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## SA's most valuable healthcare brand

*The state of healthcare in South Africa is often described as being in the ICU, but one service provider has come out with a spanking clean bill of health.*

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Despite gains made in healthcare in South Africa, complaints mount about hospitals being overcrowded and medical services being inferior or too expensive. This is true for both the public sector and private healthcare sectors.

However, one healthcare service provider has come out tops as the most valuable healthcare services brand in South Africa.

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Mediclinic is the only healthcare service brand to be included in the top 10 most valuable brands in South Africa, according to Brand South Africa and Brand Finance Africa.

The leading brands are listed by financial valuation in South Africa and their part in driving competitiveness and the nation's reputation.

Mediclinic bagged a spot in Brand South Africa's top 50 Most Valuable Brands list in 2014 and has since gained 5% in its brand value.

"Our unwavering focus on improving the patient experience with our brand, from referral through to discharge and even recovery, was a contributing factor in retaining a top 10 position," Mediclinic Southern Africa's Chief Marketing Officer Dr Biren Valodia told Health24.

"We want our patients to feel that our brand is lived by all."

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He explained that its brand is underpinned by five vibrant drivers – practical, exacting, deliberate, orchestrated and human – that guide all decisions and actions.

"Because we know our patients value our authority as much as our empathy, our brand seeks a finely tuned balance between a scientific, expert-dominated approach and a considered, respectful human approach," said Valodia.

The private hospital group, which is the sixth largest in the world, was founded in 1983. It has hospitals and clinics in South Africa, Namibia, Switzerland and the United Arab Emirates.

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