



Medical aid reimaged

Description

Fedhealth and Sanlam's reimaged medical scheme is built on the values that matter, and endeavours to reflect how modern South Africans live and what they're looking for in a medical aid.

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Since Fedhealth and Sanlam didn't just want to build yet another medical scheme, they asked the big questions first, like "Why is medical aid so rigid? So confusing? So expensive? And why does it feel like it was never made for people like you and me?"

As of 2023, only 15,7% of South Africans belonged to a medical aid scheme, which translates to only around 9,8 million people out of a population of over 63 million.

Creating a different kind of scheme

Exploring the biggest pain points led to the creation of something fresh – a different kind of scheme with a blueprint of real values at its core to serve as guidelines, not just vague promises. The revitalised scheme offers:

1. **Affordability:** By offering a wide range of options that can be tailored to their unique needs and circumstances, members of the scheme will enjoy real control over their benefits and their

medical aid expenses. Quality healthcare should be accessible and within reach, and affordability should never mean compromising on care.

2. **Customisation:** Fedhealth and Sanlam will ensure that members' plans fit their lives, not the other way around. Every person's health journey is different, and the scheme will embrace that by allowing members to personalise their benefits to suit their lifestyle, health needs and financial goals. This means they only pay for what they truly need and value, rather than being forced into a one-size-fits-all package filled with extras they might never use. It's about giving members ownership and flexibility, so they can build a plan that evolves with them.
3. **Inclusivity:** Medical aid should work for more people, more of the time, at any stage of their life or career. Whether someone is young and healthy, starting a family, building a career, or looking for more comprehensive cover, they deserve access to medical aid that meets their expectations in terms of quality and cost. Fedhealth and Sanlam are committed to breaking down traditional barriers to care and supporting a diverse community of members, so everyone feels seen, supported and included.
4. **Simplicity:** Members deserve to know exactly what they're getting, without unnecessary jargon or unexpected surprises. The updated scheme aims to make healthcare clear, straightforward and easy to understand, so members can make confident choices without confusion. While medical aid will always be a complex product, by stripping away the complexity as much as possible, Fedhealth and Sanlam will help members feel empowered and in control of their healthcare journey.
5. **Trust:** When members need support most, they should know their scheme will be there. Fedhealth and Sanlam are dedicated to earning and keeping members' trust through transparency, reliability and genuine care. From clear communication to dependable service and prompt support during difficult times, members can bank on the fact that the scheme will deliver what it promises. Trust will be the foundation of its relationship with each member, and it's something it will work hard to uphold every day.

Change is coming

The partnership between Fedhealth, a trusted name since 1936, and Sanlam, one of South Africa's most established financial institutions, creates a synergy of strengths when it comes to medical cover and insurance. With its five core values, the reimagined medical scheme is set to be a true evolution in the world of medical aid, with an offering that's transparent, trustworthy, affordable and straightforward.

Get ready, AfroCentric colleagues – the change you wanted is coming in 2026! Follow the journey at medicalaidreboot.co.za

Category

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