PHILIPPINE HOSPITAL ASSOCIATION

77th Annual National Convention & Exhibits

CANDIDATES FOR 2027 PHA BOARD OF DIRECTORS

LUZON – PRIVATE 4 SEATS



RICARDO F. ADRIANO, JR., MD
Medical Director
PLTC, INC. LUIS A TIAM MEDICAL CENTER
Solano, Nueva Vizcaya

PLANS & PROGRAMS

1. To empower and update members hospitals about their rights and privileges concerning the PHA Constitution and By-laws that need to be reviewed, amended and/or revised according to due process.
2. To assist the implementations of reforms in the PHA Constitution and By-laws.
3. To share my experiences in other healthcare associations to further improve the revision of the administrative manual of PHA to be updated.
4. To foster deep strong commitments and camaraderie among member hospitals.
5. To adhere and strengthen social responsibilities of member hospitals to mitigate the effect of climate change.
6. To ensure PHA adheres t all regulatory and statutory laws and compliances that protect our environment.
7. To adhere and implement policies and procedures for advanced healthcare delivery system to benefit our member hospitals.
8. To advocate the delivery of healthcare services in our member hospitals to be of high quality, compassionate and in adherence to the Universal Health Care law.



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

PLANS & PROGRAMS

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
Lot 1255-A Zabarte Rd., Brgy. Kaligyahan, Novaliches, Quezon

PLANS & PROGRAMS

A. Short-Term Plan (Next 6-12 Months)

1. PHA will **LEAD** by bringing together regional forums to tackle urgent hospital concerns and exchange best practices in service delivery.
2. PHA will **ENABLE** member hospitals by swiftly introducing digital tools that support compliance, reporting and patient engagement.
3. PHA will **ASSIST** institutions in addressing Philhealth policies and DOH regulations by providing legal and technical guidance.
4. PHA will **PROTECT** hospital staff and patients by promoting stronger safety protocols and access and reliable access to essential supplies.
5. PHA will initiate a communications campaign to strengthen public confidence in hospital care and showcase the accomplishments of its members.

B. Long-Term Plan (Next 3-5 Years)

1. PHA will **LEAD** a creation of a national hospital quality roadmap that supports UHC goals and aligns with global standards.
2. PHA will **ENABLE** sustainable hospital growth by building partnerships focused on training, research, and infrastructure modernization.
3. PHA will **ASSIST** in enhancing governance and accountability through model policies, board development, and peer benchmarking.
4. PHA will **PROTECT** institutional integrity by advancing ethical practices, cybersecurity, and resilience and preparedness for future health crisis.
5. PHA will embed a culture of continuous improvement, equity, and Filipino values throughout all member hospitals.



FERDINAND FRANCIS MARIA D.L. CID, MD
President & CEO
CENTRAL LUZON DOCTORS' HOSPITAL
Hospital Drive, San Vicente, Tarlac City

PLANS & PROGRAMS

If elected to the national board of the PHA, I will work to improve the representation of individual hospitals in the PHA by improving the structure and function of the provincial PHA chapters and the Regional Councils. A strong organization across the country will enhance the status of the PHA with national government.

Improve the processes and standards in DOH, FDA and PHIC with regards to hospital accreditation and license to operate.



NESTOR F. SANTIAGO, JR., MD
Medical Director
STA. MARIA JOSEFA HOSPITAL FOUNDATION, INC.
Francia, Iriga City

PLANS & PROGRAMS

1. Advocate for legislation to establish the Philippine Hospital Authority/Bureau to support UHC implementation
2. Help in formulating on the participation / involvement of private hospital in health care providers network.
3. Represent PHA in dialogue with regulatory Agencies to streamline requirements for licensing, certification and accreditation.
4. Promote the continuing professional education activities of PHA.
5. Explore strategies for easy access to government subsidies and financial support to private hospitals.
6. Establish mechanism of collaboration and cooperation among private and public hospital at local level.
7. Uphold the Vision, Mission, and Core Values of PHA.



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

PLANS & PROGRAMS

1. Strengthening Hospital Advocacy – Represent the concerns and interests of member hospitals and promote policies that support the growth and development of the Philippine healthcare sector.
2. Promoting Quality Healthcare – Support programs that enhance patient safety, quality of care, and excellence in hospital services.
3. Ensuring Hospital Sustainability – Advocate fair reimbursement, sound financial management, and efficient hospital operations.
4. Advancing Professional Development – Promote continuing education, leadership development, and the sharing of best practices among hospital administrators and healthcare professionals.
5. Supporting Regulatory Compliance – Encourage collaboration and provide support to member hospitals in addressing DOH, PhilHealth, and other regulatory requirements.
6. Strengthening Unity and Collaboration – Foster stronger partnerships among government and private hospitals to address common challenges and achieve shared goals.
7. Upholding Good Governance – Promote transparency, accountability, integrity, and responsible leadership in serving PHA and its member hospitals.

Commitment

I am committed to serving the Philippine Hospital Association with integrity, dedication, and a strong sense of responsibility. I will strive to be a responsive voice for our member hospitals, promote meaningful collaboration, and support initiatives that strengthen hospital institutions and advance quality, accessible, and sustainable healthcare for every Filipino.

LUZON – GOVERNMENT 3 SEATS



GLORY V. BALTAZAR, MD
Medical Center Chief II
BATAAN GENERAL HOSPITAL & MEDICAL CENTER
Balanga City, Bataan

PLANS FOR PHA

General Objectives: PHA as an organization that provides continuing professional and technical education and training for all health care professionals and staff in member hospitals.

Action Plan:

1. Specific Objective
   1: To provide updated scientific knowledge, skill and attitude training to all member hospitals.

OBJECTIVE	PHA ACTIVITY	TIMELINE
Provide opportunity to enhance knowledge, skill and attitude of health care workers with CPD credits from PRC	1. Webinar to Members 2. Townhall Meetings 3. Midyear Convention 4. Annual Convention	1. Every quarter 2. Annually from Luzon, Visayas, Mindanao 3. May or June of current year 4. November or December of current year

   2: To provide access to the Annual program of activities of PHA and pertinent policy issuance from DOH and PHIC.

OBJECTIVE	PHA ACTIVITY
1. To provide schedule of monthly PHA activities to its member	Member hospitals can view calendar of activities.
2. To provide a regular bulleting about policies from DOH and PHIC about Hospital Operations	Members can be updated on issuances of DOH and PHIC

PROGRAMS FOR PHA

1. Specific Objective
   1. To serve as channel for networking between and among government and private hospital members of PHA per province and per region to support the implementation of the Universal Health Care

KRA	ACTIVITY	RESPONSIBLE PERSON	TIMELINE
1. Improved Financial Management in hospitals	Sharing of best practices	BOD in Luzon, Visayas, Mindanao	Every quarter
2. Hospitals preparation to climate change	Showcase climate change program/preparation	- do -	annually
3. Hospitals towards UHC full implementation	UHC summit	- do -	

2. To promote good governance in the PHA To partner with Institute of Solidarity in Asia for the adoption of good governance in PHA.

Action Plan.

KRA	TIMELINE	RESPONSIBLE PERSON
1. Boot camp on PGS	To be determined when approved	BOD per area supported by other BOD
2. To partner with ISA	To be determined when approved	
3. To prepare PHA' Transformation Journey	To be determined when approved	
4. To attend to ISA Public Revalida for Initiation	To be determined when approved	



MONSERRAT S. CHICHIOCO, MD
Medical Center Chief II
JOSE B. LINGAD MEMORIAL GENERAL HOSPITAL
City of San Fernando, Pampanga, Pampanga

PLANS AND PROGRAMS

Philippine Hospital Association (PHA)

Proposed Focus Areas: Regional Chapter Strengthening, Hospital Leadership and Professional Development, and PHA Digital Transformation and Member Portal

I. Rationale

The Philippine Hospital Association (PHA) plays an important role in promoting collaboration among hospitals, strengthening hospital administration, and supporting the continuing professional development of healthcare leaders and personnel. To further enhance its services and engagement with members, the PHA may implement strategic programs focused on strengthening regional chapters, providing accessible professional development opportunities, and adopting digital solutions for efficient membership management and information sharing.

These proposed programs aim to establish a more connected, competent, and digitally enabled PHA that can respond effectively to the evolving needs of hospitals and healthcare professionals nationwide.

II. Proposed Programs, Activities, and Plans of Action

Program 1. Regional Chapter Strengthening and Engagement

Goal: Build a more coordinated, active, and responsive network of PHA regional chapters.

Objectives

- Strengthen coordination between the PHA National Office and regional chapters.
- Promote active participation and collaboration of member hospitals in regional and national initiatives towards effective implementation and full functionality of healthcare provider network.
- Establish a consistent system for reporting, feedback, and monitoring of chapter activities.

Key Activities and Plans of Action

Proposed Activity	Implementation Plan
Regular National–Regional Coordination Meetings	Conduct quarterly virtual or face-to-face meetings to discuss priorities, concerns, accomplishments, and upcoming activities.
Regional Consultations and Hospital Visits	Conduct consultations and visits to identify the needs, challenges, and recommendations of member hospitals, particularly those in underserved areas.
Regional Chapter Action Plans	Require each chapter to prepare an annual action plan aligned with PHA's national priorities, with corresponding targets and timelines.
Regional Best Practices and Knowledge-Sharing Sessions	Organize forums where chapters and member hospitals can present successful programs, innovations, and management practices.
Chapter Reporting and Feedback Mechanism	Develop standardized templates for accomplishment reports, membership updates, activity monitoring, and submission of recommendations.
Regional Engagement and Recognition	Recognize outstanding chapter initiatives and encourage chapters to conduct collaborative projects and membership engagement activities.

Expected Outputs

- Annual action plans from participating regional chapters.
- Quarterly coordination meetings and consultation reports.
- Standardized reporting and feedback system.
- Increased participation of member hospitals in PHA activities.
- Documentation and dissemination of regional best practices.

Program 2. Hospital Leadership and Professional Development

Goal: Enhance the knowledge, leadership capabilities, and professional competencies of hospital administrators and healthcare personnel.

Objectives:

- Provide accessible and relevant learning opportunities for PHA members.
- Strengthen leadership, management, and administrative competencies.
- Promote continuing professional development and the exchange of best practices among hospitals.

Key Activities and Plans of Action

Proposed Activity	Implementation Plan
PHA Hospital Leadership Academy	Establish a structured learning program for hospital directors, administrators, department heads, and emerging healthcare leaders.
Monthly or Quarterly Webinars	Conduct webinars on hospital governance, strategic planning, quality improvement, patient safety, financial management, human resources, digital health, and healthcare regulations.
Annual Hospital Management Conference	Organize a national conference featuring expert speakers, panel discussions, case presentations, and management innovations.
Workshops and Skills Development Programs	Conduct practical workshops on leadership, crisis and disaster management, risk management, performance monitoring, and change management.
Best Practices and Peer-Learning Sessions	Facilitate knowledge-sharing sessions among hospitals to showcase effective systems, innovative programs, and operational solutions.
Continuing Professional Development (CPD) Activities	Explore accreditation or collaboration with appropriate CPD providers and professional organizations, as applicable, to support eligible learning activities.
Training Needs Assessment	Survey members and participating hospitals annually to identify competency gaps and prioritize relevant training programs.

Expected Outputs

- Annual PHA learning and development calendar.
- Regular webinars, seminars, workshops, and conferences.
- Training materials and recorded learning sessions, subject to applicable permissions.
- Directory of speakers, trainers, and hospital resource persons.
- Documented best practices and post-training evaluation reports.

Program 3. PHA Digital Transformation and Member Portal

Goal: Establish a centralized, secure, and accessible digital platform for membership services, learning, communication, and records management.

Objectives:

- Improve access to PHA information, programs, announcements, and member services.
- Streamline membership administration, event registration, and training documentation.
- Establish a centralized repository of members' professional development and participation records.
- Improve operational efficiency through digitalization.

Key Activities and Plans of Action

Proposed Activity	Implementation Plan
Development of an Official PHA Website	Create or upgrade the official website to provide organizational information, announcements, events, programs, chapter directories, and membership application instructions.
Secure PHA Member Portal	Develop a login-protected portal where members can update their profiles, access membership information, and manage their participation in PHA activities.
Online Event Registration and Attendance	Implement online registration, attendance tracking, and participant databases for seminars, webinars, workshops, and conferences.
Digital Certificates and Training Records	Provide downloadable certificates and centralized records of attendance, completed training, and professional development activities.
Centralized Learning Resource Library	Establish a digital repository of presentations, learning materials, guidelines, recordings, and relevant hospital management references, subject to access and copyright rules.
Membership Database and Chapter Directory	Maintain an updated database of member hospitals, authorized representatives, membership status, and regional chapter information.
Automated Notifications and Announcements	Use email and portal notifications to disseminate event schedules, renewal reminders, training opportunities, and official announcements.

Expected Outputs

- Operational official PHA website.
- Secure member portal with individual member accounts.
- Centralized membership and regional chapter database.
- Digital event registration, attendance, and certificate management.
- Online repository of training resources and professional development records.



MARIA ISABELITA M. ESTRELLA, MD
Medical Center Chief II
TONDO MEDICAL CENTER
Balut, Tondo, Manila

PLANS & PROGRAMS

1. To support the Universal Health Care by assisting the hospitals, Public and Private, in its role in the Health Care Provider's Network.
2. To advocate the implementation of Quality Management Systems in the hospitals by assisting them in different accreditations involving quality management e.g. ISO Accreditation, PGS Accreditation
3. To continue to assist hospitals in their regulatory dealing with the Department of Health.
4. To continue the different activities and to disseminate information and knowledge such as Webinars, Town Hall Conferences and Conventions.
5. To continue to represent PHA in the different committees such as Regional Accreditation Committee.
6. To strengthen and guide the secretariat in its role as it assist the Board of Directors and the member institutions.



MARIA RICA MIRASOL LUMAGUE, MD
Medical Center Chief II
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Bagong Ilog, Pasig City

PLANS & PROGRAMS

"One PHA: United Hospitals, Stronger Voice, Better Care"

1. ONE PHA: Strengthening Unity and Member Engagement

   Strengthen collaboration among government, private specialty, and other member hospitals through more active regional and sectoral dialogues.

   Ensure that the concerns and best practices of hospitals from all regions are heard and represented at the national level.
2. PHA as a Strong Voice for Hospitals

   Strengthen PHA's advocacy role with DOH, Philhealth, PRC, HMO organizations, Congress and other healthcare stakeholders on policies affecting hospital operations and sustainability.
3. Quality and Patient Safety for all Hospitals

   Promote sharing of best practices, quality improvement initiatives, patient safety programs, and successful hospital innovations among members

   Strengthen PHA programs that assist hospitals in quality management, accreditation, infection prevention and control and regulatory compliance.
4. Building Resilient and Future-Ready Hospitals

   Develop learning and networking opportunities on digital transformation, artificial intelligence, cybersecurity, disaster preparedness, climate and energy resilience and emergency readiness.

   Promote s culture of preparedness for pandemics, disasters and other emerging health threats.
5. Investing in Hospital Leaders and Healthcare Workforce

   Strengthening continuing education and leadership development for hospital administrators, clinical leaders, and healthcare professionals.

   Promote programs addressing workforce wellbeing, retention, succession planning, and leadership development.
6. Strengthening the PHA Institute / Knowledge Hub

   Develop practical toolkits and templates that member hospitals can readily use for quality improvement, governance, compliance and operations.

   Create a repository of Philippine hospital best practices and innovations that can be shared nationwide.

   Short Version:

   ONE PHA – ONE STRONG VOICE – Strengthen unity and engagement among hospitals nationwide and ensure meaningful representation of members' concerns.

   STRONGER HOSPITAL ADVOCACY – Intensify PHA's engagement with DOH, Philhealth, PRC. HMOs, and other stakeholders towards sustainable, responsive, and equitable hospital policies.

   QUALITY, SAFETY & RESILIENCE – Promote continuous quality improvement patient safety, accreditation readiness, innovation, digital transformation, and disaster preparedness.

   EMPOWERING HOSPITALS AND THEIR PEOPLE – Expand continuing education, leadership development, mentoring and sharing of best practices to build stronger and future-ready hospitals.

VISAYAS – PRIVATE 1 SEAT



SR. ADELINA B. JAVELLNA, SPC
Executive Director
PERPETUAL SUCCOUR HOSPITAL OF CEBU, INC.
Gorordo Avenue, Kamputhaw, Cebu City

PLANS & PROGRAMS

I. GENERAL OBJECTIVE:

To strengthen the capacity, performance, and sustainability of public and private hospitals in the Philippines through collaborative programs that promote quality patient care, workforce development, hospital resilience, digital innovation, and strategic partnerships.

II. SPECIFIC PLANS AND PROGRAMS:

a. STRATEGY 1: C — CARE FOR QUALITY AND PATIENT SAFETY

Program Title: National Hospital Quality and Patient Safety Enhancement Program

General Objective: To promote a culture of quality, safety, and continuous improvement in hospital services to achieve better patient outcomes and experiences.

Specific Objectives:

1. Strengthen the implementation of patient safety standards and evidence-based clinical practices.
2. Enhance hospital personnel's knowledge and skills in quality improvement, risk management, and patient safety.
3. Encourage the sharing of best practices and innovations in hospital care.

Activities:

1. Conduct national and regional seminars on patient safety, infection prevention and control, medication safety, and clinical risk management.
2. Organize a Hospital Quality Improvement Forum for the presentation of successful hospital initiatives.
3. Develop and disseminate practical patient safety and quality improvement tools for member hospitals.
4. Establish a platform for sharing lessons learned from patient safety incidents and improvement projects, with appropriate confidentiality safeguards.
5. Recognize outstanding hospital quality improvement initiatives through a PHA Quality Excellence Recognition Program.

b. STRATEGY 2: A — ADVANCE THE HEALTHCARE WORKFORCE

Program Title: National Hospital Workforce Development and Well-Being Program

General Objective: To develop a competent, motivated, and resilient healthcare workforce capable of responding to the evolving needs of hospitals and the communities they serve.

Specific Objectives:

1. Enhance the leadership, management, and technical competencies of hospital personnel.
2. Promote employee well-being, workplace safety, and burnout prevention.
3. Encourage workforce retention, professional growth, and succession planning.

Activities:

1. Conduct leadership and management development programs for hospital administrators, nursing leaders, and other healthcare professionals.
2. Organize continuing professional development seminars and inter-hospital learning sessions.
3. Implement hospital workforce wellness campaigns focusing on mental health, stress management, work-life balance, and peer support.
4. Facilitate forums on workforce planning, staff retention, career development, and safe staffing practices.
5. Establish a mentorship and knowledge-sharing program connecting experienced hospital leaders with emerging professionals.

c. STRATEGY 3: R — RESILIENT AND SUSTAINABLE HOSPITALS

Program Title: Hospital Resilience, Emergency Preparedness and Sustainability Program

General Objective: To strengthen the capacity of hospitals to maintain safe, essential, and uninterrupted healthcare services during disasters, emergencies, public health threats, and operational disruptions.

Specific Objectives:

1. Improve hospital preparedness for disasters, mass casualty incidents, and public health emergencies.
2. Promote business continuity planning and effective hospital resource management.
3. Encourage environmentally responsible and climate-resilient hospital operations.

Activities:

1. Conduct seminars and workshops on hospital emergency preparedness, disaster risk reduction, surge capacity, and business continuity.
2. Facilitate hospital-based emergency drills and inter-hospital disaster response exercises.
3. Establish opportunities for resource-sharing and peer support among hospitals during emergencies.
4. Conduct learning sessions on healthcare waste management, energy conservation, water efficiency, and sustainable procurement.
5. Develop and disseminate a practical Hospital Resilience and Sustainability Checklist for member institutions.

d. STRATEGY 4: E — ENABLE DIGITAL TRANSFORMATION

Program Title: Digital Innovation and Hospital Operational Excellence Program

General Objective: To promote the responsible adoption of digital technologies and data-driven practices that improve hospital efficiency, information security, and healthcare service delivery.

Specific Objectives:

1. Increase awareness and capacity in the use of appropriate digital health technologies.
2. Promote data privacy, cybersecurity, and responsible management of health information.
3. Encourage the use of reliable hospital data for decision-making, performance monitoring, and continuous improvement.

Activities:

1. Conduct seminars on electronic medical records, hospital information systems, digital health, and health information exchange.
2. Organize workshops on data privacy, cybersecurity, and responsible artificial intelligence in healthcare.
3. Facilitate sharing of successful and cost-effective digital innovations among public and private hospitals.
4. Develop practical self-assessment tools for hospital digital readiness.
5. Encourage pilot projects on digital patient flow management, administrative automation, and hospital performance dashboards.

e. STRATEGY 5: S — STRENGTHEN PARTNERSHIPS AND ADVOCACY

Program Title: National Hospital Collaboration, Policy Advocacy and Member Engagement Program

General Objective: To strengthen collaboration among public and private hospitals, government agencies, professional organizations, and other healthcare stakeholders in advancing responsive, equitable, and sustainable healthcare policies and services.

Specific Objectives:

1. Provide a platform for hospitals to discuss common challenges and recommend practical policy solutions.
2. Strengthen engagement with government agencies and healthcare stakeholders on hospital financing, regulatory compliance, and service delivery.
3. Expand knowledge sharing, regional participation, and collaborative initiatives among PHA member hospitals.

Activities:

1. Conduct national and regional hospital forums to discuss priority concerns affecting hospital operations and healthcare delivery.
2. Organize policy dialogues with the Department of Health, PhilHealth, local government units, and other relevant agencies.
3. Establish a member feedback and consultation mechanism for identifying common operational and regulatory challenges.
4. Facilitate inter-hospital benchmarking, mentoring, hospital visits, and sharing of effective practices.
5. Develop and disseminate policy briefs and recommendations based on consultations and available evidence.
6. Strengthen regional chapter engagement through regular meetings, webinars, and collaborative projects.

III. **MONITORING AND EVALUATION:** The implementation of the five strategic programs shall be monitored through quarterly progress reports, participation records, activity evaluations, and annual program reviews.

Key indicators may include:

1. Number of participating hospitals and healthcare professionals.
2. Number of training sessions, forums, and collaborative activities conducted.
3. Percentage of planned activities completed within the established timeline.
4. Number of hospitals adopting or improving relevant policies, practices, or systems.
5. Participant satisfaction and perceived usefulness of the programs.
6. Documented improvements, lessons learned, and recommendations for subsequent implementation.

Specific targets shall be established by the PHA and its participating member hospitals based on baseline assessments, available resources, and agreed priorities.

IV. CONCLUSION

Through this **Framework**—**C**are for Quality and Patient Safety, **A**dvance the Healthcare Workforce, **R**esilient and Sustainable Hospitals, **E**nable Digital Transformation, and **S**trengthen Partnerships and Advocacy—the Philippine Hospital Association can advance a coordinated and practical agenda for hospital development.

Together, let us CARE for our hospitals, empower our healthcare workers, protect **our patients, and build a stronger Philippine healthcare system for every Filipino.**



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

PLANS & PROGRAMS

1. Leadership Continuity & Succession Program
* Develop future PHA leaders through leadership development and mentoring.
* Strengthen the capacity of national, regional, and chapter officers.
* Establish a clear succession and leadership transition mechanism.
* Encourage younger and emerging hospital leaders to actively participate in PHA.

2. Memberhsip Engagement & Retention Program
* Improve member benefits, services, and communication
* Strengthen membership recruitment, retention, and renewal strategies.
* Recognize outstanding and active members, chapters, and institutions.
* Increase participation in PHA activities, meetings, and regional programs.

3. Strategic Partnerships & Networking Program
* Strengthen collaboration with DOH, Philhealth, LGU's, professional organizations, and other stakeholder.
* Develop partnerships with private sector and international healthcare organizations.
* Facilitate sharing of best practices, innovations, and and successful hospital programs.
* Create opportunities for networking, referrals, and collaborative projects.

4. Sustainable Revenue & Resource Generation Program
* Explore additional and sustainable sources of PHA income.
* Strengthen corporate sponsorships, institutional partnerships and fundraising activities.
* Develop relevant paid programs, training, conferences, and other services.
* Improve financial planning, monitoring, transparency, and resource utilization
* Integrity and accountability

5. PHA Healthcare Leadership & Knowledge Program
* Provide continuing education on emerging healthcare trends and issues.
* Conduct forums, webinars, seminars, and leadership development activities.
* Address current concerns on healthcare policies, financing, technology, and hospital management.
* Promote knowledge sharing and evidence-based hospital practices among members.

6. PHA Digital Transformation & Resilience Program
* Improve PHA's digital platforms, communication channels, and online member services.
* Strengthen membership databases, information management, and digital communication.
* Promote digital health, cybersecurity, and technology adoption among member hospitals.
* Develop programs on disaster preparedness, climate resilience, sustainability, and business continuity.

VISAYAS – GOVERNMENT 1 SEAT

NO CANDIDATE

MINDANAO– PRIVATE 1 SEAT



DINAH B. GONZALES-ABELLA, MD
Medical Director
ABELLA MIDWAY HOSPITAL
Valencia City, Bukidnon

PLANS & PROGRAMS

My plans are frame in connection to our Mission and Vision:

"LEAD" - Advocate for hospital innovation and governance
* Advocate for representation of Mindanao issues in national PHA discussions.
* Propose hospital policy roundtables per region

"ENABLE" – PUSH FOR TRAINING AND DIGITAL TRANSFORMATION
* Promote telehealth and health information system adoption in underserved areas.
* Push for training on hospital management, compliance and accreditation.

"ASSIST" – Champion support for Infirmary and underserved hospital
* Equity and resource access
* Lobby for increase support for Level 1 hospitals and far flung LGU facilities

PROTECT" – Welfare and Safety
* Be the voice for hospital staff welfare and security
* Create support network for mental health of hospital workers

* Push for stronger PNP coordination on hospital safety and security threats
* (Anti-violence, Insurance)

My Slogan – "United for Quality, Empowered Hospital in Mindanao"

* Build a Mindanao Hospital Advisory Council (Quarterly Dialogues / Meeting with the officers / Chief of Hospital / Medical Directors / Hospital Administrators of each Provincial Council and Chapter)
* "Mindanao Hospital Quality Mentorship Program" – linking large and small hospitals
* Submit quarterly updates to PHA on Mindanao needs and successes.
* Launch a Mindanao – focused health system webinar series.
* Host Regional Townhalls /. Forums
* "Mindanao Hospitals Dialogue" – collect insights on needs; Philhealth reimbursements, accreditation, Workforce shortage, digital health, etc.
* Hospital Visits (Virtual or In-Person)
* PHA support for rural hospitals.
* Emergency/ Disaster Program engage with local medical societies and DOH regional offices
* Preparedness funding for hospitals in time of Disasters and Calamities
* Engage with local medical societies and DOH regional offices and provincial LGU.
* Private and Government Networking and Navigation of Patients.



JESUS M. JARDIN, MD
President & CEO
REVER MEDICAL CENTER
Aplaya, Jasaan, Misamis Oriental

PLANS & PROGRAMS

The Philippine Hospital Association is currently facing challenges from various fronts affecting hospital operations. As an advocacy organization, our association is tasked to lead, enable, assist and protect our members. If given opportunity to serve the association again, I will try to endeavor to implement these plans:

1. Foster strong government relation in legislation and regulatory bodies. We will pursue in the enactment of more responsive, attuned to current situation, and pro hospital laws.

   a. The Hospital Licensure Act (RA 4226 of 1965) needs revision and amendments. Ensuring that hospital's interest and needs will be protected in the on-going amendment of the anti-hospital deposit bill through pro-active engagement and representation in congress.

   b. We will advocate for easier licensing processes like 3 years License to Operate form the Department of Health (DOH), same as Philhealth, including Environmental Compliance Reporting (DENR), the FDA and BFD-Fire Clearances. Pursue a less burdensome regulatory licensing process in accordance to Ease of Doing Business law.

2. Enhancing Fiscal Viability of Hospitals

   Significant percentage of hospital income is derived from PHIC, DSWD, MAIFIP and HMO reimbursement. We will engage with these payers for faster turnaround time in payments thru constructive collaborations. Issues like return to hospitals and denied payments affect hospitals liquidity which must be addressed by asking Philhealth to provide us with specifics and bill of particulars particularly in the violation of non-compliance of standard of care for us to answer them adequately.

   Lobby for the increase in the RVU of ACR under hospital claims while it is still the mode of payment scheme, and ensure that the RVS and RVU in coming DRG implementation is fair and equitable.

3. Advocate for health innovation and healthcare transformation

   Hospitals must adapt to rapid changes in health care delivery. PHA must pursue programs that promote patient safety, new delivery systems and technology integration. We must encourage hospitals to actively participate in the smooth implementation of UHC by building strong links between public and private hospitals.

   There are a lot of things to do to make our hospitals world class and we can achieve it by electing the right leaders. The 2000 plus hospitals under PHA will be our leverage in shaping pro hospital laws, regulations, health policy and care delivery standards. Our core goal is to unify members thru national consensus into coordinated grassroot advocacy, policy campaigns and shared strategic action plans.

MINDANAO – GOVERNMENT 1

NO CANDIDATE