

# PLANS AND PROGRAMS

## LUZON - PRIVATE (4 SEATS)

**JAIME A. ALMORA, MD**  
Medical Director  
**ALMORA GENERAL HOSPITAL**  
Tabuk, Kalinga

- LEAD  
ENABLE  
ASSIST and  
PROTECT member hospitals and their patients thru  
  
PROACTIVE engagement with  
LEGISLATIVE and REGULATORY bodies for  
UNIVERSAL HEALTHCARE implementation towards  
SOCIAL AMELIORATION and better HEALTH OUTCOMES

**BU C. CASTRO, MD, LI.B.**  
Medical Director  
**BERNARDINO GENERAL HOSPITAL II**  
Novaliches, Quezon City

With the prevailing pandemic situation and at a time when private hospitals are experiencing difficulties in terms of financial situation, manpower and operation, it is my plan to do as follows:

### Philhealth Concerns:

- Pursue the effort to collect claims that are remaining unpaid by Philhealth;
- Negotiate with Philhealth for 3-year period accreditation rather than yearly renewal;
- Convince Philhealth to fully automate or digitalize renewal of accreditation and claims without human intervention to avoid vials (e.g. diagnosis in the submission of CF4, lack of standard care, etc.)

### DOH Concerns:

- Convince DOH Licensing Office to issue LTO effective for 3 years.
- Allow lower level hospitals to recognize more capabilities (or restore their previous capabilities under the old classification).

**DIGNA R. RAGASA, MD**  
Medical Director  
**METRO VIGAN HOSPITAL**  
Bantay, Ilocos Sur

When elected to the PHA Board, I pledge my support and commitment to abide and continue the projects and programs of the association.

I hope that the foundation laid down in the first Annual Recognition Awards - the evidence-based system of awards to recognize excellence in our member institutions- will be continued and strengthened to empower our organization. In the following years, I am confident that the Awards will inspire our member institutions to exemplify the very best of healthcare, in the service of the country.

I believe that it would be most beneficial for everyone if the PHA continues to spearhead the Annual National Hospital Week in the future.

It is also imperative to continue the good work that has been established by the PHA, both in its relations with other stakeholders in health, and with championing the special interests of and for health that we have legislation.

Together, we can contribute to strengthen our hospital and champion the cause of healthcare.

**JOSE DELA PEÑA SANTIAGO, JR.**  
President & CEO  
**St. James Hospital, Inc.**  
Sta. Rosa, Laguna

In 2023 we will continue with the Philippine medical care as a highly-globalized community and we have to trust our own resources and systems. Our leverage lies in the skills of our medical healthcare workers, providing them with upgraded infrastructure and research capabilities to maximize their potential and come up medical scientific trends and breakthroughs that will be more responsive to our local culture and environment (climate, etc).

As a provider of healthcare services, I have envisioned to serve the community regardless of race, gender, and status to ensure that healthcare services will be available for all. In this organization, we can help make this happen if we work together to provide quality healthcare to our community, to our country.

- At the grassroots of this vision is the collaboration between government and private hospitals - at the post-pandemic stage.

Government hospitals have more financial and manpower resources compared to private hospitals. Private hospitals, on the other hand, may have more equipment and facilities that the government may utilize to expand their services. The private sector may invest on equipment and on research that will upgrade the capabilities of the workers and the institution. PHA should lobby laws that will subsidize or incentivize the private sector especially in the field of research so that it gain a competitive advantage (esp. in hiring healthcare personnel).

The common goal of all hospitals is to support the healthcare and the general well-being of the Filipinos. Networking between big hospitals and small hospitals is the ideal set-up for this.

- Create a unified stand against regulations or laws that are detrimental to hospital operations. Streamline reportorial requirements of government agencies.

- The government should to come up with a unified source of real-time data to ease monitoring without compromising the service delivery to patients. The government should allow the sharing of collected data (data sharing) giving private hospitals access to these data at all times, in the interest of public health.
- Expansion and implementation of universal health care across the nation. UHC is not just about improving the health service coverage of all Filipinos. It the health system that encompasses it all:
  - Strengthening the healthcare workforce and work environment
  - Building facilities appropriate to each community
  - Networking and channeling among healthcare providers
  - Robust financial structures for all stakeholders
  - Mitigation of risk and reducing the impact through proactive measures
- Unity among all PHA members, towards the common us, vision and goal to give safe and quality healthcare for every Filipino especially to those who need them most.
  - To develop our healthcare system to become at par or even better than those in developed countries.
  - To protect the interest of every stakeholder without doing harm.
  - To ensure the safety of all stakeholders by providing a framework for all hospitals in all levels.
- To further improve processing or streamline the procedure for PhilHealth claims to ensure sustainable hospital operations.
- To create plan of action with timeline to sustain medical services with limited resources and mitigate further losses caused by the pandemic.
- To periodically educate and update the healthcare workers on the country's healthcare status and organize medical Scientific sessions on medical trends and breakthroughs.

Our organization is here to monitor the progress and improvement what were started and keeping the ones that will help us cope current and future challenges.

Let us **“SPEAK AS ONE, DO AS ONE, and ACT AS ONE,** to uplift the health care system in our country.

**PHILIPPINE HOSPITAL ASSOCIATION**  
CANDIDATES FOR 2023-2024 PHA BOARD OF DIRECTORS

**LUZON PRIVATE (4 Seats)**

**JAIME A. ALMORA, MD**  
Medical Director  
ALMORA GENERAL HOSPITAL  
Tabuk, Kalinga

**BU C. CASTRO, MD**  
Medical Director  
BERNARDINO GENERAL HOSPITAL II  
Novaliches, Quezon City

**DIGNA R. RAGASA, MD**  
Medical Director  
METRO VIGAN HOSPITAL  
Bantay, Ilocos Sur

**JOSE DELA PEÑA SANTIAGO, JR., MD**  
President & CEO  
ST. JAMES HOSPITAL, INC.  
Sta. Rosa City, Laguna

## PLANS AND PROGRAMS

### LUZON - GOVERNMENT (3 SEATS)

**MARIA ISABELITA M. ESTRELLA, MD**  
**Medical Center Chief II**  
**TONDO MEDICAL CENTER**  
**Barangay I , Tondo I /li ,(1st District)**  
**Capital District, City of Manila**

1. To support the Universal Health Care by assisting the hospitals, Public and Private, in its role in the Health Care Provider's Network or as an APEX hospital.
2. To advocate the implementation of Quality Management Systems in the hospitals by assisting them in the different accreditations involving quality management.
3. To help Philippine Hospital Association in the different activities that will help its financial sustainability.
4. To help disseminate information.
5. To continue activities that will further help hospitals administrators gain more knowledge in the different innovations in the hospital system. E.G. Hospital Information System, General Hospital

**EDMUNDO B. LOPEZ, MD**  
**Medical Center Chief II**  
**SAN LAZARO HOSPITAL**  
**Quiricada St., Sta. Cruz, Manila**

1. Advocate for programs that will support development of hospital's quality management systems. This would encourage, help and assist member hospitals in their transformation journey towards ISO certification.
2. Initiate and participate in the development of program that would involve member hospitals in the organization of Health Care Provider Networks. This would facilitate the provision of health care services from the primary care setting to the tertiary level in emergent and non-emergent health situations.
3. Get involved and participate in the Department of Health technical working committee for hospitals pertaining to licensing and regulatory concerns, so that policy development would be more responsive and relevant to the existing national situation.
4. Continue the improvement of the transactional processes of the Philippine Hospital Association office for more operational efficiency, responsive to the needs of its members, clients and other stakeholders.

**MARIA LOURDES K. OTAYZA, MD**  
**Medical Center Chief II**  
**MARIANO MARCOS MEMORIAL HOSPITAL**  
**& MEDICAL CENTER**  
**Batac, Ilocos Norte**

1. Continue developing the PHA Institute concept
2. Continue strengthening the regional for and other continuing education activities like applying for CPD units even under new normal (online).
3. Support the PHA in any way I can during these difficult times especially in bridging the public and private sector gaps.



## PLANS AND PROGRAMS

### VISAYAS - PRIVATE (1 SEAT)

**ELMER Q. PEDREGOSA, MD**  
**Hospital Administrator**  
**ILOILO MISSION HOSPITAL, INC.**  
**Mission Road, Jaro, Iloilo City**

**SOUND GOVERNANCE**– Exemplified by strong, dynamic, proactive and efficient leadership by the members of the PHA Board, PHA Committee members and the different PHA Chapter leaders all over the country. This should also be supported by professional and industry qualifications and credentialing as to educational backgrounds and work experiences among others. The organizational leadership must possess accountability, fairness, truth, credibility, respect and transparency. There's should be continuous development and strengthening of the organizational leadership considering the mix of hospitals and the people representing so to be empowered to carry on the vision and mission of PHA even beyond their term.

**STRONG MEMBERSHIP**– To expand and if not, to maintain the membership of the PHA Organization to reach out to all regions of the country. To have constant reminders of the different activities of the organization complete with necessary information to include hospital updates, membership fees, collectibles, conventions, seminars and other activities.

Campaign strategies for more qualified members to join but at the same time providing incentives such as discounts and discounting packages. It can be made more attractive for participants with PHA providing good seminar programs, topics, speakers, Continuing Professional Education (CPE) Units and seminar materials.

**ORGANIZATIONAL COVERAGE AND RELATIONSHIP**– To consider expansion of coverage of PHA's programs and activities not only in the Philippines but also outside of the country inasmuch as we are participants of the global community. International linkages through attendance to foreign conventions and also through continuing professional education are much welcomed. Helpful will be hospital visits for observation and sharing of best practices among hospitals, both here and abroad. Innovations as to digital communication, trans-cultural experiences and special on-line meetings and seminars can help expand organizational coverage and awareness of local membership as well as vice versa.

**FINANCIAL VIABILITY**- to ensure financial strength by exercising control over fiscal matters through sound financial management, cost-control budgeting and judicious investment of the organization's resources. Also very important are the improvements in monitoring and control of disbursements as well as its accounting and auditing policies and procedures. Also be tapped are the resource generation initiatives involving member hospitals, support partners like suppliers and pharmaceuticals and even collaborative activities with other private and public organizations. To continue the healthy partnership of PHA and companies in their involvement in conventions and booth exhibits to provide easy access to PHA members to quality pharmaceutical products, medical/hospital supplies and equipment at special delivery arrangements and/or at discounted cost.

**RELEVANCE AND SUSTAINABILITY**- For members to be updated with the issues and concerns involving PHA and its impact and relevance to the organization. On the other hand, PHA has to be at the forefront to these issues and concern to be relevant to the constituents it serves. By providing quality seminar topics of great interest, eloquent speakers and up-to-date delivery of information, the participants will be motivated and be looking forward for another engagement. PHA should be seen and be considered as important representative of hospital organizations for professionalizing hospital management, efficiently delivering healthcare needs and he improving the healthcare delivery services in the country.

**TECHNOLOGY/ENVIRONMENTAL ADAPTABILITY**- With the digital age, the PHA information system can be further developed and improved to keep abreast with technology advancement. This is to streamline administrative operations, fast communication with members and other stakeholders, program development and more so on financial reporting. The digital program can be customized for PHA, enhanced cloud computing and storage and create a customer/client-friendly operating system for improving efficiency and easy accessibility of customers and potential customers. With changes in our environment such as natural calamities, pandemic, global warming and threat to life of people or organization,

PHA is aware, ready, resilient and brave to respond effectively tapping all resources at hand and in collaboration with the government, the private and public institutions, international partners and the community in general.

**VISAYAS – GOVERNMENT (1 SEAT)**

**P L A N S   A N D   P R O G R A M S**

**MINDANAO – GOVERNMENT (1 SEAT)**

**CONRADO M. BRAÑA JR., MD**  
**Chief of Hospital**  
**SOUTH COTABATO PROVINCIAL HOSPITAL**  
**Koronadal City, South Cotabato**

The strongest motivation that drives me to run as Board of Director of the Philippine Hospital Association is my desire to serve the members of this prestigious organization. Knowing well the countless contributions of our member hospitals in nation building, I believe that the collective strength and the inherent capacity of every hospital to provide quality services will really have a great impact on the overall delivery of health care services in our country.

As the current Vice President for Government Sector and having served the Philippine Hospital Association in various capacity as Director, Vice President for Mindanao, Treasurer and Secretary had been rewarding and challenging. It has been a pleasure to be a part of PHA leadership that works for reforms, progress, and cooperation among its members.

For almost Eleven (12) years as member of the Board of Director of the Philippine Hospital Association (PHA), I have witnessed how the PHA has helped its members and how it proactively address the different problems besetting the hospital industry. Despite its effort however, the fact remains that there are still perennial issues that are yet to be resolved. The implementation of Republic Act No. 11223, otherwise known as the Universal Health Care Act is becoming a concern for most hospitals especially the private hospitals as we are yet to see a model where their roles are clearly defined in the Health Care Provider Network. Nevertheless, the PHA will always be on the side of its members and will always take its role to lead, enable and protect its members.

The members of the PHA Board have represented our members and our members interests in several hearings in Philhealth and in both the House of Congress and the Senate. We were successful in pushing some measures advantageous to us but still there are important issues that need to be resolved. In all our endeavors, it has become a realization that having dialogues and constructive engagement with concerned agencies are still the most workable strategies to address and resolve issues.

If ever I will be re-elected, I shall strive to:

1. Continue to participate actively in all activities of the association geared towards its mission to lead, Enable, Assist and Protect Hospitals towards quality service.

2. To continue to make representations for member hospitals in their problems with government regulatory agencies.
3. Work continuously for the empowerment of PHA Councils and Chapters and Councils by encouraging them to strengthen their organization and by coordinating the conduct of their elections.
4. Continuously project the positive image of the PHA to the communities by participating in noble activities such as promotion of health and wellness in the community
5. Maintain close coordination and partnership with different allied medical professional organizations and health care organizations in finding ways and solutions to issues which have impacts on the hospital industry.
6. Participate in activities of the association in matters relating to the health impact of climate change and collectively work with the PHA board in coming up with resolutions for the guidance of all its members on how to mitigate climate change at their level, and;
7. Help in the advocacy of making hospitals energy-efficient and climate change resilient.

