



A vision for the future

Description

Vision 2030 is our new, multi-year strategy that will ensure our company remains agile, innovative and aligned with the dynamic needs of our industry and clients. During the leadership roadshow in October, our Group CEO, Gerald van Wyk unpacked what this means for us and how we'll get there.

Our vision is to be recognised as a market leader, not only because of our financial performance and growth, but because of the lasting positive impact we will make in our clients' lives and the communities we serve. We will do this through four key pillars:



Build a winning health offering with Sanlam

What we want:

Working together, we will develop an open scheme supported by Sanlam and anchored by Fedhealth as our initial key partner, adding many more like-minded partners over time.

How we'll get there

- Leverage Sanlam's expertise to create innovative, fit-for-purpose healthcare and wellness solutions, and close health as an entry point for clients.
- Strengthen the integration and delivery of the value proposition across product lines, distribution, operations and outcomes.

- Reposition ADS for focused sales and distribution support.
- Grow restricted schemes and optimise operations for greater efficiency in the South African market.



Strengthen managed care leadership through clinically driven innovation

What we want:

We want to be at the forefront of transforming traditional care delivery programmes that enables us to be more value-based by focusing on quality clinical outcomes.



How we'll get there:

- Transform care delivery to a value-based model, with clinical innovation as a key differentiator.
- Leverage our clinical expertise, Sanlam's risk management capabilities, and strategic partnerships to deliver quality clinical outcomes and cost-effective care.
- Strengthen existing partnerships with schemes, intermediaries, and providers to enhance member experience.



Invest in data, digital platforms and technology

What we want:

Our growth will be enabled by data, digital and technology innovation with continued and accelerated investment in this area to drive high-value-use cases, enabling us to be a truly digital-first, client-focused healthcare organisation.

How we'll get there:

- Shift to a digital-first, client-centric healthcare model.
- Leverage data insights and digital tools to enhance client experience and operational efficiency.
- Use technology to empower members and provide integrated and holistic health and financial solutions.



Evolve our operating model to support our growth strategy

What we want:

How we structure ourselves going forward will play a vital role in successfully delivering on Vision 2030. We are evolving our operating model to be more cohesive and integrated to optimise AfroCentric's diversified healthcare proposition as our unique differentiator.

This is going to require a fundamental shift in our culture, driven by our values, innovation and collaborative business environment so that we adopt a culture-first and culture-led approach.

How we'll get there:

- Medscheme as the cornerstone of a cohesive and integrated value proposition.
- Fundamental shift to a culture-first approach, driven by our values, innovation and collaboration.
- Create a cohesive, integrated operating model that enhances service, clinical innovation and health outcomes.



Exciting growth ahead

Achieving our Vision 2030 will require patience, dedication and a willingness to embrace change, but the payoff will be a more resilient, agile and successful AfroCentric Group that unlocks the full potential of our business and all of us.

Our exciting strategy refresh will open new opportunities within the Group, especially as we further integrate with Sanlam. We have a key role to play in being part of something bigger with international ambitions – and Sanlam can't do this without us. And, we'll be solving some of the country's key healthcare challenges as we combine health and wealth to create a leading value proposition.

Missed the roadshow?

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1. Our Business

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