

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).

Other Concerns:

- Make Covid-19 vaccines available for healthcare workers for private hospitals independent of government procurement.

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

- Continue to adhere to the Vision, Mission and Values of PHA. If needed, it maybe revisited to adapt to the new normal.

- Promote good networking and relationship between public and private hospitals (Public private partnerships).
- Implement programs to support its public and private hospital members. Continue to promote webinars, town hall meetings and convention.
- Resource sharing of Human Resource through hospital networks to mitigate the effects of staff shortage. This will also provide opportunities for retraining of staff in different competences.
- Dissemination and more discussion on the IRR of the UHC Act on how it will impact on hospitals both public and private, the staff and the specialists.
- Dialogue with PHIC re: timely reimbursements of claims, reduction of denied RTH claims, quarterly reconciliation of claims by province or region.
- Dialogue with the different regulatory agencies covering/affecting hospitals.
- Encourage hospitals to carry out community programs and involvement like saving the environment and disaster preparedness.
- Campaign for more Affiliate members.

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

As we move into 2025 to 2026, the Philippine healthcare sector is poised to become an increasingly globalized community. To thrive, we must trust and invest in our own resources and systems. Our greatest leverage lies in the skills of our healthcare workers. By providing them with upgraded infrastructure and enhanced research capabilities. We can empower them to achieve breakthroughs and develop medical innovations that are more responsive to our local culture, climate and needs.

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 2024-2025 PHA BOARD OF DIRECTORS

LUZON PRIVATE (4 Seats)

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

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

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

JOSE P. 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 PHA in the different activities that will help its financial sustainability.
4. To help disseminate information on the different Department circulars of the DOH that will greatly affect the hospitals
5. To continue activities that will help hospital administrators gain more knowledge in the different innovations in the hospital system e.g. Hospital Information System

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

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.

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.

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.

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.

IMELDA M. MATEO, MD
Medical Center Chief II
AMANG RODRIGUEZ MEDICAL CENTER
Sto. Niño, Marikina City

As a candidate for the board of the Philippine Hospital Association, I am deeply committed to advancing our mission of leading, enabling, assisting and protecting hospitals in our pursuit of quality service. Together, we can *foster world-class healthcare* through dynamic leadership.

To *promote continuous improvement*, I will establish a framework for regular assessments that encourages the adoption of best practices and innovative solutions. This initiative will serve as a platform for sharing success stories, ultimately enhancing our collective service delivery. *Upholding integrity and transparency* is essential, I will advocate to clear communication and accountability, building trust among all stakeholders.

Collaboration will be a cornerstone of my approach. I am to strengthen partnerships with hospitals, government agencies, and community organizations, enabling us to address healthcare challenges more effectively. Together, we can implement hospital-based programs that significantly improve health outcomes.

Finally, I am passionate about championing *continuous education programs* for healthcare professionals. By focusing on emerging trends, patient safety, and quality management, we can ensure that our workforce is equipped to meet the evolving demands of healthcare.

Together, we can drive the Philippine Hospital Association toward excellence, *ensuring every hospital is prepared to provide world-class care to all Filipinos*. Your support in this election will help transform our vision into reality.

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)

GERARDO M. AQUINO, JR., MD
Medical Center Chief II
VICENTE SOTTO MEMORIAL MEDICAL CENTER
B. Rodriguez Street, Cebu

There is a need to reintroduce PHA into the consciousness and operations of hospitals in the Visayas. The key message is that the PHA actively advocates for their best interests, government and private hospitals alike, across all levels of care.

1. REINVIGORATE THE PHA VISAYAS LOCAL CHAPTERS. From Panay to Samar, all Visayas chapters shall be awakened with a renewed spirit of enthusiasm of working together for the welfare of all hospitals. This includes the continuation of the Visayas Town Hall Meeting as a required prelude to the PHA Annual Convention and Exhibition.
2. DEMONSTRATE GENUINE CONCERN FOR HOSPITALS. Engage in hospital visits and small group discussions, especially the lower facilities and smaller hospitals, and provide avenues for collaboration and benchmarking.
3. ENGAGE WITH REGULATORS AND THE GOVERNMENT. Lead dialogues with the Department of Health and PhilHealth in consultations towards policies and benefits that are wholesome, responsive, pragmatic, and mutually beneficial. Align initiatives with the direction of the Philippine government for health care and see where PHA can contribute to the shared vision
4. FOSTER ACADEMEINDUSTRY PARTNERSHIP. Address staffing concerns by regular dialogues with stakeholders from the academe, which can help ensure industry-ready supply of workforce among graduates from our schools.

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

MINDANAO – PRIVATE (1 SEAT)

DINAH B. ABELLA, MD
Medical Director
ABELLA MIDWAY HOSPITAL
4007 P. Valero St., Purok 16, Poblacion, Valencia City, Bukidnon

U cMy plans and programs aimed at enhancing the quality of hospital services in the region level and provinces, aligned with the goals and vision of the Philippine Hospital Association and the Department of Health.

Strengthen Rural Health Infrastructure and Capacity Building:

Advocate for increased funding and resources to improve medical equipment, facilities, and workforce in rural infirmaries and level 1 and 2 and 3 Hospitals. This will include targeted training programs for healthcare professionals to ensure they are equipped with up-to-date skills, particularly in areas like emergency response, ACLS training, maternal care, and infectious disease management. This initiative will directly support the DOH’s goal of achieving universal access to high-quality healthcare.

Implement a Private Hospital Quality Assurance Program:

Develop and promote a standardized quality assurance network for Private hospitals, focusing on patient safety, clinical outcomes, and operational efficiency. By establishing regular audits, performance review, and patient feedback mechanisms, this program will work towards achieving the Philippine Hospital Association’s vision of consistently delivering excellent healthcare services nationwide.

Foster Partnerships for Technological and Telehealth Expansion:

Initiate partnerships with Government sectors, non-profits, and local governments to expand telemedicine capabilities and digital health technologies in private hospitals. This will help overcome geographical barriers, provide specialized care, and facilitate remote diagnostics, which aligns with the DOH’s strategy to harness technology for improve healthcare delivery, especially in underserved communities.

To keep in touch with the Philhealth for all the concerns in Private Hospital owners and stakeholders especially for regular payments of their claims abiding on the 60 days credit line and to pay their back accounts before making another scheme of claims and to give detailed reasons for denial of claims.

To strengthen the regional level of membership thru quarterly regular meeting to tackle for their concerns and queries.

MINDANAO – GOVERNMENT (1 SEAT)

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

1. To collaborate with other members of the PHA Board of Directors in coming up with different programs and activities that will further help the hospitals in the development of their respective quality management systems.
2. To advocate more face-to-face regional conferences just like during the pre-pandemic period to encourage more member hospitals to participate and to provide a venue that would likely discuss vital issues affecting them in their local settings so the PHA will be updated on the actual situations happening in the ground. In this way the PHA can better lead, enable, assist and protect its member hospitals.
3. To encourage hospitals to participate and support the implementation of the Universal Health Care by actively taking whatever their roles will be in the Health Care Provider Network.

4. Continue to advocate for the PHA to maintain close coordination with DOH & PhilHealth in addressing issues and concerns in matters affecting the licensing and accreditation of member hospitals.
5. To support the PHA in its plan for a continuous improvement of its operational efficiency so it can better serve its members, partners and other stake holders.



PHILIPPINE HOSPITAL ASSOCIATION
CANDIDATES FOR 2024-2025 PHA BOARD OF DIRECTORS

<p>PRIVATE (1 Seat)</p>  <p>EIMER Q. RODRIGOSA, MD Hospital Administrator HIDRIS MISSION HOSPITAL, INC. Mission Road, Jaro, Iloilo City</p>	<p>VISAYAS</p>	<p>GOVERNMENT (1 Seat)</p>  <p>GERARDO M. ADUNGO, JR., MD Medical Center Chief II VICENTE SOTTO MEMORIAL MEDICAL CENTER 8, Rodriguez Street, Cebu</p>
<p>PRIVATE (1 Seat)</p>  <p>DINAH H. ANEJIA, MD Medical Director ABRILIA MEDIANE HOSPITAL 4007 P. Valero St., Panok, LG, Poblacion, Valencia City, Bukidnon</p>	<p>MINDANAO</p>	<p>GOVERNMENT (1 Seat)</p>  <p>CONRADO M. BISAÑA JR., MD Chief of Hospital SOUTH CEBUANO HOSPITAL HOSPITAL Izonanad, City, South Cebuano</p>

