



*Engaging the future with
innovative Mobile Technology*

Prior Mobile
Health

The Prior Group

The Prior Odyssey Continues

Prior is a unique healthcare management / consulting company with 30 years' experience of operating in the South African healthcare industry (20 years as Prior). We specialise in working with corporate employers with our value proposition of Mobile Pre-Paid Health and our Mobile Medical Scheme membership card for schemes and administrators.

We focus on strategising solutions to national problems in health delivery and achieve this by way of applying cellular technology to bring simple, cost-effective mobile solutions to a population inundated with confusing medical products and packages.

In striving for a broader, more pragmatic solution to help the mass target market

gain access to health, we have included Africa in our Target Market Group. What better way than through the medium of mobile phones to reach Africa where computer technology is impractical due to capital outlay and difficult to maintain due to geographical location?

Our Prior Odyssey continues as we revolutionise the healthcare industry into the future. Prior Mobile Health products will be a game changer.

Join our Team Mission. Unite with us and let us help you participate in this astonishing and rewarding journey to bring lifesaving healthcare to as many needy people as possible!



Vision

To be a leader in the development and implementation of technology-based health support systems in South Africa for

both the State and private sector, with a view to Sub-Saharan Africa.

Core Purpose/Mission

To improve the health and wellbeing of lower-income groups through the use of simple, innovative, mobile-based systems

that enable the dissemination of health products and services in a more simple and cost-effective manner.

Unashamedly Ethical

Prior is a member of the Unashamedly Ethical campaign, "promoting ethics, values and clean living". As a member, we submit ourselves for annual review so that we are able to substantiate accurately the claim

that Prior is a 100% ethically owned, run and goal-oriented organisation.



For more information please visit: www.unashamedlyethical.com



Our Promise To Our Clients Is In Our Insignia

UNDERSTANDING



Drawing together the three elements of our business into a continuous band assures the eternity of our promise. These elements form the basis of our business ethics and are interwoven, as we are with our clients, in a strong and binding relationship.

We strive to gain a thorough **UNDERSTANDING** of the healthcare needs of the country and our clients.

EXCELLENCE



We strive to achieve the highest level of **EXCELLENCE** in the services we provide for our clients, their staff and their families through communication and support.

Our knowledge and high level of **EXPERTISE** enables us to guide our clients and the industry to simple and cost-effective mobile solutions for improved health delivery.

EXPERTISE



Healthcare for everyone made simple with Prior Mobile

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Prior Mobile