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MEDSHIELD MEDICAL SCHEME RECOGNISED AS A TOP EMPLOYER 2021

It is an esteemed honour for Medshield Medical Scheme to be recognised amongst top organisations globally that are certified as “Top Employers” with progressive people/employee practices.

The world of work is changing and what initially seemed as a continental drift into the Fourth Industrial revolution has hastened and is compelling many organisations to be adaptable and develop people practices that are relevant to today’s times. The COVID-19 pandemic is compelling organisations to be agile, adaptable and find different ways of work.

The medical scheme industry is a very dynamic and evolving industry and it is vital that schemes are able to attract the right talent. To differentiate themselves from the competition, Medshield Medical Scheme focused on attracting and nurturing employees in all spheres of the business – thus complementing their innovative product offering with knowledge and experience so that their members can Live Assured, knowing they will receive the best service and healthcare when required.

The Scheme is diverse in terms of skill set with core operational roles, as well as Health Professionals, Clinical Risk, IT, and other strategic talent. The roles range from Contact Centre agents, Data Analysts, Medical Advisors, and Marketing Professionals through to the Principal Officer position, to name a few. Approximately 67% of Medshield’s employees are females, which talks to their drive for gender representation.

The Scheme embarked on the journey with the Top Employer Institute in 2019 and although not accredited then, the feedback received gave an opportunity to continue working towards better people practices. Medshield’s Human Capital strategic intent is to create a high performance and engaging culture and ensure an engaged workforce.

“The Top Employer Institute audit process guided us to be intentional about continuous improvement and design of the Scheme’s people processes. Progressive and relevant people practices lead to a better working environment that directly contributes to productivity and the Scheme’s strategic intent of creating a high performance and engaging culture,” says Thandi Thankge, Executive: Human Capital at Medshield.

Embarking on the 2021 – 2023 Scheme strategy, Medshield’s human capital focus is “A Magnet for Talent”. The Top Employer 2021 accreditation comes at an opportune time, as it will help the Scheme to attract talented individuals and give a sense of assurance that they prioritise their employees’ overall wellbeing and are supportive of nurturing their careers. The accreditation thus assists in reinforcing their employer branding with potential employees.

Although the Scheme is in the process of fostering a culture of innovation internally, it also focuses on innovative experiences and knowledge enhancement through external talent that will assist in its exponential growth. The Scheme has celebrated a few firsts in the industry through attracting the best talent in the industry. In the recent past the Scheme has launched many new and convenient products for their members such as SmartCare (Nurse-assisted and Virtual Doctor Consultations through VideoMed) and WhatsApp Doc to name but a few.

To enhance the employee experience to become a Top Employer organisation and reap business success, the following were lessons learnt in the past two years:

1. Leadership commitment to reflect and improve their employee experiences, as they recognise how important and critical human resources is to organisational success;
2. Employee experience is a partnership between Human Capital and line management;
3. Not being accredited is an opportunity to review and improve current practices;
4. The Top Employer process provides an 'outside-in' perspective, and insights into what other organisations are doing in the employee experience and practice fraternity;
5. An integrated approach to improving people practices is highly recommended as opposed to sporadic changes and the Top Employer framework gives direction and guidance on how to focus and improve people practices in their entirety, and updating practices that are becoming of importance as time changes;
6. This process positions Human Capital divisions as strategic business partners to organisations globally that continue to add value.

Research has shown that employees are attracted and stay in organisations that exist to fulfil a bigger purpose than financial success. Participating and being accredited as a Top Employer 2021 will contribute to the business success of Medshield Medical Scheme.

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