



## Leading with heart

### Description

**Medscheme has launched two transformative initiatives that together mark a bold step forward in building a workplace culture rooted in courage, compassion, and inclusion.**

The gender-based violence (GBV) campaign – Be Brave. Break the Silence – is a powerful stand against silence and injustice. It reminds us that silence protects no one, and that we all have a role to play in creating safe spaces where survivors feel empowered to speak out and be supported. This year's GBV orange theme is a striking symbol of awareness, unity, and the bravery it takes to break the silence.



Equally inspiring is the launch of the Pride Hub, a dedicated space for LGBTQIA+ colleagues to connect, feel seen, and be celebrated. Inclusion is not just a corporate value – it's a daily practice. This initiative reflects our commitment to ensuring that every voice, identity, and experience is respected, uplifted, and embraced.

These launches are more than internal milestones – they're a reflection of the kind of workplace we're building: one that is brave, inclusive, and deeply human.



“I look forward to engaging with these platforms, continuing the conversation around equity and dignity, and supporting a culture where everyone feels safe, valued, and heard. I’m incredibly proud to be part of a company that is not only driving innovation but also leading with heart, purpose, and social responsibility.”

— Siphokazi Mbhele, Executive Office Specialist: Medscheme Provider Contact Centre.

## Category

1. Our Wellness