



Dear Respondent

### LET YOUR OPINION COUNT!

Please make a difference and let your opinion count by participating in this survey. Your participation is crucial for the Council for Medical Schemes (CMS) to determine how stakeholders of CMS perceive the CMS brand. This research is contributing to improve marketing programmes aimed at employees of CMS. It will add value to CMS, since a similar research project has not been conducted before in the medical scheme industry. The research project focuses on whether internal marketing influences the brand awareness as perceived by stakeholders of CMS.

It will also provide us with a clear indication of how CMS is being perceived by industry and how we can improve our service excellence and reputation. In this regard, your opinion is highly required and matters to add value to this research project at large.

It is important to know that any information obtained in the research will in no way reflect the identities of the people participating in the research, it will be entirely anonymous and your opinion and attitude will be treated strictly confidential. All data will go directly to the Statistical Consultation Service of the University of Johannesburg.

Please complete the questionnaire as honestly as possible to ensure accuracy of the study. The questionnaire will take up to 10 minutes to complete. It would be appreciated if you could complete the questionnaire by Friday, 20 June 2014.

Please complete the survey here: <http://take-survey.com/statkon/stakeholder.htm>

A brief overview of the research project

CMS is part of a much larger healthcare industry with various challenges facing them as Regulator of medical schemes. Due to the volatile and dynamic environment in which CMS is functioning, it therefore became critical for CMS to ensure its employees who interact with external stakeholders are equipped and trained effectively. Internal marketing programmes should assist organisations to train employees in a manner that they convey a positive awareness of the organisation's brand to customers. The internal marketing mix has various elements, namely internal product, price, place, promotion, people, processes, physical evidence, personal relationships, packaging, positioning and performance that might have a certain degree of influence on the brand awareness perceived by stakeholders. The purpose of this research project is to understand what the influence of these elements on brand awareness is.

Should you have any enquiries, please email me directly at [e.conradie@medicalschemes.com](mailto:e.conradie@medicalschemes.com)

Kind regards

A handwritten signature in black ink, appearing to read 'E. Conradie', written in a cursive style.

Dr Elsabé Conradie  
Head: Stakeholder Relations