



PHILIPPINE HOSPITAL ASSOCIATION and UNILAB, INC.

invite you to the

PHA MINDANAO TOWN HALL MEETING

Friday, September 4, 2026, 8am to 5pm via Zoom

**“STRENGTHENING HOSPITAL SUSTAINABILITY THROUGH
COLLABORATION AND INNOVATION”**

MASTER OF CEREMONIES: DR. MARIA ISABELITA M. ESTRELLA

VP, Government Hospital Affairs

TIME	TOPIC	RESOURCE SPEAKER
8:00am to 8:30am	Log in and virtual booth viewing	
8:30am	Invocation / National Anthem / PHA Hymn	
	Opening Remarks and Acknowledgment of Guests and Speakers	Dr. Dinah Abella Director, Mindanao Mindanao TH Committee Chairperson
	President’s Message	Dr. Maria Lourdes K. Otayza, MHA President
9:00am	Introduction of the Guest of Honor and Keynote Speaker	Dr. Glory V. Baltazar PRO
9:05am	Message of the Keynote Speaker	Dr. Beverly Lorraine Ho President & CEO Philippine Health Insurance Corporation
9:20am	Biosite Medical Instruments, Inc.	TBA
9:35-10:05am	“Optimizing PhilHealth Claims Management: Reducing Denials, Delays, and Unpaid Claims”	Dr. Ruben O. Lacuna Founder UHC Clinical Claims Consultancy
10:05-10:35am	OPEN FORUM	Moderator: Dr. Bu C. Castro Auditor/Legal Counsel
10:35-11:05am	“PhilHealth Claims Processing Updates: Policy Directions and Emerging Reforms”	Dr. Marie Alexis Campaner-Belen Chief - Health Care Delivery Management Division (HCDMD) PRO XI
11:05am-11:35pm	OPEN FORUM	Moderator: Dr. Bu C. Castro Auditor/Legal Counsel
11:35pm-12:05pm	Lunch Break	
12:05pm-12:20pm	UNILAB INC.	AVP Presentation?
12:20pm-12:50PM	“Maximizing the MAIFIP: Strategies for Effective Implementation”	Mr. Raul B. Hermosisima III, RSW Head – Medical Social Service Davao Regional Medical Center
12:50PM-1:20PM	OPEN FORUM	Moderator: Dr. Mariano Hembra Director (Visayas)
1:20pm-1:50pm	“Strengthening Hospital Financial Sustainability Through MAIFIP and Government Assistance Programs	Ms. Criselda Palomo, RSW Head – Medical Social Service Zamboanga City Medical Center
1:50pm-2:20pm	OPEN FORUM	Moderator: Dr. Bashary Latiph President, PHA Lanao del Sur Chapter
2:20pm-2:30pm	Awarding of Certificates	Dr. Dinah G. Abella Mindanao TH Committee Chairperson
2:20pm-2:50pm	Closing Remarks	Dr. Brian O. Dalid Director (Mindanao) and Mindanao TH Meeting Committee Co-Chairperson