healthcare-portal to access the portal and seek support if required.