

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 of the Year - Issues Management
Nomination Title: SABC MEDICAL SCHEME



1. 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:

December 2022 - March 2025
2. 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
3. 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.
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 147 words used.

The SABC Medical Scheme plays a pivotal role in South Africa’s private healthcare sector, catering to a diverse membership base of employees and pensioners of the South African Broadcasting Corporation - SABC. In recent years, members have faced significant socio-economic and workplace challenges.

The acceptance of the National Health System - NHS by parliament in 2023 and its subsequent passage into law in May 2024 introduced uncertainty across the industry, especially for private and closed medical aid schemes. The NHS has become the subject of industry-wide litigation due to concerns regarding its feasibility (see press clippings).

Understanding the potential impact of these developments on members, administrators, and leadership, the SABC Medical Scheme launched a stakeholder engagement initiative in 2023. This proactive issues management programme aimed to surface concerns, shape engagement strategies, and enhance service delivery. In 2025, a comprehensive evaluation assessed the programme’s effectiveness against initial benchmarks.

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 162 words used.

The initiative was conceptualized by the CEO of the SABC Medical Scheme, who also leads the SABC Pension Fund. It leveraged the Pension Fund’s well-established *Pencil Me In* research and engagement model—an approach that has significantly strengthened stakeholder confidence over the past ten years. This model embraces annual diagnosis, planning, implementation and endline evaluation, commencing with robust and rigorous perceptions assessment. While key pillars such as communication, service, and reputation remained central to the research model developed for the process, specific variables were tailored to the SABC Medical Scheme environment (see research report). Insights from the 2024 study informed strategic interventions, which have been reevaluated in 2025 to measure impact.

The programme’s primary objectives included assessing, addressing and evaluating stakeholder perceptions of:

- o Key challenges affecting the medical scheme environment
- o Communication and engagement processes, channels, and interventions
- o Service quality and evolving member needs
- o Information and education requirements
- o The impact of these factors on stakeholder concerns and perceptions and the scheme’s reputation and credibility

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 251 words used. If the word count is more than 25 words over the limit, please deduct one (1) point from your score.

To ensure a data-driven approach, the CEO collaborated with an external research partner to:

- o Develop a rigorous psychometric measurement model
- o Create and host online survey platforms for stakeholder groups
- o Conduct statistical analyses across all demographic variables
- o Provide comparative insights against the 2024 benchmark

Branded as *A Second Opinion*, the programme engaged a full quantitative sample, including:

- o Management Board (9 members)
- o Scheme Members (3,879 respondents)
- o Contact personnel from the scheme’s administrator, Medscheme (15 participants)

Three customized survey sites facilitated engagement:

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

Survey responses yielded high confidence levels:

- o **Trustees.** (11) We received 11 responses from this group yielding a 100% confidence level with a 0 point confidence interval
- o **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
- o **Members (3879).** We received 513 responses from the membership base yielding a 95% confidence level with 4,02 point confidence interval

The 2023 findings informed targeted interventions, (See annexures) leading to measurable improvements in 2025. These interventions have included ongoing correspondence from the CEO and targeted messaging in formal and social media.

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

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

Qualitative and quantitative research approaches also surfaced broader concerns through open-ended feedback, ensuring a holistic stakeholder engagement strategy.

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.

- o Work Plan
- o Appendix 1: Employer issues & National Health Insurance legislation
- o Appendix 2: Executive summary of findings & recommendations
- o Appendix 3: Detailed Research Report (findings & methodology)
- o Appendix 4: Member Brochure
- o Appendix 5: Member Z-Card (Foldable summary of benefits) – Cover
- o Appendix 6: Member Z-Card (Foldable summary of benefits) – Details
- o Appendix 7: Member Decision-making Map for benefit options
- o Appendix 8: Correspondence from CEO regarding NHS legislation
- o Appendix 9: Sample of correspondence from CEO to members

Attachments/Videos/Links:

[SABC MEDICAL SCHEME](#)

[REDACTED FOR PUBLICATION]