



## As we wrap 2023

### Description

**It is with great excitement that I write my first letter in our magazine as your new CEO. Joining this incredible team has been an enriching experience and I have enjoyed meeting many of you over the past few months.**

I want to take a moment to acknowledge the efforts and resilience demonstrated throughout the year. Through the challenges that the business has had to go through, amidst many successes of course, I'm inspired by the spirit that defines our company. I am therefore very thrilled about the journey that lies ahead.

As we approach the year-end, the highlight of this quarter has been Medscheme, AfA and Pharmacy Direct being honoured with prestigious PMR.Africa Awards, in celebration of excellence in various categories. These accolades are a testament of excellence, tenacity and commitment from the AfroCentric ecosystem – values which will always remain top priority to ensure that our clients, partners and the healthcare industry at large continue to be served with excellence.

Engagements with various stakeholders to sharpen the direction that the business needs to take will also remain top priority into 2024. This strategic refresh will ensure that we maximise the Sanlam partnership for new market opportunities while finding efficiencies across our operations to become more agile and cost-effective. And to be number one. For that reason, it is important that we keep the energy and momentum, as this is a critical stage to shape and define the future of our organisation.

I look forward to working with team AfroCentric, engaging in meaningful conversations and learning from your diverse perspectives as we solidify our reset. Our collective efforts will undoubtedly contribute to the continued success and growth of the company.

In wrapping up 2023, I encourage each of you to take some well-deserved time off. Relax, spend quality time with loved ones and recharge. Your wellbeing is important and I would like you to return next year feeling refreshed and ready to make 2024 a year of even greater achievements.

Thank you for your support.

## Category

1. Our CEO

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