Virtual AGM Chairperson's report
24 November 2023

Chairpersons message

Dear colleagues,

I hope this AGM finds you all well and thriving as we all move into a much deserved festive period.

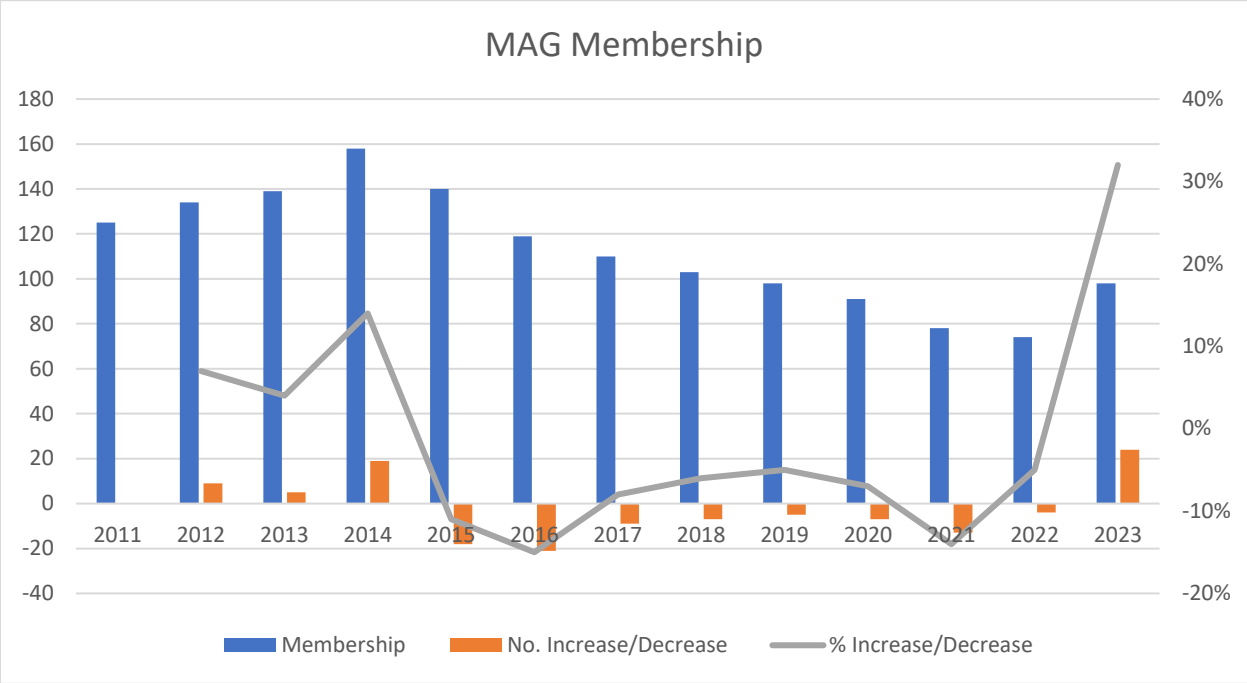
This is my first report as Chairperson since taking on the position in 2021 and I look forward to updating you all on the progress of the organization over the past few years as my term comes to an end.

As I give you this update on the current status of the organization and EXCOs endeavors I would like to start by giving thanks to the outgoing EXCO members and of course Sharon Dore for all their tireless efforts to make the organization as beneficial and valuable as possible for our members as possible.

Highlights of the past few years

- 2022 successful and well attended MAG conference
- Membership increase
- Excellent attendance at CPD
- Balance sheet position

Membership



The graph above depicts the membership numbers of MAG from the period 2011-2023.

In 2023 our membership numbers increased by 32% and we are now at almost 100 members at year end. This is very positive news as we can see post the Covid pandemic there was a noticeable drop off.

The Constitution of the organization makes note of the following objectives and actions to achieve those objectives:

2.1 To advise and guide the funders of healthcare with the aim of optimizing the health care of patients.
2.2 To promote cost effective healthcare.
2.3 To ensure equitable and fair treatment of providers of healthcare.
2.4 To contribute towards sustainable funding of healthcare.
2.5 To be socially responsible to those needy in health.

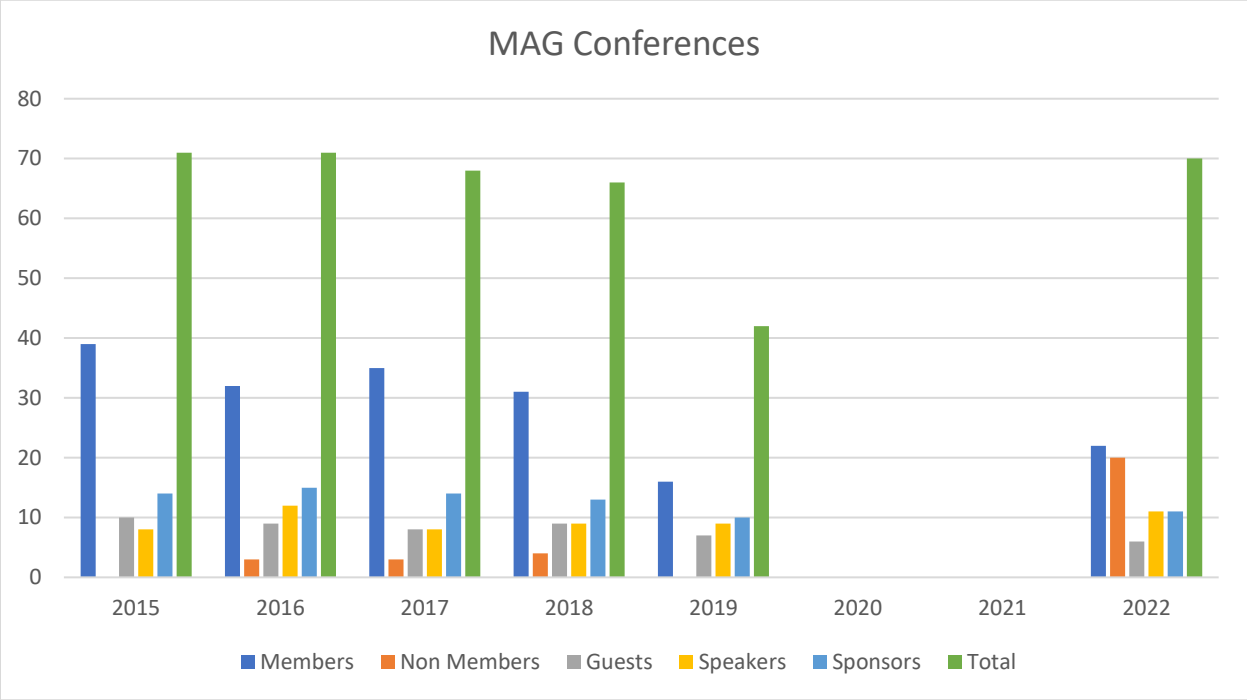
To reach these objectives the Group shall:

3.1 Identify guidelines to best practice and cost effective therapy and provide a resource for collaboration and guidance on funding decisions related to appropriateness of therapy.
3.2 Identify and prioritize issues of medical management which are impacting on the health care industry, and, where possible, reach consensus which will simplify funding decisions.
3.3 Set up a process whereby information sharing can contribute towards accumulation of meaningful datasets upon which rational therapy and funding decisions can be made.
3.4 Contribute to the debates on health policy and the structure of the health system in South

Africa where it affects medical advisors.
3.5 Engage in socially responsible projects to promote health in communities.
3.6 The Group may take such other actions regarding communication, web and digital presence, or other matters, as may be deemed necessary in all matters affecting the legitimate interests of its members.

I believe that MAG's uptick in membership is due to our strategies following and achieving these objectives successfully.

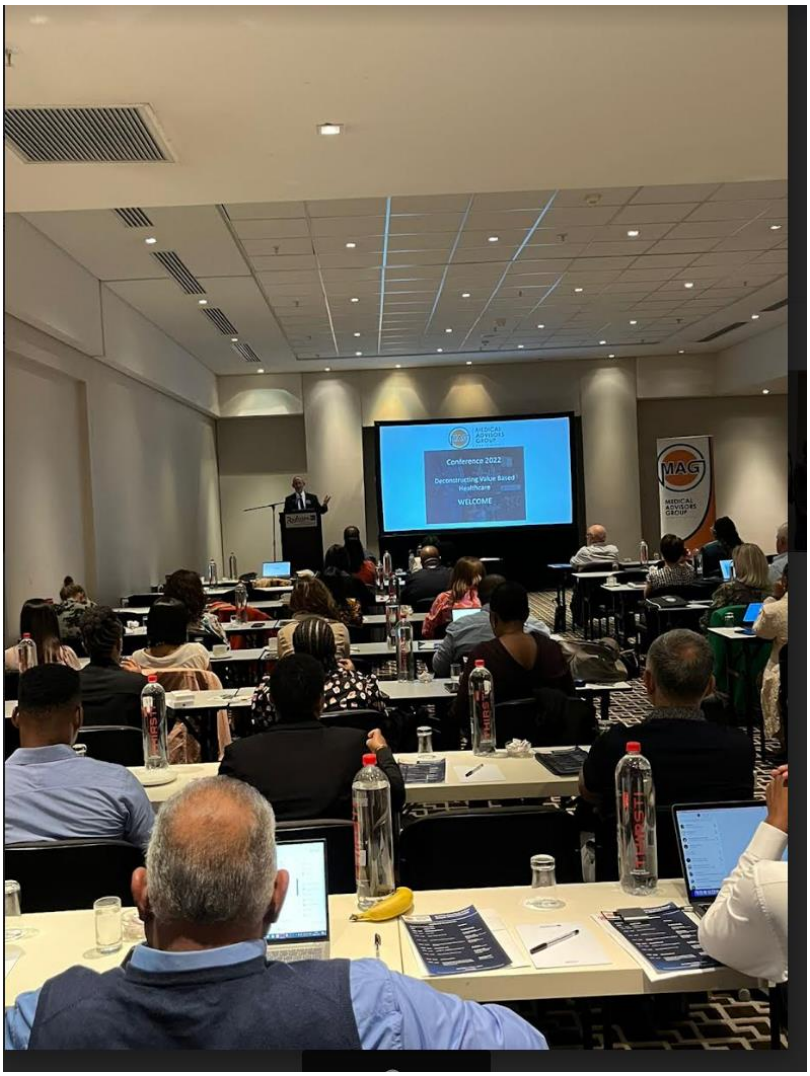
Conferences



The above graph shows the details of the MAG conferences over the period 2015-2022.

As many of you who attended our 2022 conference are aware, this conference was a resounding success that we are very proud of. This was the 1st conference after the Pandemic break, and it was a welcome coming together of our membership and industry.

The theme of deconstructing value-based healthcare was as relevant as ever and the caliber of speakers at the event was stellar. I am so proud to have been a part of bringing this event into being and once again would like to thank Sharon Dore and our EXCO team for all they did to make this a possibility.


Conference 2022
Deconstructing Value Based Healthcare
WELCOME
MAG
MEDICAL ADVISORS GROUP


Radisson BLU
GAUTRAIN HOTEL
SANDTON JOHANNESBURG


MAG
MEDICAL
ADVISORS
GROUP


2014 to 2020
DeLoitte survey of US physicians


MAG
MEDICAL ADVISORS GROUP

MEDICAL ADVISORS GROUP SOUTH AFRICA

Deconstructing Value Based HEALTHCARE

Academic Programme

Thursday, 27 October 2022

Time	Event/Topic	Speakers
10h00 - 10h20	**Registration/Networking**	
10h20 - 10h30	Welcome	**Dr Sunira Rugnath** Chairperson: MAG
10h30 - 11h30	Fraud, Waste and Abuse	**Dr Johann van Zyl** MD: Clinical Governance Services
11h30 - 12h30	Strategic Overview and Projects	**Michael Willie** Executive: Policy, and Monitoring CMS
12h30 - 13h30	The Law and Ethics applicable to Medical Advisors	**Elsabé Klinck** MD: Elsabé Klinck Associates
13h30 - 14h15	**Networking Lunch**	
14h15 - 15h00	COVID-19 - Long Term Management	**Dr Adri Kok** Specialist Physicic
15h00 - 15h45	New Injectable Options in HIV	**Dr Jeremy Nel** Specialist Physicic Infectious Disease Specialist
15h45 - 16h00	**Networking Break**	
16h00 - 16h45	Funding Advisors or Medical Advisors Managed Care vs Managed Funding Implications of HPCSA ruling regarding Medical Advisors	**Panel Discussion** MAG Exco Dr Andrew Good

MEDICAL ADVISORS GROUP SOUTH AFRICA

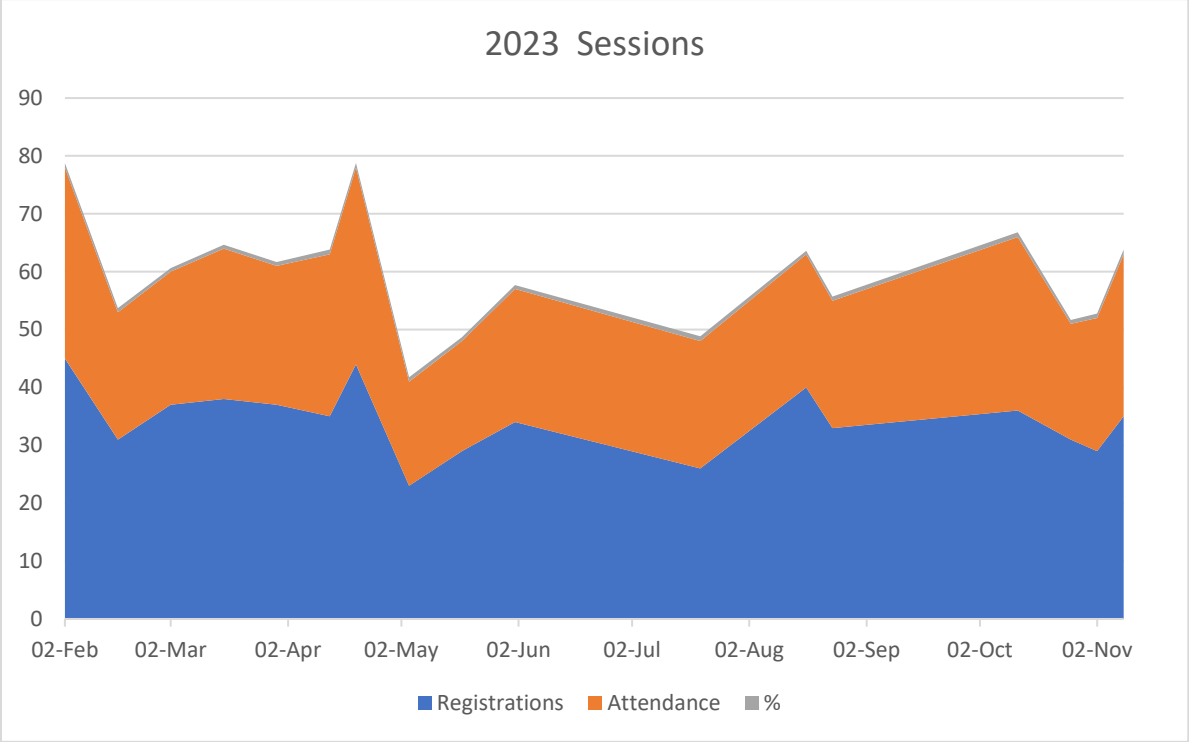
Deconstructing Value Based HEALTHCARE

Academic Programme

Friday, 28 October 2022

Time	Event/Topic	Speakers
08h00 - 08h30	**Registration/Networking**	
08h30 - 09h15	Outcome Measurement and Reporting	**Dr Andrew Good** Co-Founder Southern Africa Outcome Measurement and Reporting Conference (SA OMRC)
09h15 - 10h00	Value Based Care: A GP Perspective and an Ethical Challenge	**Dr Tony Behrman** Business & Medicolegal Consultant: Medical Protection Society
10h00 - 10h45	Deconstructing the Controversial Prosthetic Benefit	**Heinrich Grimsehl** Owner, HG Prosthetics Private Practice, Netcare Rehab Hospital **Yonise Britz** Medical Orthotist Prosthetist HG Prosthetics Private Practice, Netcare Rehab Hospital
10h45 - 11h00	**Networking Break**	
11h00 - 12h00	NHI and Medical Schemes	**Dr Nicholas Crisp** Deputy Director General: National Health Insurance NDOH
12h00 - 13h00	Telemedicine Medicolegal Risks and Ethical Considerations	**Dr Brad Beira** Medicolegal Advisor
13h00 - 13h10	**Comfort Break**	
13h10 - 13h55	Future of Genetics in Healthcare	**Prof Amanda Krause**

Virtual CPD Sessions



The above graph gives a representation of the attendance and registrations of our CPD sessions for 2023. On average 72% of registered members then attended the sessions. Comparatively in 2022 our virtual sessions had a registration to attendance percentage of 68%.

We also hosted 12 sponsored sessions this year generating income for the MAG organization of over R100 000.

The format of moving our session virtual has certainly improved our attendance levels and in the incoming year we will also be creating a few more in person sessions in Gauteng to allow for some variety in our offerings to our membership.

Below is a summary of the topics offered in 2023s sessions, it demonstrates the value we are creating for our members with a variety of topics spanning many different areas of the Medical Advisor interests.

	Date	Topic	Registrations	Attendance	%
1	02-Feb	Advances in Management of Pulmonary Arterial Hypertension - Can We Slow Progression?	45	33	73%
2	16-Feb	The Evolving CLL Treatment Landscape	31	22	71%
3	02-Mar	The Role of Disease Modifying Therapies (DMT's) in Multiple Sclerosis and Patient Profiles	37	23	62%
4	16-Mar	The importance of TIR and the clinical benefit of new innovative therapy in the management of Diabetes Mellitus	38	26	68%
5	30-Mar	Investigation of Neuro-Endocrine Tumors	37	24	65%
6	13-Apr	A value-based palliative care approach	35	28	80%
7	20-Apr	Augmented Rehabilitation and Management with Botulinum Toxin Type A	44	34	77%
8	04-May	Advances in CDK4/6 inhibitors: Unique differences and benefits for patients	23	18	78%
9	18-May	Management and Treatment of Adult Patients with Anemia Associated with Chronic Kidney Disease	29	19	66%
10	01-Jun	New Treatment Advances in Plaque Psoriasis	34	23	68%
11	20-Jul	Improving outcomes for relapsed/refractory Hodgkin Lymphoma patients – the role of consolidation treatment	26	22	85%
12	17-Aug	Paediatric Palliative Care & Support	40	23	58%
13	24-Aug	Current Trends in Management of CMV in Patients undergoing Allo-HSCT	33	22	67%
14	12-Oct	Medical Nutrition Therapy for PMB Conditions: A Case Study of Challenges and Outcomes	36	30	83%
15	26-Oct	Industry Influences and Conflict of Interest	31	20	65%
16	02-Nov	Type 2 Inflammation - A Tapestry of Disease: Focus on Dupilumab in Asthma	29	23	79%
17	09-Nov	Treatment of end stage heart failure: Role of transplantation and use of left ventricular assist device	35	28	80%
			583	**418**	**72%**

Financial reports

MEDICAL ADVISORS GROUP

STATEMENT OF FINANCIAL POSITION
AT 31 JULY 2023

	Notes	2023 R	2022 R
ASSETS			
Non-current assets		-	-
Property, plant and equipment		-	-
Current assets		228 528	218 663
Bank and cash balances	2	228 528	218 663
Total assets		228 528	218 663
EQUITY AND LIABILITIES			
Equity		218 811	209 233
Retained Income / (Accumulated Loss)		209 233	314 731
Net Profit/Loss for the year		9 578	(105 498)
Non-current liabilities		-	-
Long-term borrowings		-	-
Current liabilities		9 718	9 430
Short-term provisions	3	9 718	9 430
Total equity and liabilities		228 528	218 663

MEDICAL ADVISORS GROUP

DETAILED INCOME STATEMENT
FOR THE YEAR ENDED 31 JULY 2023

	2023 R	2022 R
Revenue	600 349	138 400
Conference Delegate Fee	86 747	-
Honorarium	18 832	14 720
Membership Fees	31 070	18 680
Sponsors	332 200	-
Virtual CPD	131 500	105 000
Cost of sales	(462 895)	(47 330)
Conference Other	119 050	-
Conference Venue	334 845	23 278
Virtual Meeting Honorariums	9 000	24 052
Virtual Monthly Meeting Expense	-	-
Gross profit	137 453	91 070
Other income	39 828	7 072
Interest Received	11 250	7 072
Sundry Income		
Accommodation	24 583	-
Sponsor Additional Delegate	3 994	-
Total Income	177 281	98 142
Operating expenses	(167 703)	(203 640)
Accounting Fees	9 718	10 668
Bank Charges	1 449	1 436
Legal Fees	-	32 200
Secretarial/ PA Services	110 000	120 000
Website Maintenance Expenses	46 537	39 337
Finance expenses	-	-
Net profit / (loss) for the year	9 578	(105 498)

MEDICAL ADVISORS GROUP

NOTES TO THE ANNUAL FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JULY 2023

1. Accounting policies

The following are the principal accounting policies of the partnership, which are consistent in all material respects with those applied in the previous year, except as otherwise indicated.

Basis of preparation

The financial statements have been prepared on the historical cost basis, except as modified by the revaluation of freehold land and buildings.

Revenue

Revenue from the rendering of services is recognised on an accrual basis in accordance with the substance of the agreement.

	2023 R	2022 R
2. Bank and cash balances		
Bank and cash balances at year end comprise:		
Petty cash		
Current account	30 478	1 863
Market Link	198 050	216 799
	228 528	218 663
3. Short-term provisions		
Provision for Accounting Fee	9 718	9 430
Provision for Secretarial Fee	-	-
	9 718	9 430