



Ref: CMS Brand awareness survey
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Circular 23 of 2019: Brand Awareness Survey

Introduction

The Council of Medical Schemes (CMS) is conducting an awareness survey for medical scheme members and beneficiaries to gauge the level of their awareness regarding the services offered by the CMS to members and beneficiaries of medical schemes.

Purpose

The overall aim of this exercise is to improve the CMS' service to members of medical schemes. The survey questionnaire has been designed to collect information on the level of members' awareness about the services offered by the CMS to members and beneficiaries of medical schemes.

Objectives

The objective of the study is:

1. to determine the level of members' awareness of the services offered by the CMS to members of medical schemes in South Africa.
2. to make recommendations on how to use the findings of the Brand awareness survey.

To participate in this project, members are requested to complete the questionnaire accessible via the CMS website: www.medicalschemes.com. It should take approximately 10 minutes to complete the questionnaire.

Ethical considerations and Confidentiality:

Participation in this survey is completely voluntary. All the participants' responses on the survey will be kept confidential. The responses will only be used for statistical and research purposes and will be reported only as a collective combined total. By completing and submitting this survey, members are indicating their consent to participate in the study.

Closing date for the survey:

The closing date for the survey is **29 March 2019**.

Enquiries relating to the survey must be directed to Ms Grace Khoza, General Manager: Stakeholder Relations on email: g.khoza@medicalschemes.com telephone: (012) 431 0430/14.

To participate, members must click [here](#)



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