



Invitation to Trustees and PO Forum and CMS workshop on establishing a Marketing Forum

The Council for Medical Schemes (CMS), hereby invites you to the Trustees and Principal Officers Forum, which will be followed by a workshop on establishing a Marketing Forum on Tuesday, 9 June in Gauteng and Thursday, 11 June in Cape Town.

This Forum meeting is extremely important for PO's to attend, CMS will amongst others discuss the Beneficiary Registry which will have an impact on all schemes and administrators. Administrators will be invited (in a separate invitation) to a meeting the following day, which PO's are welcome to attend.

As suggested in the Trustees and PO Forum in January (see minutes), PO's are requested to bring along the heads of marketing, communication and/or stakeholder relations of medical schemes to attend the Marketing Forum workshop either in Cape Town or Pretoria.

The need for a marketing forum became clear when the CMS recently had to intervene after advertisements of some schemes were misleading and had to be amended at great cost. The CMS also received complaints from members of not receiving particular services that were sold to them and of unclear member communication.

The purpose of the workshop is for the CMS to share the recently published Communication Guidelines as well as move towards establishing a Marketing Forum. The aims of the Marketing Forum, to be jointly determined by schemes and the CMS, are:

- to provide guidelines on scheme communication to members and marketing to potential members;
- to avoid misleading advertising;
- to avoid undesirable business practices;
- to facilitate specific CMS communication to beneficiaries.

PO's are hereby requested to provide details of the heads of marketing, communication and/or stakeholder relations who will accompany them at the workshop – space is provided in the online RSVP form.

Two workshops will be held, one in Pretoria (at the CMS office) and another in Cape Town (venue to be confirmed) to accommodate as many schemes as possible. The Trustees and PO Forum and Marketing Forum workshop dates and times will be as follows:

- **Tuesday, 9 June 2015,** 09:00 – 11:00 Trustees and PO Forum meeting Gauteng
- 11:15 – 15:00 Marketing Forum workshop (including lunch)

- **Thursday, 11 June 2015,** 09:00 – 11:00 Trustees and PO Forum meeting Cape Town
- 11:15 – 15:00 Marketing Forum workshop (including lunch)

The CMS intends to hold similar meetings with schemes and administrators based in Durban and Port Elizabeth in the coming months.

Please click [here](#) to RSVP, by 28 May 2015, to attend the Trustees and PO Forum meeting and workshop in Pretoria.

Please click [here](#) to RSVP, by 28 May 2015, to attend the Trustees and PO Forum meeting and workshop in Cape Town.



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