



## An incredible Expo

### Description

It was an epic six-week journey filled with amazing content delivered through seven main sessions. The Expo was a great opportunity to engage with key enablers and stakeholders within the organisation. Fezile Tati: Specialist Data Analyst reports back.



The Medscheme Expo shed light on how we as an organisation are embracing a digital transformation journey.

By adopting disruptive technology, implementing industry best practices and employing and empowering a world-class workforce, we are providing a resilient, robust healthcare ecosystem that delivers quality high-touch services.

The We Care Campaign will ensure a hands-on, personalised approach to ensuring excellent clinical

outcomes and a differentiated product and service offering.

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## **Session 1**

### **Connect to our Why**

People are the why. At a fundamental level, our people, our clients and their members are our greatest asset.

In the first session, we were warmly welcomed by Andrew Wright, our Executive Manager: Support Solution, who explained how we as employees are a part of the transformation and how we can grow within it.

Medscheme is a people business. By transforming, we are better able to take care of our clients and their members and realise our vision of creating amplified engagement driven by our six-pillar strategy.

In the video about Vuyo, we saw how the member app nudged him to experience service in the moment when he required emergency help. It was a great illustration of how a personalised experience allows us to take better care of our members.

The benefits members receive, all at the click of a button, include:

- Easy-access benefits and self-services (WhatsApp integration)
- Seamless digital submissions with immediate replies
- Billing management
- Post-discharge support services (follow-up visits).

Andrew's own words best summarise this session: "We are here to care for members, and we are transforming our business to make a tangible difference at every interaction we have with them."

## **Session 2**

### **Connect to the way of work**

Our digital journey has changed how we interact and communicate within the AfroCentric intranet. It's never been easier to implement the C.O.P.E. methodology so effectively.

The introduction of Rhythms reduced administrative dependencies while reinforcing and optimising collaboration, orchestrating meeting sequences and frequency has become simple. Agile increased visibility and improved project management threads all accessible in real-time. One Mind is a core component in becoming fluent in our new way of work, Gizelle and Medi provide useful tips and best practices that ensure the digital transformation standard is adhered to. The better we as an organisation can collaborate effectively the better our productivity and deliverables become.

## **Session 3**

### **Connecting our people**

We went live with Anthea Meredith on the people's voice, where the panel shared the progress that has occurred over the past two years. One Mind does justice in honouring the memory and legacy of Cookie Ramkelawon – the UX/UI is well designed, making navigating the site effortless. The central repository is fun and engaging, well put together and maintained.

Behind every great product or service is a great team. One Mind is a precise reflection or proxy of that. Medscheme employs thousands of people which is why a collaborative effort is so crucial. The strength revolution brought about greater transparency and helps us to better understand and interact with our colleagues. The Governance Model introduced my personal favourite, forums. The Ignite recognition programme and Healthwise are proof that Medscheme is listening and making efforts to empower employees. Bheki Zondo, our Functional Head: Smart Service Work Force Management, said that focusing on the talents and growth of our employees would result in world-class services.

#### **Session 4**

##### **Connecting your mind**

Knowledge is power. We have a wealth of information and support thanks to the communication enablement function at our disposal. I'm proud to be a part of an organisation that instils a culture of perpetual learning and more so one that strives to enhance the quality of life, making health more accessible to everyone. Connecting your mind is more than just absorbing information, it's an opportunity to add value to the organisation, ensuring that our mission, values and goals are achieved.

#### **Session 5**

##### **Connect to the Evolution**

if our services or products aren't relevant then business will cease to exist. As the Afrikaans idioms says van lekker slaap kom lekker huil. Translated that means you sleep you get left behind. Modern tech is intended to mitigate the errors and downfalls of legacy systems/APIs hence why we as an organisation are Capitalising on the advances of modern solutions . According to an article published by pwc, the level of digitisation globally is expected to increase from 33% to 72% within five years. Industry 4.0 is about connectivity, it's an opportunity to radically change the way an industry responds to the need of society. The human touch is a pivotal factor in workforce satisfaction and customer experience, but the adoption of innovative smart processes and the implementation of a clear strategic vision will require individuals to constantly improve their skills.

#### **Hybrid Model**

Medscheme is currently using a hybrid model, which is a combination of on-prem and cloud processing. In my opinion, this is the best approach from a bottom line and data recovery perspective.

#### **Session 6**

##### **Connect to insights**

The measuring and monitoring of data equips our leaders to make informed decisions. These decisions can have a profound impact on not only the organization but also the 3.8 million beneficiaries we service. That's why implementing cost-effective smart data models is imperative. It is impossible to set the industry benchmark without secure, accurate, relevant data. We aim to empower business

units, alleviate ambiguity and integrate an added layer of transparency and data governance for AfroCentric holistically.

## **Session 7**

### **Connect to our experiences**

In the last session, the Care team panel, led by Martin Heyes, our General Manager: Corporate Schemes, briefly gave the audience an executive summary on the sessions that had occurred and emphasised some of the key takeaways. He quoted Dr Mike Marshall, our Executive Manager: Research and Product Development and other stakeholders on the subject of care, particularly on how we first need to care for ourselves and colleagues in an ethical manner before we can care for others. Striving to meet the clients' experience needs is a step in the right direction but it's not enough. We as an organisation, when our members need us most, must adequately meet their needs while providing quality experiences. I have no doubt that if done right, we will see an improvement in member retention figures.

### **Category**

1. Our Subsidiaries

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