



## **An introduction to Eternity and its history**

On 18 April 2002, the CAMAF Board of Trustees approved a management buy-out of the administration infrastructure of the Chartered Accountants (SA) Medical Aid Fund (CAMAF) and the launch of an outsourced medical scheme administration service. This take-over included both assets and employment contracts of the full CAMAF administration. In addition, Eternity Private Health purchased equity in the iMed claims processing system.

The founders of Eternity Private Health were a breakaway team from CAMAF with 15 years combined experience in the administration of medical funds.

At this stage, Eternity Private Health had two agreements to provide administration services to CAMAF and Profmed, a Professional Provident Society (PPS) fund. These two funds had a

combined membership of more than 43 500 members and 100,000 beneficiaries.

Eternity's mission was, and still is, to provide elite administration services – primarily, but not necessarily exclusively, to closed schemes. This elite service is delivered with the same mindset as that of a private bank – exclusivity. The need of closed schemes to find more cost-effective and efficient methods of administration, combined with the expertise and exclusivity of the Eternity Private Health offering, creates a compelling purchase decision for our potential clients.

Eternity Private Health's greatest strength lies in the fact that it is in effect a continuation of an existing, highly successful business. Perhaps even more importantly, the founders are supported by a team they have known and trusted for years.

Early in 2004 Eternity Private Health expanded the administration services with the launch of Active Health Fund Administrators, an open scheme administrator. April 2004 saw the launch of Active Health's first Scheme, Eclipse Healthcare.

Next the Eternity Directors created an IT company under the name of Cumulus Integrated Solutions. This organisation offers state of the art, internationally recognised systems to support the ever-evolving healthcare environment.

At the request of members a wellness and loyalty programme was developed under the umbrella of Eternity Private Health Concierge (Pty) Ltd. This programme has been rolled out to the CAMAF membership base in the form of CAMAF Concierge and the Eclipse Healthcare membership base in the form of Orbit.

Eternity Private Health continues to investigate opportunities for growth within the healthcare industry, from a technology, healthcare and administration perspective.

Eternity Private Health has a strategy of providing a multi-faceted approach to the healthcare industry with the following companies listed under the holdings umbrella:

**Eternity Private Health Fund Administrators (Pty) Ltd**

**Active Health Fund Administrators (Pty) Ltd**

**Eternity Healthcare (Pty) Ltd**

**Eternity Private Health Information Technology (Pty) Ltd  
/ (Cumulus Integrated Solutions)**

**Eternity Private Health Concierge (Pty) Ltd**

Eternity Private Health Fund Administrators aim to render specific healthcare administration to CAMAF, the exclusive medical aid scheme specifically for the professional market. In addition to administration services, offered to both open and closed schemes, the healthcare organisation offers managed care services.

Eternity Private Health remains one step ahead of the industry, by building on a sound position within the marketplace. All divisions of the holdings company are uniquely and specifically designed to offer innovative products centred on the needs of a niche market.

With Eternity Private Health innovation is the name of the game.

The key areas that Eternity Private Health aims to focus on in order to enhance customer satisfaction and set them ahead of its competitors are:

- Technology
- Service

The highly trained staff complement, supported by the outstanding technology, remain part of the quality and innovation strategy and are trained to treat all Eternity clients with a 'private bank approach' ensuring that health and healthcare is simple, hassle-free and professional when working with the Eternity group.

Our highly sophisticated and professional team give our clients a refreshing, inspiring and dynamic approach to their needs. This, added to an unsurpassed track record, a comprehensive and highly flexible product range as well as an excellent financial track record ensure Eternity Health continues to go from strength to strength.