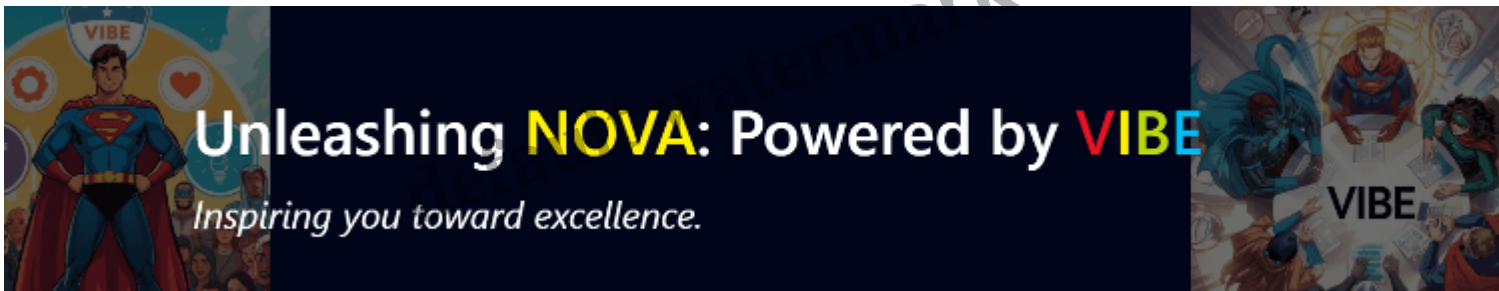




## A new star rises

### Description

**Medscheme is proud to introduce NOVA: Powered by VIBE – the new face of our Quality Management System.**



In October last year, the ISO Compliance Team was tasked with reimagining how ISO lives and breathes within our business. The goal was simple yet ambitious: elevate ISO from a compliance function into a vibrant, visible, and value driven part of our daily operations. This included refreshing the identity of our ISO 9001:2015 Quality Management System (QMS) – and what better way to do that than by involving the entire organisation?

Through a companywide naming competition, our colleagues helped shape the future of QMS at Medscheme SA – and we are proud to unveil the result of that creativity and collaboration.

### **NOVA: Powered by VIBE**

It's a name designed to ignite inspiration. A brand built to drive excellence. A new identity that reflects where we are going, not just where we've been.

### **Meet the team behind the transformation**

Our ISO Compliance Team, the custodians of quality and champions of continuous improvement, is made up of five passionate specialists.



From left are Jerome Maistry, Denvor Pillay, Thandeka Moloi, Bradley Bates and Cirsty Page.

The team supports 17 ISOcertified business units, and have a strategic commitment to expand our ISO footprint year-on-year. Their vision, dedication, and drive form the backbone of NOVA: Powered by VIBE.

### **Why NOVA?**

**A “nova” is a new star – a sudden brilliance that shines brighter than ever. That is exactly the spirit of this transformation. NOVA represents:**

- A bold beginning
- A renewed commitment to excellence
- A guiding light for operational clarity and consistency

It's more than a name – it's a symbol of a system designed to illuminate the path forward.

*Ignite Your Journey* 

Discover the new identity empowering  
our mission.

*Stand C*

NOVA symbolises

*Embrace Change* 

Transformative vision for our collective  
success.

*Align with H*

VIBE connects our

## What is VIBE?

VIBE stands for **Value, Integrity, Brilliance, and Excellence**.

These four pillars define who we are and how we operate. They ensure that every action, every improvement, and every decision within the QMS is rooted in the principles that make us exceptional.

Together, NOVA and VIBE form a powerful identity – a star that shines bright, powered by values that never fade.

## Our VIBE Pillars



## Why does this matter?

A rebrand is more than a new logo or name. It's the beginning of a movement.

NOVA: Powered by VIBE drives:

- Clarity – bringing visibility, simplicity, and purpose to quality.
- Alignment – ensuring our mission and values are connected at every touchpoint.
- Engagement – inspiring teams to take ownership and pride in quality.
- Differentiation – demonstrating that we don't just meet standards, we elevate them.

This identity marks our evolution. It signals that excellence is not just a requirement, it's who we are.

## The journey begins

The NOVA: Powered by VIBE campaign officially begins now and is only the first spark. Over the coming weeks, expect:

- A full visual identity rollout
- Engagement activities and awareness drives
- New tools and resources
- Integration into all ISO related platforms and documentation
- Ongoing updates as the transformation unfolds

We invite every employee to join the movement. Because ISO Compliance is not a department, it's a culture.



“NOVA: Powered by VIBE – because greatness doesn’t wait. It rises.”

## Category

1. Our Business

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