

THE CELL GROUP

# 20TH ANNIVERSARY

SPECIAL EDITION | DECEMBER, 2023





# TABLE OF CONTENTS



## REFLECTIONS ON 20 YEARS OF EXCELLENCE

An exclusive interview with Cell Insurance Board Chairperson

1

## PIONEERING EXCELLENCE IN INSURANCE

An exclusive interview with Cell Insurance Group Chief Executive Officer

4

## THE NEW CELL INSURANCE HIVE

A buzzworthy example of sustainable design

8

## CELL INSURANCE 20TH ANNIVERSARY: A JOURNEY OF INNOVATION & SERVICE EXCELLENCE

An exclusive interview with Cell Insurance Principal Officer & General Manager

10

## CELLMED HEALTH MEDICAL FUND: REVOLUTIONALISING HEALTHCARE ACCESS IN ZIMBABWE

Insights by CellMed Health Medical Fund General Manager

12

## NECTACARE: ADVANCING HEALTHCARE FOR A BRIGHTER FUTURE

An exploration by Nectacare Health Services Executive

14

## CELL INSURANCE LONG SERVING LEGEND

Unveiling the inspiring story of a long-serving employee

16



— CELL INSURANCE —

# REFLECTIONS ON 20 YEARS OF EXCELLENCE

## AN EXCLUSIVE INTERVIEW with **David Birch, Cell Insurance Group Board Chairperson**



In the dynamic world of insurance, leadership plays a pivotal role in shaping the direction and success of a company. At Cell Insurance, one individual has been at the forefront of driving innovation, navigating challenges, and steering the company towards unprecedented growth. We had the privilege of interviewing the esteemed Board Chairperson of Cell Insurance Mr. David Birch, a visionary leader whose expertise and guidance have been instrumental in the company's remarkable journey.

**Q: Can you please provide a brief background of yourself, leading up to your role as Board Chairperson of Cell Insurance? Also share some insights into your role.**

**Mr. Birch:** As the chairman of Cell Insurance Company, my primary role is to coordinate board activities, provide guidance and direction, and ensure smooth operations. With a 62 year history working in the insurance industry, I bring experience and expertise to my position. I initially got involved with Cell Insurance through my previous company, Aon, and eventually joined the board and became chairman. I took over the role of chairman when the previous chairman, Winston Chitando, had to step down due to his appointment as Minister of Mines. It has been approximately 5 or 6 years since I assumed the position of chairman, possibly even longer.

**Q: Please take the readers down memory lane with a detailed history of Cell Insurance, its strategic business units, CellMed and Nectacare and its regional investments?**

**Mr. Birch:** Cell Insurance Company was established in 2003 during a challenging economic period in Zimbabwe. Initially formed as a Captive fund for ZESA, the company later shifted its focus to conventional insurance and opened its doors to the public due to the opportunities present in the market. In 2008, when hyperinflation rendered local currency practically worthless, Cell Insurance became the first insurer in Zimbabwe to offer insurance policies denominated in US dollars. This strategic decision helped the company survive and thrive during the economic turmoil. While Cell Insurance ventured into the funeral insurance market, capital requirements and sustainability issues led to the decision to exit that market and instead focus our efforts on developing CellMed and Nectacare. These units operate in the medical aid sector and offer comprehensive insurance and risk transfer solutions. Trading difficulties in this challenging economic environment, along with fraudulent activities in the medical aid industry, pose ongoing challenges. Despite these challenges, the move into CellMed and Nectacare aligns with the company's goal of providing a comprehensive insurance and risk management solution. Continuous management and adaptation are necessary to ensure the long-term viability of these units.

**Q: As the Board Chairperson, what specific initiatives or decisions have you been involved in that have contributed to the growth and success of Cell Insurance?**

**Mr. Birch:** The growth of Cell Insurance Company has been a collective effort involving stakeholders, shareholders, the Board, management, staff, and clients. The success of the company can be attributed to collaboration, teamwork, and the dedication of everyone involved. The support and trust of clients have been crucial in driving growth and success. As Cell Insurance continues to evolve, a culture of teamwork and collaboration will be maintained to drive further growth and success in the future.

**Q: How has your leadership style influenced the culture and values of Cell Insurance? What principles have guided you in leading the organization?**

**Mr. Birch:** My preferred leadership style is hands-off, allowing individuals the freedom to operate and make decisions. I believe in giving people room to grow and trusting them to carry out their responsibilities effectively. I encourage autonomy and independence while also emphasizing the importance of seeking help and support when needed. I prioritize accountability and responsibility, integrity, and transparency. Fundamental principles that guide my leadership style. Trust is paramount in the insurance industry, and we strive to fulfill our promises to clients.





Cell Group Chairman & Executive Management Team

**Q: Can you discuss any challenges or obstacles that Cell Insurance has faced during your tenure as Board Chairperson? How did you navigate through those challenges?**

Mr. Birch: We managed to get through the currency crisis of the 2008 period and as recent as 2020, we had to overcome the challenge presented by the COVID-19 health crisis. This was worse than the currency crisis due to the sudden interventions that had to be taken to prevent its spread. Suddenly, you were unable to go into the office and the trading environment was difficult. The infrastructure to fully support working from home was not yet in place, and we had to be agile to respond to the demands of the environment. However, with leadership and teamwork Cell Insurance was able to overcome those challenges and I commend the team for being able to do that. The crisis did not affect Zimbabwe alone, but was a global crisis that also affected reinsurance and I applaud the team for managing to come out of that crisis as a strong unit. Prior to the COVID-19 pandemic, Cell Insurance had low digitization, but the crisis led the company to completely re-evaluate its digital strategy and make significant investments into that area. Today I am proud to say Cell Insurance is completely digitized and I complement management and the board on their efforts to make that possible.

**Q: What measures have you taken to ensure effective governance and compliance within Cell Insurance? How do you maintain transparency and accountability in the decision-making process?**

**Mr. Birch:** At Cell, we prioritize maintaining high levels of corporate governance. Dr Makuzwa and his team have implemented robust practices that comply with regulations and build strong relationships with stakeholders. We believe that investing in corporate governance is crucial for long-term success, ethical operations, and instilling trust. It provides a competitive edge, mitigates risks, and fosters accountability and transparency.

**Q: How do you maintain transparency and accountability in the decision-making process?**

**Mr. Birch:** At Cell, we prioritize open communication and encourage directors to freely express their thoughts. We believe diverse perspectives and constructive feedback lead to better decision-making. Our board members are highly committed and engaged. Board meetings focus solely on Cell's growth, and we value the opinions and expertise of our directors. We create an environment of trust and respect where everyone feels empowered to contribute.

**Q: How has the role of the Board Chairperson evolved over the past two decades in the insurance industry? What new challenges and opportunities have emerged?**

**Mr. Birch:** The role of a chairperson on a board has evolved significantly, requiring active engagement and accountability. You are ultimately responsible for all the decisions made and the outcome. The role demands thorough study, understanding, and the ability to make informed decisions. It is crucial to be well-informed, to ask

questions, and to seek clarification. The task is onerous, and finding individuals willing to take on board positions has become more challenging. It requires dedication, effort, and a genuine commitment to invest time and effort into the organization.

**Q: As the Chairperson, what is your vision for the future of Cell Insurance? Are there any specific goals or milestones that you hope to achieve in the coming years?**

**Mr. Birch:** I would like to see Cell Insurance expand its regional presence beyond Swaziland and diversify operations to minimize risks. While dividends have not been paid consistently, we have reinvested in the company increasing shareholder value. The focus is on growing the business, strengthening the balance sheet, and taking calculated risks to maximize profitability.

**Q: How do you foster a strong relationship between the Board of Directors and the executive management team? How do you ensure effective communication and collaboration?**

**Mr. Birch:** In our company, staying connected and maintaining regular communication goes beyond the quarterly board meetings. I understand the importance of being accessible to the CEO and his management team. This way, I can provide assistance and support, drawing from my wealth of experience to mentor those who can benefit from it.

At our company, we have fostered a culture of sharing. Whether it's good news or bad news, we

prioritize transparency and open communication. We believe in working collaboratively and effectively as a team, creating a positive and cohesive environment. Our board is made up of dedicated individuals who bring a diverse range of skills that perfectly complement the needs of our business.

I firmly believe in the value of collaboration and the power of teamwork. By working together and sharing our knowledge and expertise, we can achieve remarkable things. As a mentor, my commitment lies in supporting the growth and development of our team members. I am grateful to be a part of this organization and witness the positive impact we can make when we come together.

**Q: Can you share any memorable moments or achievements during your time as the Board Chairperson of Cell Insurance that you are particularly proud of?**

**Mr. Birch:** Our company's resilience is evident in how we navigated through challenges like the collapse of the dollar and the Covid-19 pandemic. Instead of focusing on isolated triumphs, we take pride in our consistent progress and ability to adapt. This progress is a testament to our resilience, adaptability, and commitment to continuous improvement. We attribute our success to the collective efforts of our team, a strong business model, and our dedication to delivering value. As we move forward, we are confident in our ability to overcome obstacles and achieve even greater heights. The growth of Cell Insurance has been a journey of steady progress rather than peaks and highs.

**Q: What advice would you give to aspiring leaders in the insurance industry who aspire to hold a position similar to yours in the future?**

**Mr. Birch:** When doing business, it's important to look beyond price and consider the risks involved. Charging fair rates and operating with integrity and transparency are key. Being upfront and honest with clients, even about unfavourable news, is crucial for maintaining trust. Fulfilling promises and meeting obligations builds strong relationships and a reputable business. By understanding risks, charging fair rates, and operating with integrity, insurance professionals can achieve long-term success. Climate change is one of the problems that is going to be faced by the insurance industry and business leaders must adapt to be able to deliver products that address risks posed. I also encourage leaders to invest in digitizing their businesses and leverage on artificial intelligence for better business decisions.

**Q: Any parting shots?**

**Mr. Birch:** I am incredibly grateful for the opportunity to be a part of Cell Insurance's journey in the insurance industry. Our new home, The Bee Hive, fills me with great joy and pride. This milestone signifies our growth, strength, and commitment to making a positive impact. Let us celebrate how far we've come and look forward to the exciting possibilities ahead as we continue to build our legacy in insurance.



# PIONEERING EXCELLENCE IN INSURANCE

AN EXCLUSIVE INTERVIEW **with Dr. Isheunesu Makuzwa, Cell Insurance Group CEO**



**A**t Cell Insurance, we take pride in being an ART solutions provider, which stands for Alternative Risk Transfer solutions. We understand that our clients are not simply looking to transfer their risks and wait for compensation when losses occur. Instead, we believe in adopting a holistic approach to risk management from an enterprise-wide perspective.

When we engage with a client, such as a mining company, we do not solely focus on their engineering equipment. We consider all aspects of their business, including finance, human resources, and engineering. We collaborate with the client to identify and assess risks across these areas.

Once we have identified the risks, we assist the client in developing risk registers that provide a comprehensive overview of the identified risks. From there, we evaluate which risks the client can tolerate, which risks they can actively manage, and which risks could have a catastrophic impact on their operations and need to be transferred.

For the risks that the client can tolerate, we work closely with them to ensure that they have the necessary measures in place to mitigate and minimize the impact of those risks on their operations. This proactive approach aims to prevent any damage or disruptions to their business.

For the risks that the client wishes to actively manage, we provide guidance and support to help them implement

effective risk management strategies. This may involve implementing internal controls, developing contingency plans, or conducting regular risk assessments.

For the risks that the client wants to transfer, we offer various mechanisms to achieve this. They can choose to purchase insurance coverage, establish an off-balance sheet fund to address those risks, or capitalize a specific cell within our company to manage the risks.

"This approach sets us apart in the market. We believe in collaborating closely with our clients to understand their unique risk profiles and develop tailored solutions that align with their risk tolerance and business objectives," says Cell Insurance Group CEO, Dr. Isheunesu Makuzwa. "By adopting a comprehensive and proactive approach to risk management, we aim to protect our clients' operations and enhance their profitability."

At Cell Insurance, we are committed to providing our clients with innovative and effective risk transfer solutions that go beyond traditional insurance. Our ART approach allows us to address the specific needs of each client and support them in managing and mitigating risks across their enterprise.

We provide flexible and innovative solutions that meet the diverse needs of our clients. Whether it is through First Party Cells, Third Party Cells, Rented Cells, or Capitalized Cells, we strive to deliver effective risk management strategies and protect our clients' interests.

## First Party Cells

First Party Cells are established when a client approaches us and requests a mechanism within our company to manage their risks. In this case, the client wants to have direct control over the management and mitigation of their risks. They become a participant in our cell structure and have their dedicated cell within our organization.

## Third-Party Cells

Third-Party Cells are created when a client approaches us to provide insurance coverage for their clients. In this scenario, the client establishes a cell within our company specifically dedicated to insuring their clients' risks. The third-party cell operates as a separate entity, distinct from the client's operations.

## Rented Cells

Rented Cells are created when a client wishes to utilize our cell structure but prefers to rent our capital for compliance purposes. This means that the client wants to place their risks within our cell but does not want to provide the capital themselves. They rely on our capital to meet regulatory requirements and ensure compliance.

## Capitalized Cells

Capitalized Cells are established when a client wants to create a facility within our company and provides the capital for that specific cell. In this case, the client entrusts us with the management and administration of the capital they have invested.

"These fundamental structures form the basis of our Alternative Risk Transfer solutions. We work closely

with our clients to understand their unique needs and tailor the most appropriate cell structure to address their specific risk management requirements,” said Dr. Makuzwa. As a corporate insurer, we understand the intricacies of risk-sharing in the insurance market. We take on significant risks, insuring major players such as mines and power stations in our country. The size and scope of these risks mean that we rely heavily on the performance of the insurance industry in both local and international markets.

Our venture into the region encompassed two countries: Swaziland and Botswana. It is important to note that this took place during a period when foreign currency conditions were less favourable compared to the present. Given this context, our approach was to leverage our intellectual property while seeking capital from local entities. However, we encountered challenges due to a lack of available capital from our partners in Botswana, which led to our decision to withdraw from that market.

Despite this setback, we have managed to maintain our presence in Lidwala, where we hold a 20% shareholding. Lidwala is the largest private player in Eswatini, presenting valuable opportunities for us in the region.

In addition to the challenges faced in the international market, such as cyclones and political issues, particularly sanctions, have made it challenging for us to access

international markets effectively. To overcome this, we have shifted our focus towards the African and Asian markets, which have proven to be more receptive to our situation, and risk-sharing facilities, such as reinsurance, are more readily available in those regions.

“We acknowledge the challenges we face in the insurance industry, both locally and internationally. However, we remain committed to navigating these challenges by leveraging our expertise, focusing on receptive markets, and utilizing technology to enhance our risk assessment and management capabilities,” said Dr. Makuzwa.

As a leading insurance provider, we understand the importance of protecting our balance sheet and managing risks in a volatile economy. We have implemented aggressive and structured strategies to safeguard our financial position and ensure the long-term sustainability of our business.

“One of the ways we have protected our balance sheet is through diversification. We have expanded our operations to include other strategic entities, such as CellMed and Nectacare, as well as investments in regional markets. By diversifying our portfolio, we reduce our reliance on any single sector or market, minimizing the impact of economic fluctuations,” added Dr. Makuzwa.

#### **A Client-Centric Approach**

At Cell Insurance, we adopt a customized and comprehensive approach to risk management for our

clients. We recognize that each client has unique needs and requirements, which is why we have a team of skilled engineers. This expertise sets us apart as one of the few insurance companies in the country with such capabilities. Our engineers work closely with our clients, conducting on-site assessments and inspections of their equipment, particularly in locations like mines. Through this process, we assist our clients in identifying their specific risks and developing tailored risk management strategies.

“We employ a team of engineers to assess and inspect clients’ equipment, aiding them in identifying their risks. Subsequently, we collaborate closely with clients to determine the optimal approach for managing those risks, whether it involves tolerance, active management, or insurance coverage. Our ability to customize our products ensures that we can provide tailored solutions to address the unique risks faced by each client,” said Dr. Makuzwa.

**Innovation in the Insurance Industry**  
We have adopted a formalized approach to innovation, which is deeply ingrained in our company’s values. To drive innovation, we have established an innovation hub and acquired cutting-edge technology. This hub comprises a diverse group of individuals, including young and experienced minds who possess the right expertise and mindset.

“Two years ago, we made a significant decision to digitize all our operations, involving a substantial investment of US\$300,000. We have embraced







digitalization to such an extent that our reliance on paper has been minimized. We have become so digitally advanced that we can effectively run the company on a paperless basis. While I still enjoy coming to the office, the truth is that I can work from anywhere and perform all my tasks and responsibilities remotely. This level of digitalization has been well-received by our markets, as people no longer feel the need to frequently visit our offices,” said Dr. Makuzwa.

We have also implemented strategies, such as introducing a 24-Hour Contact Centre, which enables customers to access and utilize our products without physically visiting our premises. From a regulatory standpoint, our stakeholders can securely access our data and information through our digital platforms. This emphasis on digital accessibility is a fundamental aspect of our overall strategy.

Furthermore, as mentioned earlier, we have introduced a unique solution known as Cell Captives. This innovative approach sets us apart from our competitors and provides our clients with a distinct and valuable offering.

#### **Giving Back to the Society**

“As a company, we are deeply committed to giving back to the public and actively participate in various industry initiatives that aim to make a positive impact.

We believe in the importance of corporate social responsibility and strive to contribute to the betterment of society in every way we can,” said Dr. Makuzwa.

Cell Insurance fully participates and contributes its expertise and resources to programs that help shape young minds, the future of the industry, and support talent development. One way we contribute is by actively engaging with our regulator and supporting their CSR initiatives, such as career guidance programs.

We also actively participate in organized charity events such as the Insurance Brokers Association of Zimbabwe, Parliament of Zimbabwe, and IPEC Charity Golf Days.

In addition to participating in external initiatives, we have our own internal programs focused on giving back to the community. Education and supporting underprivileged children hold a special place in our hearts. We have established partnerships with schools in Epworth and Zvishavane, where we provide support to meet their needs. This support ranges from infrastructure improvements to providing educational resources and scholarships. Our dedicated attention to education and the well-being of children drives us to make a meaningful difference in their lives.

Furthermore, we organize and participate in wellness initiatives within the communities we serve by providing free health checks. Just last year, we partnered with the ZimHeart Foundation to raise funds for people suffering from heart conditions. We are always on the lookout for opportunities to assist those in need.

“We believe in the power of compassion and understand the impact even small acts of kindness can have on someone’s life. Whether it is purchasing essential items or providing much-needed support, we are always ready to lend a helping hand,” added Dr. Makuzwa.

“As we look ahead to the future, our company is focused on a running strategy that encompasses five cardinal pillars. These pillars include technology, customer-centricity, growth through joint ventures and regional penetration, compliance, sustainability, and reshaping our team for market penetration. Our goal is to streamline our operations, enhance customer experiences, expand into new markets, and leverage technology to drive innovation and efficiency,” said Dr. Makuzwa.



# CELL CAPTIVES

A SPECIAL PRODUCT FOR  
CORPORATES TO MANAGE  
SELF INSURANCE PROGRAMS

## FEATURES & BENEFITS



### Structure

Allows for structuring of own  
Insurance programs



### Control

Gives control of funding options



### Flexibility

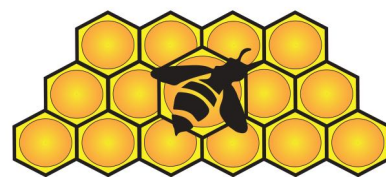
Program can be modified or  
customised when needed



### Profitability

Earn from good risk management  
and profitability of your Insurance  
Program

#InsureItWithCellInsurance



— CELL INSURANCE —

*Leaders in Alternative Risk Financing*

Head Office: 25 Rhodesville Avenue, Rhodesville, Harare, Zimbabwe  
Contact Centre: +263 8677 201 201 | [www.cellinsurance.co.zw](http://www.cellinsurance.co.zw)





## THE NEW CELL INSURANCE HIVE: A BUZZWORTHY EXAMPLE OF SUSTAINABLE DESIGN

Two decades of providing sweet service is a cause for celebration, and the Cell Insurance Group did just that! Recently, the company hosted a remarkable cocktail reception to commemorate its anniversary while unveiling its brand-new headquarters, The Honeycomb. Nestled at 25 Rhodesville Avenue in Rhodesville, this architectural marvel is a significant achievement in Cell Insurance Group's journey. Cell Insurance Group's new head office was officially commissioned on the evening of the 26th of October 2023 by the Commissioner of the Insurance and Pensions Commission (IPEC), Dr Grace Muradzikwa, marking a momentous milestone in the company's history.

As a leading provider of innovative insurance, risk management, and financing solutions across all sectors of the economy, Cell Insurance Group has always stood out from the crowd. Their philosophy of offering Alternative Risk Transfer (ART) solutions as a unique and unconventional product has set them apart in the industry. From their humble beginnings in 2003, serving the power utility ZESA, they have expanded to include three

business units: Cell Insurance, CellMed Health Medical Fund, and Nectacare Pvt Ltd. Today, they dominate the mining, energy, and hospitality sectors, providing seamless risk management solutions to their valued clients.

With the unveiling of their new headquarters, designed by the talented Studio 5 Architects, Cell Insurance Group is poised to continue delivering unparalleled service and cutting-edge products to their customers. Studio 5 Architects, a renowned architectural firm, was entrusted with the responsibility of transforming an existing building into a modern masterpiece that caters to the company's growing needs. The construction itself was flawlessly executed by Hualong Construction, ensuring a seamless integration with the existing facility. Emphasizing their commitment to supporting local enterprises, Cell Insurance Group also engaged smaller contractors for renovations, the construction of the guard house, and the security wall.

The location of the new head office in a residential zone prompted

Cell Insurance Group to prioritize architectural harmony with the surrounding buildings. Studio 5 Architects successfully achieved this goal, seamlessly blending the new structure with the residential landscape. Furthermore, recognizing the importance of teamwork in their business, most of the office spaces within The Honeycomb are designed as collaborative spaces, fostering a spirit of collaboration and innovation among employees.

The Honeycomb boasts three distinct sections, each contributing to an exceptional customer experience. The journey begins at the Customer Service area, which has its own separate entrance, guaranteeing convenience and efficiency for visitors. Moving forward, one encounters the reception section, where the bold and eye-catching Cell Insurance emblem proudly rests below the gable on lateral steel lattices above the entrance. Finally, the Executive Wing, a remodelled building that adds character and history to the new structure, completes the tour. Beyond its aesthetic appeal and



modern design, Cell Insurance's new head office stands as a symbol of sustainability. Abundant natural light floods the workspaces, thanks to the large windows that offer excellent ventilation. The upper floor features steel-balustraded balconies, providing employees with a relaxing outdoor space to unwind. Moreover, the executive wing and the roof of the new facility are adorned with approximately 75 kWp (kilowatts peak) of solar panels, harnessing renewable energy and reducing the company's reliance on non-renewable sources. The intelligent inverter system, coupled with a battery bank, ensures a sustainable and reliable power supply, supporting the daily operations of the group and showcasing their commitment to environmentally friendly practices.

During the cocktail and commissioning event, Dr. Grace Muradzikwa, the Commissioner of the Insurance and Pensions Commission (IPEC), applauded Cell Insurance for their dedication to combating climate change. She acknowledged the global significance of renewable energy and praised the company for incorporating solar panels into their new headquarters. Dr. Muradzikwa

further challenged stakeholders in the insurance sector to embrace environmental conservation by designing innovative insurance products that promote climate change mitigation.

The Honeycomb is not just an architectural marvel; it is a testament to Cell Insurance Group's commitment to sustainability. The sloping property has been transformed with carefully planned landscaping, featuring manicured lawns and well-kept green terraces. Retaining walls in the lush garden enhance the overall aesthetic value of the environment, while benches under shade trees provide staff with tranquil spaces to relax and enjoy their meals. Native plants and trees contribute to reducing the building's carbon footprint, further aligning the headquarters with sustainable practices.

For a truly breathtaking experience, a spiral steel staircase at the back of the new head office leads to a secluded deck offering panoramic views of the property. From this exclusive space, management can socialize, hold outdoor meetings, and engage in brainstorming sessions while being

inspired by the fresh air and stunning surroundings.

Even the parking lot reflects Cell Insurance Group's commitment to sustainability, as interlocking pavers were chosen for their permeability, durability, heat island reduction, and aesthetic appeal. Clearview fencing, interspaced with pillars, ensures both security and visibility along the roadside section of the property. Additional security measures, such as CCTV monitors, were installed in the guard house at the main entrance, providing peace of mind to all who enter.

Cell Insurance's new headquarters is a shining example of how businesses can seamlessly integrate sustainability into their operations. Not only is the building a testament to modern architecture and design, but it also embodies the company's dedication to environmental responsibility and is a true testament to the values of innovation and excellence that characterize the Honeybees!

*This article was first published in Structure and Design Magazine (December, 2023)*



# CELL INSURANCE'S 20TH ANNIVERSARY: A JOURNEY OF INNOVATION AND CUSTOMER SATISFACTION

## AN EXCLUSIVE INTERVIEW with **Maxman Mutsau, Cell Insurance General Manager & Principal Officer**



In this exclusive interview, Mr. Maxman Mutsau, the Principal Officer and General Manager of Cell Insurance, discusses the key milestones, achievements, and values that have shaped the company's success over the past two decades. As Cell Insurance celebrates its 20th anniversary, we delve into the innovative solutions, commitment to customer satisfaction, and strong moral practices that have made Cell Insurance a trusted name in the alternative risk transfer industry. Join us as we uncover the insights and success stories behind Cell Insurance's journey towards becoming a leading player in the insurance sector.

**Q: As Cell Insurance celebrates its 20th anniversary, what would you say are the key milestones and achievements that have shaped the company's success?**

**Mr. Mutsau:** Over the past 20 years, Cell Insurance has introduced alternative risk transfer solutions, such as Cell captives, to manage risks outside the traditional insurance markets. Additionally, our comprehensive risk management solutions, including medical aid and healthcare services, provided through our associated and sister companies, have played a crucial role in our growth. Furthermore, our expertise in engineering risks has allowed us to penetrate the mining, power generation, and engineering sectors.

**Q: How has Cell Insurance maintained its commitment to innovation and continuously added value to its alternative risk transfer solutions over the past two decades?**

**Mr. Mutsau:** Understanding our customers' needs has been key in crafting ideal risk management solutions. We work closely with our channels and clients to design appropriate solutions that address their specific requirements.

**Q: Can you share some success stories or testimonials from customers who have benefited from Cell Insurance's alternative risk transfer solutions?**

**Mr. Mutsau:** Through our Cell Captives product, we have been able to offer coverage for risks that were previously deemed uninsurable in the traditional markets. This has provided relief to our corporate customers, particularly those in the mining, power generation, pension funds, properties, and manufacturing sectors. Our captive products have enabled these customers to benefit from the profitability of their risk management programs.

**Q: How has Cell Insurance's strong moral practice, honesty, and wholesome service contributed to the company's growth and customer satisfaction?**

**Mr. Mutsau:** Our strong reputation for moral practice, honesty, and wholesome service has earned the trust of our customers. This is particularly evident in our Cell Captive products, where our customers have entrusted us with their valued assets.

**Q: In what ways has Cell Insurance identified with its customers in times of need, showcasing empathy and understanding?**

**Mr. Mutsau:** Cell Insurance identifies with the communities in which we operate. Through our corporate social responsibility programs, we have established strong relationships with schools, communities, and organizations. In remote mining areas, we have collaborated with mines to support nearby schools through initiatives such as paying school fees, constructing classroom blocks, and running mentorship programs.

**Q: What steps has Cell Insurance taken to promote diversity and inclusion within the organization and create a supportive work environment?**

**Mr. Mutsau:** As a dynamic organization, we strive to foster diversity and inclusion within our workforce. We strive to be a dynamic organization that values diversity and inclusion. By fostering a supportive work environment, we encourage employees to bring their unique perspectives and experiences to the table. We prioritize diversity in our hiring practices and actively promote equal opportunities for growth and development within the company. Our commitment to diversity and inclusion strengthens our organizational culture and enables us to better serve our diverse customer base.



BRAND NEW

**Dial  
\*737#  
To Insure &  
Licence  
YOUR VEHICLE**



[www.cellinsurance.co.zw](http://www.cellinsurance.co.zw)



CELL INSURANCE  
Leaders in Alternative Risk Financing

# CELLMED HEALTH MEDICAL FUND: REVOLUTIONIZING HEALTHCARE ACCESS IN ZIMBABWE

BY **Munya Chipunza, CellMed Health Medical Fund General Manager**



**C**ellMed Health Medical Fund is a rapidly growing medical aid fund in Zimbabwe, revolutionizing healthcare access for its members. With a commitment to personalized solutions, strong client relationships, and innovative partnerships, CellMed is transforming the healthcare landscape in the country.

## **FACTORS DRIVING GROWTH AND SUCCESS**

### **Personalized Medical Insurance Solutions**

CellMed prioritizes personalized medical insurance solutions tailored to the specific needs of its members. This adaptability and responsiveness to changing economic landscapes have been crucial drivers of its growth.

### **Introduction of USD Products**

CellMed was one of the first providers to introduce USD products in Zimbabwe. Through active engagement with regulators, CellMed obtained necessary approvals and positioned itself as a leader in offering medical insurance in foreign currency.

### **Strong Client Relationships**

Building strong relationships with clients is a core focus for CellMed. The fund places a strong emphasis on customer relationship management and feedback, promptly addressing concerns and ensuring high levels of satisfaction. Many new clients come through referrals from existing satisfied members.

### **Innovation and Risk Management: Pioneering Solutions**

CellMed, understands the importance of staying ahead of the curve in the

ever-changing healthcare landscape. That is why it prioritizes innovation and risk management as key pillars in its approach. By closely collaborating with clients, the fund proactively manages health risks and adapts its offerings to meet the evolving needs of the industry. This proactive approach allows it to deliver cutting-edge solutions that address the challenges of the market.

### **Global Partnerships Empowering Coverage**

CellMed, believes in the power of collaboration. That is why it has established strategic partnerships with global health insurance companies, including renowned names like Hollard International. These partnerships enable the fund to offer a comprehensive range of

coverage options, both locally and internationally. By joining forces with these industry leaders, it has expanded its reach and can provide customers with a diverse array of solutions tailored to their specific needs.

### **Tailored Solutions for Every Sector**

It is recognized that each sector has its own unique dynamics and requirements. CellMed, takes pride in understanding these nuances and designing sector-specific solutions. By customizing products and services, the fund ensures affordability and targeted assistance for clients. Whether it's healthcare coverage for corporate organizations, educational institutions, or any other sector, CellMed's tailored solutions are designed to bring maximum value to customers.





### Strategic Partnerships with Esteemed Medical Institutions

CellMed believes in the power of partnerships to deliver exceptional healthcare experiences. That is why it has forged strategic alliances with esteemed medical institutions in India and South Africa. Through these collaborations, members gain access to a wide range of affordable and high-quality medical treatment options. In India, partnerships with renowned hospital groups like Artemis and Apollo facilitate seamless travel arrangements and top-notch medical care. In South Africa, members have

access to the esteemed Netcare Group hospitals, ensuring world-class treatment when it matters most.

CellMed, is committed to navigating the ever-changing healthcare landscape with innovation, collaboration, and tailored solutions. By leveraging its global partnerships, sector-specific expertise, and strategic alliances with esteemed medical institutions, its members benefit from comprehensive coverage and access to the best healthcare options.

Join CellMed on this transformative

journey and experience healthcare solutions that truly put client's needs first.

### Conclusion

CellMed's success can be attributed to its personalized approach, strong client relationships, and innovative solutions. By prioritizing sector-specific needs and affordability, and through partnerships with global health insurance companies and medical institutions, CellMed is revolutionizing healthcare access in Zimbabwe.



# ***INSURE IT*** **with Cell Insurance**

**CALL 08677 200 200**

or contact your broker

[cellinsurance.co.zw](http://cellinsurance.co.zw)



# NECTACARE: ADVANCING HEALTHCARE FOR A BRIGHTER FUTURE

BY **Dr. Innocent Gozho, Nectacare  
Health Services Executive**



Nectacare is a health services organization that is the brainchild of Cell Insurance, which is celebrating 20 years of exceptional service in risk management. From its humble beginnings to becoming a leading provider, Nectacare has consistently strived to make a difference in people's lives. In an exclusive interview with Dr. Innocent Gozho, the Health Services Executive of Nectacare, we explore the organization's key highlights, achievements, and future aspirations.

## **Nectacare's Evolution**

Nectacare was established in 2009 by the Cell Insurance Group with the aim of contributing to the healthcare industry. Initially, the Cell Insurance Group focused on short-term insurance and alternative risk transfer solutions but expanded its expertise to include health risk management and medical services. Recognizing the need for direct service provision, Nectacare was born with a vision to provide affordable, accessible, and high-quality healthcare to all.

## **Overcoming Challenges**

In its early years, Nectacare faced various challenges, including regulatory restrictions, recruitment and retention difficulties, financial viability concerns, licensing complexities, capital limitations, and the need to embrace diversity in services. Despite these hurdles, Nectacare remained resilient and adaptable, continually refining its strategies and operations to overcome obstacles and deliver on its mission.

## **Contributing to Healthcare Development**

Nectacare's impact extends beyond its provision of healthcare services. The organization actively participates in disaster and emergency recovery systems, collaborating with the civil protection unit to provide medical assistance during crisis. Nectacare also invests in community outreach programs, conducting health education campaigns to promote preventive care and disease management. These initiatives have helped improve health

literacy and empower individuals to take charge of their well-being.

## **Notable Milestones and Achievements**

Nectacare has experienced remarkable growth since its inception. It has established multiple clinics, admission centers, and pharmacies across the nation, ensuring that healthcare services are accessible to a wider population. Patient attendance exceeded initial targets, reflecting the trust and satisfaction of the community. Nectacare's commitment to quality has been recognized through accreditations and certifications from reputable healthcare bodies, reinforcing their dedication to providing exceptional care.

## **Ensuring High-Quality and Compassionate Healthcare**

Nectacare places a strong emphasis on providing high-quality and compassionate healthcare services. This is achieved through prioritization and the careful community needs assessment. Nectacare facilities adhere to rigorous quality standards, continuously evolving to cater to specialized needs such as the establishment of intensive care units (ICUs) to provide critical care. Nectacare also invests in ongoing training and collaboration with other service providers to ensure that its medical professionals remain at the forefront of medical advancements and best practices.





### Unique Services and Solutions

Nectacare offers a comprehensive range of services to meet the diverse healthcare needs of the population. These include primary care consultations, specialist consultations, diagnostic imaging, laboratory services, preventive screenings, vaccinations, maternity care, surgical procedures, and post-operative care. Nectacare also provides chronic disease management programs, mental health support, and rehabilitation services. By offering a holistic approach to healthcare, Nectacare aims to address the various dimensions of well-being and improve patient outcomes.

### Embracing Digital Healthcare

In line with industry advancements, Nectacare has embraced digital healthcare solutions to enhance service delivery and patient experience. The organization has implemented electronic health records (EHRs) to streamline patient information management and improve coordination of care. Telemedicine services have been introduced, allowing patients to consult with healthcare professionals remotely, reducing the need for unnecessary travel and promoting convenience. Nectacare also utilizes mobile applications and online platforms to provide health education, appointment scheduling, and medication reminders.

### Future Aspirations

Looking ahead, Nectacare aims to continue expanding its reach and impact within the healthcare industry. The organization plans to establish additional clinics in underserved areas, ensuring that healthcare services are accessible to all. Nectacare also aims to enhance its digital healthcare capabilities, leveraging technology to further improve patient outcomes, increase efficiency, and promote preventive care. Additionally, Nectacare intends to collaborate with local and international partners to foster knowledge exchange and implement innovative healthcare solutions.

### Conclusion

Nectacare's journey in the healthcare industry has been marked by dedication, resilience, and a commitment to providing exceptional care to the community. From its beginnings as a vision for accessible healthcare, Nectacare has evolved into a comprehensive healthcare provider, continuously striving to meet the evolving needs of its patients. With a focus on high-quality, compassionate care and a commitment to embracing innovation, Nectacare is poised to shape the future of healthcare in the region and beyond.



# CELL INSURANCE'S LONG-SERVING LEGEND

## UNVEILING the inspiring story of Zivai Mudiwa



**W**elcome to this exclusive interview with Mr. Zivai Mudiwa, a long-serving member of Cell Insurance. With over 16 years of dedicated service, Mr. Mudiwa has witnessed the remarkable growth and evolution of the company from its early stages to its current position as a leading provider of innovative insurance solutions. In this interview, we will explore Mr. Mudiwa's journey, his motivation for joining and staying with Cell Insurance, the changes in the company's culture and values, and the impact of alternative risk transfer solutions on his work and the services provided to customers. Join us as we gain insights from an individual who has contributed to the success of Cell Insurance.

**Q: Can you tell us about your journey with Cell Insurance, from when you first joined the company to your current role? How has your role evolved over the years?**

**Mr. Mudiwa:** I joined Cell Insurance in March 2005, just a few months after the company started operating. I came on board as a Finance Executive and it was an exciting time working on establishing the finance protocols of the company, establishing procedures, and even designing the way our accounts were managed.

It was quite a unique experience because Cell Insurance was pioneering the rent-a-cell concept, and it was the first time I had been involved in accounting for such a business model.

Over the years, I dedicated myself to the finance department, gaining valuable knowledge and expertise. In 2011, I had the opportunity to transition to the Operations side of the company. I took over the post of Branch manager for the Southern region, a position that I still proudly hold today. This shift allowed me to expand my skills and take on new challenges in overseeing the operations of our branch.

**Q: What attracted you to work at Cell Insurance, and what has kept you motivated to stay with the organization for so long?**

**Mr. Mudiwa:** I had the privilege of working with Dr. Makuzwa, the Group CEO, at a previous company. When he reached out to me and explained the exciting venture of setting up Cell Insurance, particularly with the innovative rent-a-cell concept, I was instantly captivated. Despite Cell Insurance being a fledgling company at the time, I was drawn to the opportunity to be part of its journey and contribute to its growth.

Leaving behind an established company, I made the decision to join Cell Insurance. My motivation was to not only be part of building a company from the ground up but also to play a role in its remarkable ascent to the heights it has achieved today. I wanted to grow alongside the company, embracing the challenges and opportunities it presented.

It was an exhilarating prospect to be part of a growing organization and

witness the transformation first-hand. My goal was to make a meaningful impact, both in shaping the company's foundation and ensuring its continuous growth. Joining Cell Insurance was a leap of faith, driven by the desire to be part of something special.

**Q: As a long-serving staff member, what significant changes have you witnessed in the company's culture, values, and overall working environment?**

**Mr. Mudiwa:** When it first started, Cell Insurance was a small company with less than ten employees. It felt like a close-knit family, where everyone knew each other on a personal level. We were more than just colleagues – we cared for each other, understood each other's backgrounds, and could tell if someone was having a rough day. It was a unique and special atmosphere.

However, as the company grew and more employees joined, it became challenging to maintain those close relationships and preserve the culture we had established. With a larger team, it was harder to have that same level of personal connection and familiarity.

Fortunately, as the company expanded and our HR department grew, efforts were made to preserve the culture we had worked hard to build from the beginning. They recognized the importance of maintaining the tight-knit and supportive environment we had initially fostered. While it may not be the same as it was in the early days, the company has made a conscious



effort to uphold the spirit and values that it started with.

It's heartening to witness how the company has evolved and adapted while still staying true to its DNA. The growth hasn't diminished the sense of unity and camaraderie. It is a testament to the dedication of our HR team and the commitment to preserving the positive culture we established from the very beginning.

**Q: How has the company's focus on alternative risk transfer solutions influenced your work and the services you provide to customers?**

**Mr. Mudiwa:** As someone with an accounting background, I understand the importance of managing finances. It's not just about spending money; it's about making smart financial decisions that can lead to long-term benefits. This understanding became particularly relevant when working with our clients at Cell Insurance.

When explaining our services to potential clients, especially those with a financial accounting background, we highlighted the value of risk management. We emphasized that by effectively managing their risks, they could safeguard their money and even generate investment income. This message resonated strongly with individuals who had a keen understanding of financial principles.

The idea of retaining and growing their financial assets through proper risk management proved to be a significant attraction for potential clients. It appealed to their financial sensibilities and provided them with a compelling reason to choose Cell Insurance.

By emphasizing the financial benefits and the potential for long-term growth, we were able to capture the attention and interest of clients who valued sound financial practices. This approach helped to establish Cell Insurance as a trusted partner in protecting and growing their financial assets.

Our ability to effectively communicate the advantages of risk management to clients with financial accounting backgrounds played a crucial role in attracting them to our services. It

demonstrated that we understood their unique needs and could provide them with the financial security and growth opportunities they were seeking.

As a result, Cell Insurance was able to build a strong client base of individuals who appreciated the value of prudent financial management and recognized the benefits of partnering with us.

**Q: In your opinion, what sets Cell Insurance apart from other insurance companies? How has the organization maintained its position as a leading provider of innovative insurance solutions?**

**Mr. Mudiwa:** We have been truly fortunate to have Dr. Makuzwa as our founding CEO at Cell Insurance. His passion for marketing, acquiring new business, and retaining clients sets us apart from other companies in the industry. Dr. Makuzwa's unwavering dedication and enthusiasm have been instrumental in our success.

One of the key factors that differentiates us is our willingness to learn and grow. Our employees have shown remarkable growth since the inception of Cell Insurance. They have continuously expanded their knowledge base, making us a force to be reckoned with in the market. Starting from humble beginnings, we have risen to new heights by embracing a culture of continuous learning and development.

Additionally, our ability to acquire knowledge and adapt it to the local market has impressed even our competitors. When we introduced the capitalized or rent-a-cell product, our competitors were astounded by our expertise. They assumed we were from Europe or South Africa due to our deep understanding of the product and our ability to apply it successfully in a challenging environment like Zimbabwe.

This ability to acquire and apply knowledge effectively has given us a competitive edge. It showcases our adaptability and resourcefulness, allowing us to thrive in a complex and ever-changing market. Our commitment to staying ahead of the curve and leveraging our knowledge sets us apart from our competitors.

As Cell Insurance, we take great pride in our visionary leadership, the growth of our employees, and our ability to acquire and apply knowledge effectively. These factors have contributed to our success and have positioned us as a trusted and respected company within the industry.

**Q: Throughout your tenure, how has Cell Insurance supported your professional growth and development? Have you had opportunities for training, mentorship, or career advancement?**

**Mr. Mudiwa:** Cell Insurance has truly been a remarkable learning institution for me. Being part of a company in formation provided me with invaluable learning experiences. Unlike joining a company where everything is already established, I had the opportunity to be involved in the implementation of various projects from the ground up. This hands-on experience allowed me to truly understand and apply the knowledge I had gained.

One of the projects I was involved in was setting up Cell Funeral. It was a completely new venture for me, and I had the privilege of establishing all the necessary protocols for a funeral company. This experience not only expanded my knowledge but also gave me insights into a different aspect of the insurance industry.

Another significant project was the formation of CellMed. Again, this was uncharted territory for me. I had the opportunity to develop protocols and delve into the medical side of insurance. It was a challenging yet rewarding experience that broadened my horizons and enriched my understanding of the industry.

Lastly, we had the opportunity to set up Lidwala Insurance in Swaziland. This endeavour exposed me to new challenges and allowed me to learn about the intricacies of establishing a company in a different country. Understanding the local laws and regulations surrounding insurance in Eswatini was a valuable learning experience.



# 20TH ANNIVERSARY CELEBRATION & HEAD OFFICE OFFICIAL OPENING IN PICTURES...





# Together we **can**

## Thank you for being part of our journey of excellence!

**CONTACT CENTRE**

08677 200 200  
08080 015/08080 221 (Econet Toll free)

**HARARE - HEAD OFFICE**

25 Rhodesville Avenue,  
Rhodesville

**HARARE - HONEYCOMB  
CUSTOMER SERVICE CENTRE**

Ground Floor, Finsure House  
84-86 Kwame Nkrumah Avenue

**BULAWAYO**

The Beehive Centre  
18 Browning Rd, Malindela

**MUTARE**

85 H. Chitepo Street

**HWANGE**

Office Number 21  
Health Services Section  
Hwange Colliery Hospital

**ZVISHAVANE**

782 Goddard Avenue

**NGEZI**

Stand 5503 Turf  
Ngezi, Mhondoro



[cellinsurance.co.zw](https://cellinsurance.co.zw)



— CELL INSURANCE —