



Getting the message across

Description

The Communications Enablement team plays an essential role in ensuring we communicate with our clients regularly in a concise, standardised manner. Let's welcome some new additions to the team.

We work together with business partners who are responsible for the successful creation and execution of communication for their client schemes. Our goal is to create amplified engagements for our customers.

The Communications Enablement team is responsible for:

- Communication strategy and governance
- Active participation in service design for strategic projects
- Leading the creation of content across different channels
- Providing specialised communication support for the managed care teams.

When creating content, we push for sending messages via mobile first and we craft new messages by following our design principles and editorial style guides.

In 2022 we achieved the following with the support and dedication of our Communications Enablement Capability Forum:

- Stopped the receiving and drastically cut down the sending of system-triggered faxes
- Reduced the number of system-triggered SMSes and post, saving ±R7 million compared to previous years' costs
- Completed the rebrand of all Medscheme system and template communications
- Completed the New Communications Solution Business requirements and the "as-is" and "to-be" architecture. More recently we started work on the new Hospital Events Management (HEM) communications
- Continued sending monthly ICC eNewsletters for Bonitas, AECl and SAMWUMED to educate and inform our registered Chronic Medicine Management members on how to live and stay healthy

- Drove the activation of over 125 new AMP-specific messages and on-screen text for the Bonitas and Fedhealth mobile app
- Published our [external comms page](#) on One Mind, including our processes, procedures and editorial style guide
- Worked with the Knowledge and Learning Experiences Capability to create and publish module one of the Writing Fundamentals course on the AfroCentric Online Academy, which is piloted within the Bonitas business unit.

This year we welcome these new team members who'll add more impact to our space:

Thandolwethu Gulwa (Communications Specialist)



Thandolwethu joined the team on 1 February 2023 as a Communications Specialist. Budding and blooming in the City of Roses, Bloemfontein, she matriculated from the C&N Sekondêre Meisieskool Oranje before earning an Honours degree in Journalism and a German Studies qualification with a Goethe B1-level German competency certificate from Rhodes University.

Thandolwethu will be working with Martine Joubert on our monthly ICC eNewsletters and copy-editing to improve existing and newly crafted communication for our Medscheme clients. Her wide-ranging experience will add great value to our team and customers.

View [Thandolwethu](#)'s full profile.

Moraba Mabulana (Copywriter)



What started as a development opportunity through the “Job Shop” has led to Moraba becoming an official copywriter in our team and the first for Medscheme as from 1 January 2023. Moraba holds a BTech in Public Relations Management from Vaal University of Technology.

After joining Medscheme as a Data Capturer in 2016, Moraba was promoted to Quality Controller in 2019. In 2021 she volunteered 50% of her time as a copywriter trainee and contributed to departmental projects and completed various training courses. Two years later, it's gratifying to see all her hard work paying off. We look forward to her contributions to our team and customers.

View [Moraba](#)'s full profile.

Category

1. Our Projects

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