

Media Analysis Report on NHI Bill



health

Department:
Health
REPUBLIC OF SOUTH AFRICA



EXECUTIVE SUMMARY

HIGHLIGHTS

- Editorial mentions increased 111%
- Potential reach increased 3%
- NHI's net tonality trended down and was overall negative

☰ Editorial Mentions

The number of appearances in articles

247 ▲ 111%

↗ Potential Reach

Approximate number of article views you appeared in

1.5B ▲ 3k%

🗨️ Net Tonality Score

The net change (up or down) in sentiment over the time period

-11 ▼ 4

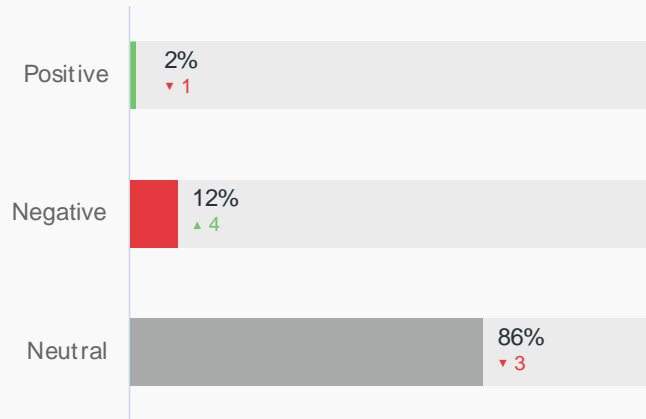
mSCORE **67**

▲ 27

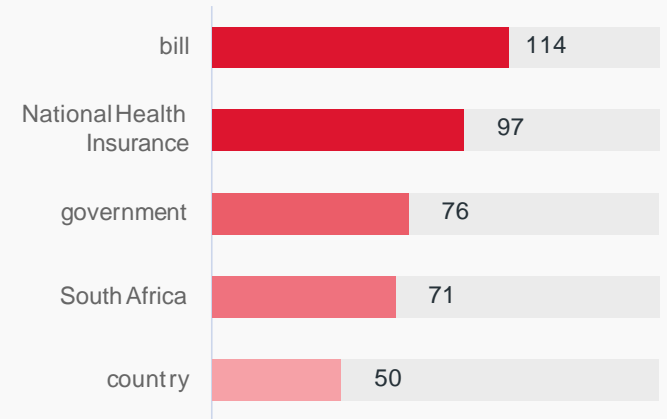
Aug 5, 2019 - Aug 12, 2019

All deltas in this report show change compared to last time period

TONALITY



KEY MESSAGES



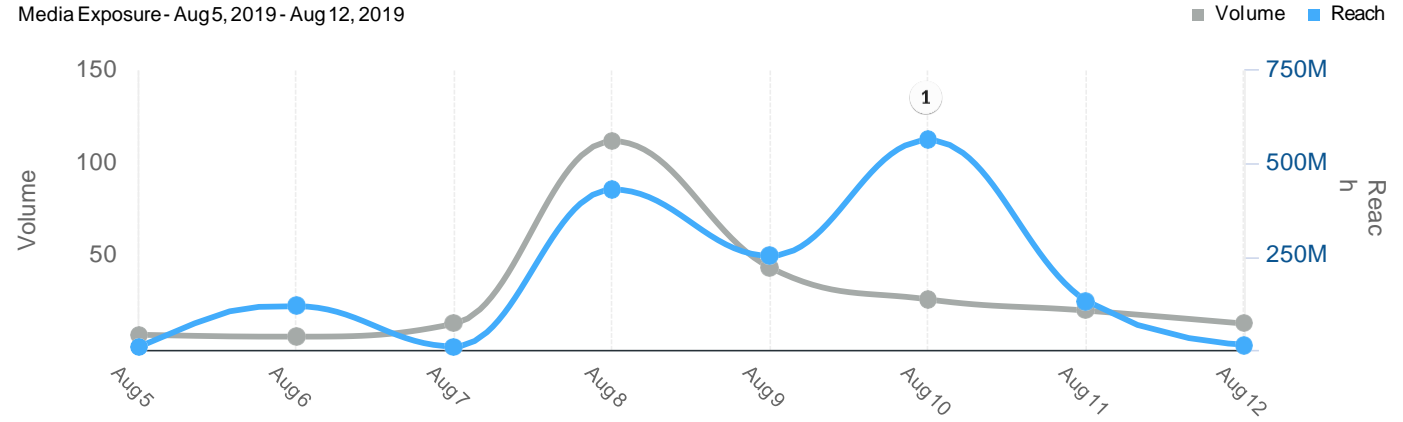
MEDIA EXPOSURE

HIGHLIGHTS

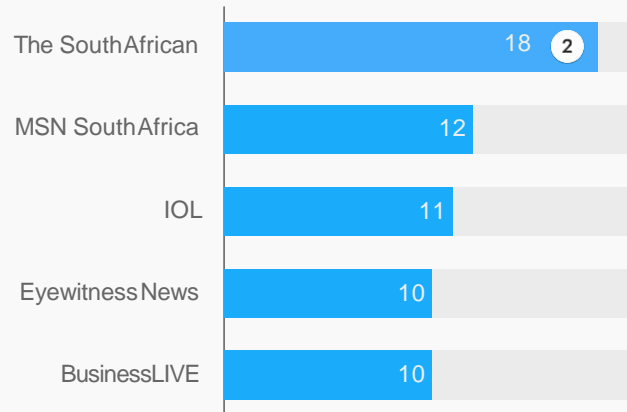
- 1 "MSN South Africa" led the highest potential reach of 563M on Aug 10th, increasing 123%
- 2 "The South African" overtook "Politicsweb" as Top Publisher in this period
- Overall reach increased 3k%
- "The South African" accounted for 11% of volume, followed by "MSN South Africa" with 7% share

NHI's exposure increased 111%

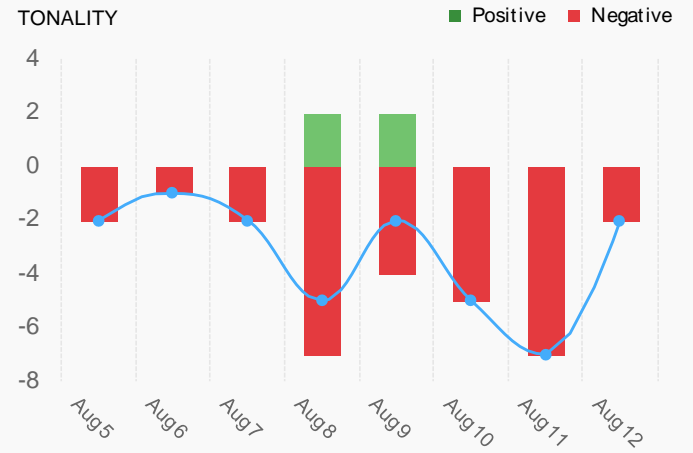
Media Exposure - Aug5, 2019 - Aug 12, 2019



TOP PUBLICATIONS



TONALITY



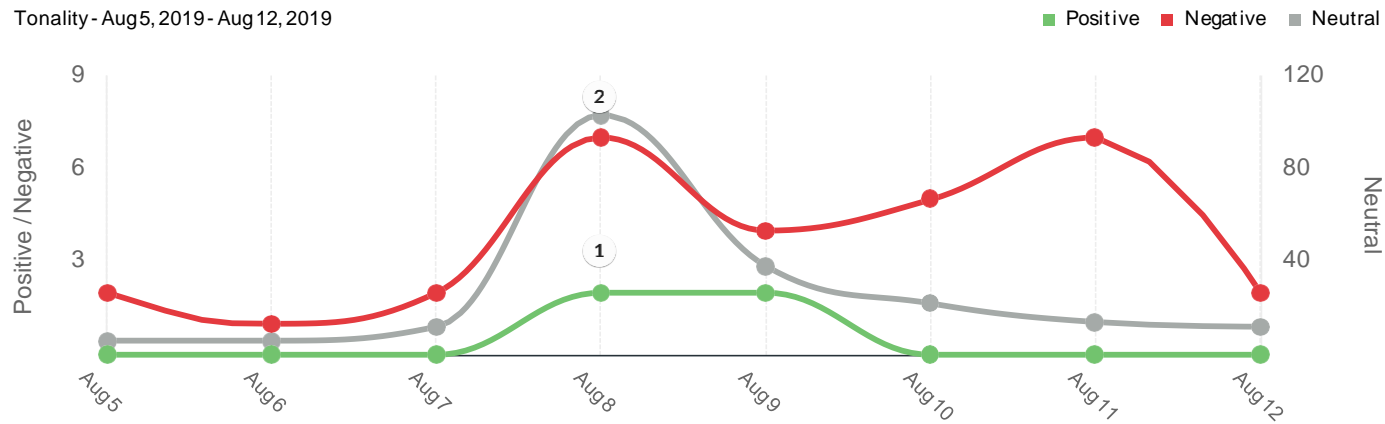
TONALITY

HIGHLIGHTS

- **1** Aug 8th and Aug 9th had the highest volume of 2 positive articles
- **2** Aug 8th and Aug 11th had the highest volume of 7 negative articles
- "The South African", with 2M reach, drove negative sentiment in an article titled ["NHI fears: SA could face a shortage of doctors due to controversial bill"](#)

NHI's net tonality decreased 4 points

Tonality - Aug5, 2019- Aug12, 2019



ARTICLES WITH MOST IMPACT



The South African | Aug 11

[NHI fears: SA could face a shortage of doctors due to controversial bill](#)

The mood is glum: More industry experts are claiming that doctors are planning to leave South Africa en masse if the NHI bill is signed into law.

Reach 2M ● Negative



Southern Courier | Aug 9

[Opposition slams NHI Bill as ANC, Cosatu welcome it](#)

'The bill, as it stands will not in any way, be able to achieve universal health coverage,' said the DA.

Reach 25k ● Negative

TOP ARTICLES

HIGHLIGHTS

- The top 4 articles combined for a total reach of 224M
- The sentiment was predominantly positive in the top articles with high reach

MSN South Africa had the largest reach of 108M

Top Articles - Aug 5, 2019 - Aug 12, 2019

MSN South Africa | Aug. 10

[All you need to know about the controversial NHI Bill](#)

Johannesburg - By 2026, you may no longer be able to have comprehensive medical aid and will have to use the National Health Insurance (NHI)...

Reach 108M ● Neutral

MSN South Africa | Aug. 9

[The NHI will help everyone: Mkhize](#)

PARLIAMENT - The National Health Insurance Bill was released on Thursday morning and the plan was explained by Health Minister Zweli Mkhize....

Reach 108M ● Positive



News24 | Aug. 8

[LIVE | Parliament releases National Health Insurance Bill](#)

Parliament is releasing the National Health Insurance (NHI) Bill on Thursday morning.

Reach 4.5M ● Neutral



IOL | Aug. 5

[NHI aims to provide access to health services for everyone | IOL News](#)

The goal of the National Health Insurance is to share resources to accommodate all South Africans who need medical care.

Reach 3.7M ● Neutral

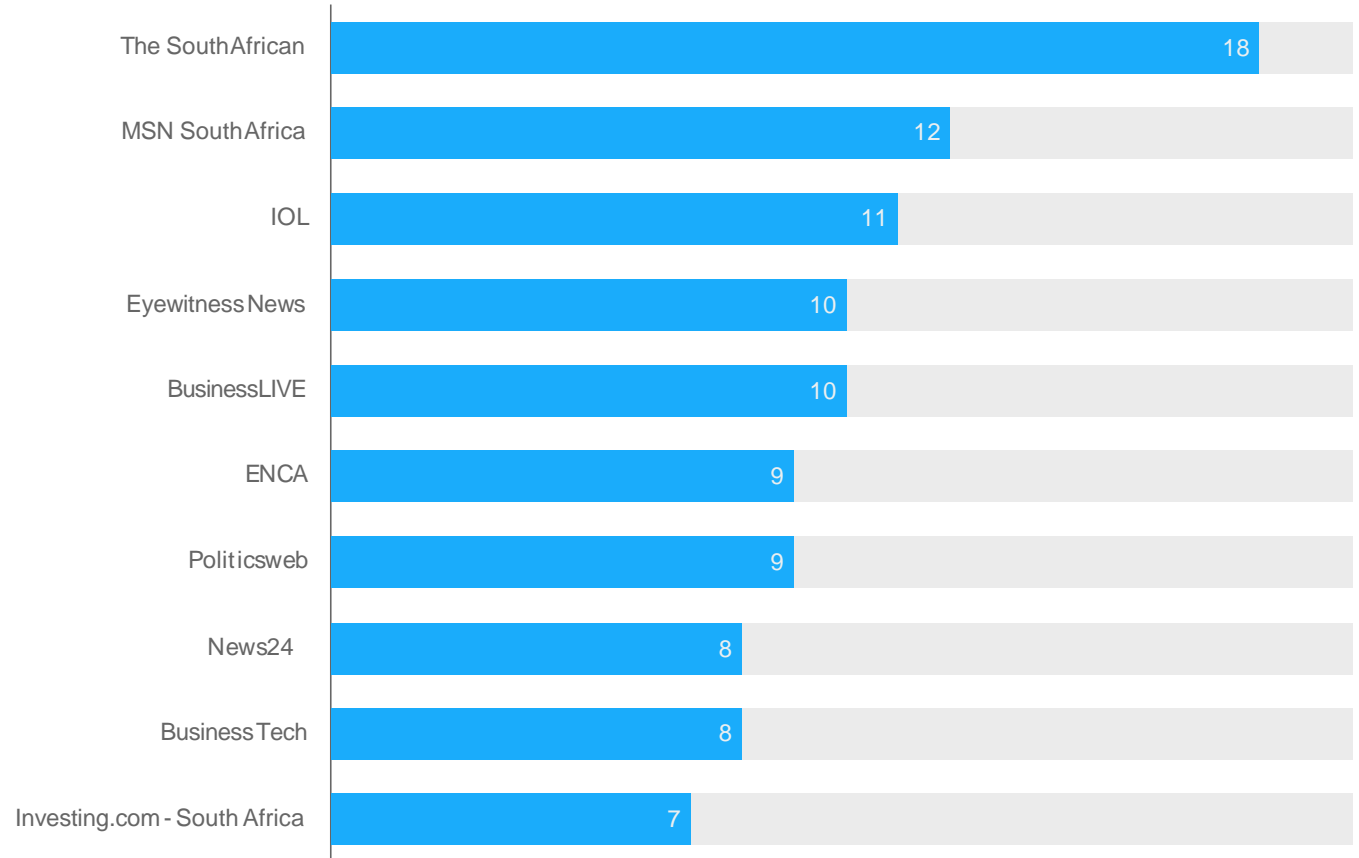
TOP PUBLICATIONS

HIGHLIGHTS

- "The South African", "MSN South Africa", and "IOL" accounted for 24% of the volume share among the 25 highest publications

The South African mentioned NHI the most

Top Publications by Volume - Aug 5, 2019 - Aug 12, 2019



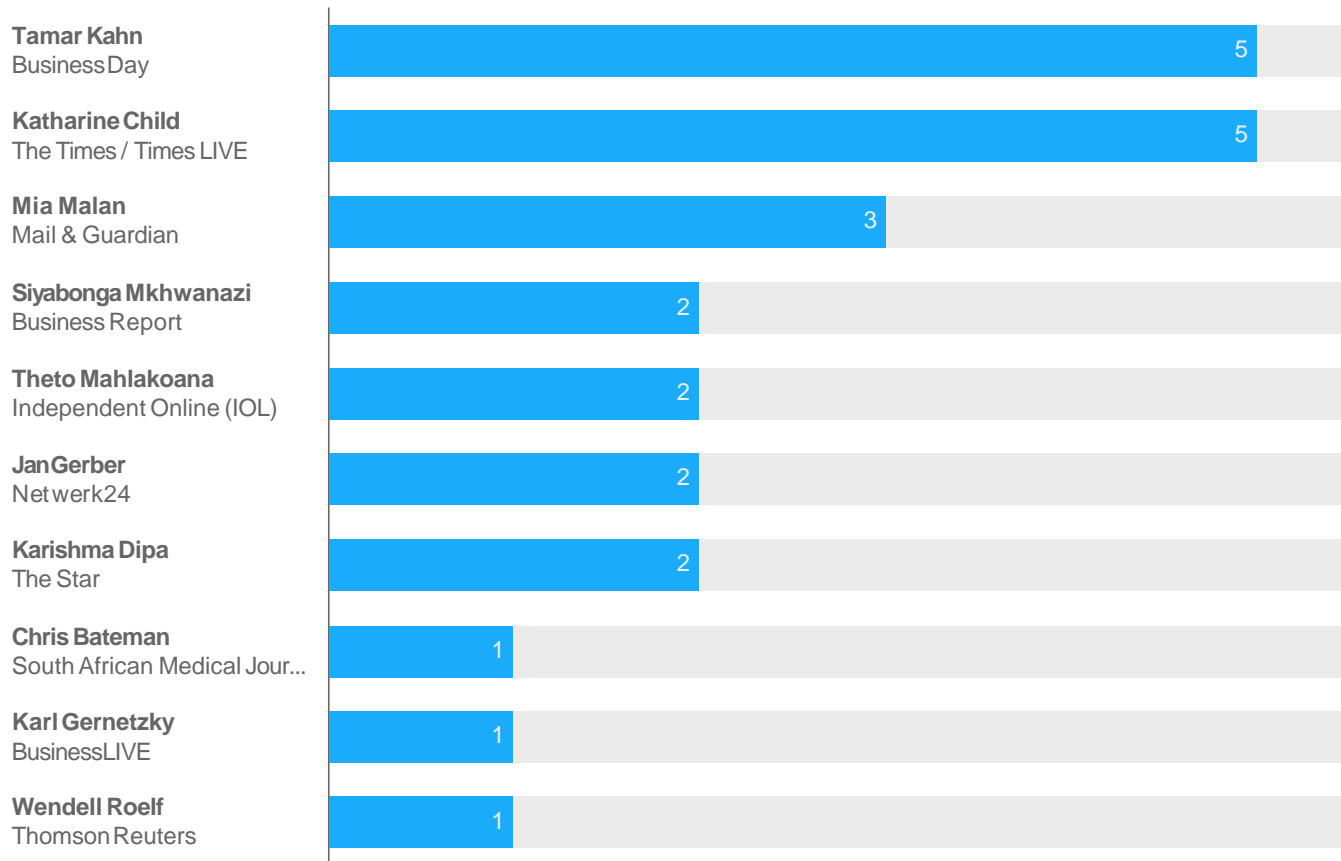
TOP INFLUENCERS

HIGHLIGHTS

- The Star, Business Day, and Business Report had the most representation among the top 15 Influencers
- The 3 most popular beats among the Influencers are National news, Health (general), and Festivals & Events
- The top 3 Influencers accounted for 45% of the volume among the 15 highest Influencers

Tamar Kahn was the top influencer

Top Editorial Influencers by Volume - Aug 5, 2019 - Aug 12, 2019



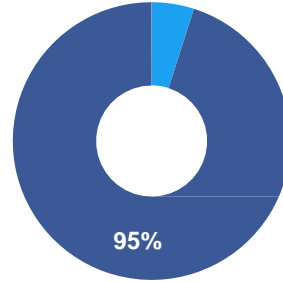
SOCIALECHO



HIGHLIGHTS

- Business Tech had the most popular article on social media with 9.5kshares

172 articles were shared 56.5k times on social media

Social Echo - Aug 5, 2019 - Aug 12, 2019



 Twitter	2.8k
 Facebook	53.8k

MOST SHAREDARTICLES



Business Tech | Aug 8

[The end of medical aid as you know it in South Africa](#)

Once National Health Insurance has been fully implemented as determined by the minister through regulations in the gazette, medical schemes...

Reach 3M ● Neutral

 223  9.3k



JacarandaFM | Aug 8

[Additional tax to fund NHI](#)

The director-general at the Department of Health Anban Pillay has reiterated that the government will secure funding for the National Health...

Reach 340k ● Neutral

 9  7k



Report by the NDoH Communication Team



health

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