

SA's largest self-administered medical scheme appoints Tribeca as its communication partner

Bestmed Medical Scheme (Bestmed), South Africa's largest self-administered medical scheme and fourth largest open medical scheme, has appointed Tribeca Public Relations (Tribeca) as its PR agency after a competitive pitch process.



Source: Supplied. Denelle Morais, Bestmed Manager: Marketing and Communications.

Tribeca will support Bestmed in communicating more effectively with existing and potential members, with an emphasis on simplicity and clarity, helping them understand their rights and responsibilities as medical scheme members.

With a proven track record of 58 years, Bestmed has 12 structured plans that are designed to suit individual's needs, no matter their life stage or budget. Each plan provides value for money for its members and offers preventative care on all options.

Making quality healthcare accessible

"Quality healthcare is not affordable for most of our population, however, medical schemes continue to work at developing affordable options to make quality healthcare accessible to more people. We are excited to be able to communicate Bestmed's intention to provide quality, affordable healthcare cover to many more South Africans," says Nicola Tarr, Business Unit Direct at Tribeca PR.

A [report](#) by the Council for Medical Schemes (CMS) shows that Bestmed was the only one of the top five open schemes to grow its member base in 2020. The organisation also received the highest rating in the [South African Customer Satisfaction Index](#) (SA-csi) for 2021, on overall quality, perceived value, overall customer service index, and customer loyalty in the medical aid industry.

"We consistently strive to provide the best healthcare solutions for our members. With Tribeca as our communications partner, we look forward to communicating our key objectives of providing value for money medical cover and excellent service to our members," says Denelle Morais, Manager: Marketing and Communication for Bestmed.

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