

BACK TO HEALTH

Embracing the principles of BBBEE, Medscheme supports the participation of SA's previously disadvantaged in the development of a healthy nation and vibrant economy

Giving back is essential to the long-term prosperity of companies as it provides the opportunity to demonstrate the human face of business. As such, corporate social responsibility should be aligned with a company's business strategy and its engagement with key stakeholder groups. It is about how businesses align their values and behaviour with the expectations of these stakeholders, as well as with society as a whole.

The healthcare industry in particular has many challenges to face, including critical healthcare personnel shortages, substandard public healthcare facilities and overwhelming community dependence. Aligned with Medscheme's vision – to create a world of sustainable healthcare – they promote sustainability by actively supporting and investing in projects that are consistent with the objectives of government's transformation plans for the industry.

Here are some of the projects that Medscheme has recently been involved in.

SOCIAL COMPACT FORUM

Medscheme is proud to be a founder member of the Social Compact Forum (SCF), which was launched by the Department of Health to investigate ways in which the private sector could work with the government to bolster the state's mission to fulfil key macro healthcare objectives.

The SCF set up a Public Health Enhancement Fund (PHEF) of which Medscheme is a contributor. Among other things, the fund provides financial support for medical and postgraduate research students.

UKUSEBENZA RESEARCH FACILITY

The facility is an enterprise development initiative towards which Medscheme has committed funding that will assist with the operational capacity of Ukusebenza, an SMME in the research sector.

The SMME has entered into an agreement with the University of Pretoria which outlines how the



(From left) AfroCentric Health CFO Wallace Holmes and former Deputy Minister of Health Dr Gwen Ramokgopa with a mother and her newborn, alongside Eluthandweni Maternity Clinic owner/manager Sister Nonina Dube

two entities will work together in contributing to the training of masters and PHD students for combating HIV/Aids and TB, one of PHEF's primary objectives.

NURSING COLLEGES

Medscheme continues to implement a programme to support black-owned nursing colleges. This far-reaching project also encompasses the

refurbishment and equipping of the institutions to further the education of qualified and competent nurses. This in turn will help address the country's shortage of qualified healthcare professionals.

MEDSCHEME EMPOWERING DOCTORS

This initiative aims to assist recently qualified doctors from disadvantaged backgrounds in setting up successful private practices. It does this