



The SAMRC UHC/NHI Forum is an open meeting for those interested in developments, learning and plans related to the Universal Health Coverage and the National Health Insurance in South Africa and globally.

**Presenter: Dr Brian Ruff**

**Title: The potential role of the private sector in a UHC system**

At this webinar Dr. Ruff will present and discuss some of the characteristics of the SA private healthcare sector that explain its current production and performance issues. Brian will propose how these may be addressed so that we can achieve incremental convergence between it and the public sector. He will use the example of a population medicine programme – The Value Care Team – to illustrate the practical steps that can be taken to make quality care affordable to more of the people who live in SA.

 **27 March 2025**

 **15h00 – 16h00**

[Register here](#)

### Presenter biography



Dr Brian Ruff, a public-spirited private healthcare expert and manager, is CEO and founder partner of Professional Provider Organisation Services (PPO Serve). PPO Serve is a 'Value Based Care' healthcare management service company, pioneering the formation of integrated multidisciplinary medical 'Teams' to deliver high volume patient centred coordinated clinical care of good quality and at low cost.

**This is a HPCSA CPD accredited webinar**

All welcome – for any questions or suggestions, please contact:

Kim Jonas: [kim.jonas@mrc.ac.za](mailto:kim.jonas@mrc.ac.za) Tamara Kredo: [tamara.kredo@mrc.ac.za](mailto:tamara.kredo@mrc.ac.za)