

Company: SABC Pension Fund *AND* SABC Medical Scheme
Nomination Submitted by: please note, 2 separate entities
Company Description: The SABC Pension Fund & The SABC Medical Scheme are separate legal entities available to staff & pensioners of the South African Broadcasting Corporation (SABC), the national broadcaster. Each is independently governed by a separate management board, share a CEO and administered by different external administrators. They service 7,590 members, & their 7,670 dependants = 15,280 beneficiaries.
Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories
Nomination Sub Category: Communications or PR Campaign/Program of the Year - Communications Research
Nomination Title: SABC MEDICAL SCHEME - Advancing Stakeholder Confidence: Psychometrically Rigorous Research in its Third Year



1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:
- Written answers to the questions
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

March 2022 - May 2025

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 156 words used.

The SABC Medical Scheme plays a critical role in private healthcare, serving a diverse membership base comprising employees and pensioners of the South African Broadcasting Corporation (SABC).

In recent years, SABC employees have faced considerable challenges, including a 20% staff reduction in 2021, adverse media coverage and a parliamentary enquiry into mismanagement (see press clippings) and most importantly significant shifts in healthcare policy with the passage of the National Health System legislation in May 2024. (See Annexure 1) This legislative change has sparked extensive industry litigation, given concerns over feasibility and implementation.

Recognizing the growing need for strategic stakeholder engagement, the scheme initiated a psychometrically rigorous research programme in 2022. Its objectives were to measure stakeholder perceptions, inform engagement strategies, and assess the scheme’s reputation and governance practices. By 2024, this research had evolved into a key benchmarking tool, allowing for the evaluation of previous interventions and enabling both engagement with key stakeholders and continuous improvement.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 173 words used.

This research initiative was spearheaded by the CEO of the SABC Medical Scheme and SABC Pension Fund, leveraging the proven framework of the “Pencil Me In” research and engagement model initially developed by the SABC Pension Fund in 2014 and which is undertaken on an annual basis.

Research for the SABC Medical Scheme has been undertaken in 2023, 2023/ and 2025. While communication, service, and reputation remained core dimensions of assessment, additional research batteries were adapted to reflect the specific needs of SABC Medical Scheme members and stakeholders with the following objectives:-

The research sought to evaluate stakeholder perceptions and provide data-driven insights into:

- Key issues impacting the medical scheme environment
- Effectiveness of communication and engagement strategies
- Service delivery and evolving member needs
- Information gaps and education requirements
- Overall reputation and credibility of the SABC Medical Scheme

Following the findings of the 2024 study, tailored engagement and service interventions were rolled out. In 2025, the study was again repeated to assess these initiatives against the baseline data, ensuring measurable improvements in key areas.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 229 words used.

The CEO partnered with an external research firm to:

- Develop a robust, psychometrically sound measurement model
- Design and host dedicated online survey platforms
- Conduct statistical analyses across demographic categories
- Provide comparative insights against initial benchmarks

Branded as “**A Second Opinion**”, the research engaged 100% of the following stakeholder groups:

- **Management Board (11 members)**
- **Scheme Members (3,879 individuals)**
- **Administrators (Medscheme representatives, 15 individuals)**

The survey was distributed via personalized emails and hosted on dedicated sites:

- [Trustee Survey](#)
- [Administrator Survey](#)
- [Member Survey](#)

Participation rates were high, yielding strong confidence levels:

- **Trustees.** (11) We received 11 responses from this group yielding a 100% confidence level with a 0 point confidence interval
- **Contact personnel from administrators (Medscheme)** (15). We received 13 responses from this group return, yielding a 95% confidence level with a 10,27 point confidence interval
- **Members (3879).** We received 513 responses from the membership base yielding a 95% confidence level with 4,02 point confidence interval

Comparing 2025 results to previous findings and aggregating these across the three groups:

- **Service ratings improved from 88.8 to 91,40%**
- **Engagement and communication ratings increased from 92,71 to 95,39%**
- **Scheme reputation ratings rose from 93,02% to 94,37%**

In addition to rigorous quantitative analysis employing the Likert scale and highlighting mean average deviation across core dimensions, qualitative feedback revealed broader concerns through open-ended responses, enriching the study’s impact.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 76 words used.

1. **Work Plan**
2. **Appendix 1** – Employer Issues & National Health Insurance Legislation Overview press clippings
3. **Appendix 2** – Executive Summary of Findings & Recommendations
4. **Appendix 3** – Detailed Research Report (Methodology & Results)
5. **Appendix 4** – Member Brochure
6. **Appendix 5** – Member Z-Card (Summary of Benefits – Cover)
7. **Appendix 6** – Member Z-Card (Summary of Benefits – Details)
8. **Appendix 7** – Decision-Making Guide for Member Benefit Options
9. **Appendix 8** – CEO Correspondence on NHI Bill Passage

Attachments/Videos/Links:

[SABC MEDICAL SCHEME - Advancing Stakeholder Confidence: Psychometrically Rigorous Research in its Third Year](#)

[REDACTED FOR PUBLICATION]