

VVAA & AMREF FLYING DOCTORS

a partnership at the heart of healthcare

This summer, VVAA will celebrate its 85th anniversary. As a membership organization for healthcare professionals with services in the range from financial and legal advice to insurances, education, travel and events, VVAA aspires to be a warm and welcoming 'home' for its members. A caring organization has a lot to offer to society and therefore Better Future matched VVAA to AMREF Flying Doctors. This festive year became the steppingstone for a long lasting partnership.

Evert Greup, director of VVAA: "Together with AMREF Flying Doctors, we intend to set a new standard for CSR partnerships. The synergy between our organizations is far beyond our initial imagination." AMREF Flying Doctors is the largest African health organization that wants to ensure the right to good health through the creation of informed communities that work with empowered healthcare providers in strong health systems. In January of this year, the partnership was launched at the VVAA New Year kickoff event with a spectacular presentation by AMREF's director Jacqueline Lampe. Right the next day, employees started posting the most incredible ideas on the designated partnership website. They were also invited to participate voluntarily in work lunches and join policy making committees. The instant enthusiasm was overwhelming.

The significance of this partnership lies in the bottom-up design. Evert: "My question to Better Future was to help us with a complete internal makeover. For almost two years now, we have been working very hard to bring about a new corporate culture, to improve our market position, and to align strategies towards our priority goal of becoming a warm and welcoming organization for our members."

Better Future proposed a partnership with AMREF Flying Doctors for several reasons: 1) employee loyalty is triggered by a higher purpose and it develops a new sense of company pride, 2) member involvement is raised through the shared effort of bridging the need for knowledge exchange and participating in fundraising events, 3) management develops new personal skills in leadership programs, 4) medical students, an important target group, are invited on VVAA's mission through the Future Leaders Health programs, and 5) a meaningful partnership gives direction in times of change and adds luster to the 85th anniversary. But most of all, both organizations are at the heart of healthcare and strengthen each other with their values, expertise, and experience in the most relevant way possible.



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