



WESTLEY VAN ROOIJEN

Co-Founding Partner:
AMA Healthcare RSA
and Key Individual: AMA Africa

“Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do.”

- Pele Quotes

PROFESSIONAL ACHIEVEMENTS

- | Council of Medical Schemes Accredited
- | Regulatory accreditation - Key Individual (RE1)
- | Wealth Management Certification (NOF Level 5)
- | Medical Claims Manager (6 years)
- | Underwriting and policy development
- | Owner of Sure Select Solutions CC (6 years)
- | Key Individual of Austen Morris Associates Africa
- | Head of Healthcare of Austen Morris Associates Africa

PERSONAL ACHIEVEMENTS

- | Trained and qualified chef in Europe
- | Successful health insurance business owner at the age of 22 (Sure Select Solutions CC)
- | Claims underwriting advisor to one of the top Insurers in South Africa at age 24
- | Ran successful cancer fund raising events in the United Kingdom

Westley van Rooijen is the Co-Founding Partner of AMA Healthcare RSA and a Key Individual for AMA Africa, with a specialist focus on healthcare and medical insurance solutions. He joined Austen Morris Associates in March 2016 as Head of Healthcare for Africa, following the successful merger of his own brokerage, Sure Select Solutions, into the AMA Group. Prior to the merger, Westley spent over six years building and running his independent practice, specialising in medical aid, gap cover, short-term medical insurance, and occupational healthcare solutions.

With nearly a decade of focused experience in healthcare insurance, Westley is known for his hands-on, client-centric approach and his ability to navigate complex medical and claims processes with clarity and efficiency. He works closely with leading, well-established healthcare insurers and has built strong professional relationships across the industry—ensuring his clients benefit from trusted products, responsive service, and practical advice.

Clients consistently value Westley's clear communication, attention to detail, and personal involvement—particularly when it matters most, such as during claims or hospitalisation. His commitment to service excellence ensures that clients are not only well-covered, but supported with confidence and peace of mind throughout their healthcare journey. Based in Johannesburg, Westley balances his professional life with family time and is a devoted husband and father to his daughter.

AREAS OF SPECIALIST FOCUS

- | Working solutions for employee groups that are tax effective
- | Managing absenteeism and productivity of employees through primary healthcare
- | Creating a unique basket of healthcare products that suit each employee group's industry specific requirements
- | Annual reporting of general health of employee groups through utilisation reports
- | Healthcare cover that will evolve with each employee's career advancements in their company

PRIVATE WEALTH MANAGEMENT

- | Retirement Modelling & Planning
- | Estate Planning & Fiduciary Review
- | Quantitative Portfolio & Fund Analytics
- | International Tertiary Education Planning
- | Direct International Property Investments
- | UK & US Pension Planning & Transfers
- | Portfolio Gearing & Sophisticated Investments
- | Mutual Funds & Exchange Traded Funds
- | Direct Share Investments
- | Investment Bank Products
- | Employee Benefit Schemes
- | Business Assurance
- | Health Care

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REFERENCES AND TESTIMONIALS

I am writing you this email to give you feedback on the service I have received from Westley van Rooijen. It has been nothing short of fantastic and professional. Westley's communication and processing of the necessary claims have been fantastic and I would like to congratulate him on this. We have submitted two or three claims over the past couple of years and are very happy with the service we receive from Westley and AMA.

Alexander McLeod

Westley is a strategic thinker with hands-on delivery. He is always available for support, listens patiently, and provides practical advice. His solutions-driven mindset and expertise in healthcare-related needs make him an invaluable partner.

Lesley Snyman

I wish to send you heartfelt thanks for attending to the prompt payment of my Gap Cover amount as well as assisting on the last invoice that came through from my hospital stay that was not covered by my medical aid. This has left me feeling relieved that I have taken this cover out and I will certainly inform my friends of this service. Your personal attention has given me much comfort. Thank you again.

Gayle Pirie Slyper

Westley is incredibly reliable and professional. His prompt follow-ups and prioritization of great service stand out. He consistently ensures that clients feel supported and valued.

Cameron De Koker