To continuously provide value to its services and members, one must innovate. IntelliCare recently partnered with Veridata Networks, Inc. to maximize the advantages of using state-of-the-art technologies.

Mr. Silos elaborates that “AHMOPI is there to represent and enlighten the public on HMOs being a distinct and important sub-sector in the healthcare industry. It is also there to provide ground rules on how HMOs are supposed to operate in the market place – ethics, professionalism, products sold and mode of delivery, among major issues. The association also provides a level-playing field for all companies who are a part of AHMOPI to compete with each other without undue advantage or disadvantages, as well as providing a venue where the members can give advice to other members in the association and discuss various relevant topics with each other. Lastly, AHMOPI is a vehicle by which HMOs deal with the government - taxes, requirements, validations, medical organizations, and the public for complaints, resolutions and general information.

Mr. Silos said that everyone who is part of the association basically provides the meat or substance to the constitutional mandate, which is to provide healthcare to every Filipino as a matter of right.”

On a personal note, Mr. Silos was quite clear in his understanding of the critical role AHMOPI must undertake, arm-and-arm with government, in providing the Filipinos affordable, available and accessible healthcare. The challenge, given the country’s dire lack of resources, is to find new and innovative approaches and to harness Filipino perseverance to reach out to one and all.

IntelliCare’s new POS verification system: Evolving alongside Pre-eminence

To continuously provide value to its services and members, one must innovate. IntelliCare recently partnered with Veridata Networks, Inc. to maximize the advantages of using state-of-the-art technologies.

Veridata installed their Point of Service (POS) terminals in IntelliCare’s accredited hospitals and clinics and trained the medical personnel on the use of the machine starting January 2010. This new POS verification system for consultation, diagnostics, in-patient and emergency revolutionizes patient membership eligibility by providing the following advantages and benefits to IntelliCare’s affiliated medical providers and IntelliCare members.

- GPRS-based system (no telephone line is required)
- Battery-mode option (can still operate for a limited time for power-outage occurrences)
- User-friendly plug and play interface
- Minimal power consumption
- Additional provisions for the following information were also added in the transaction slip:
  - PRC license of the attending physician for easier identification of the doctor
  - Diagnosis or recommendation. In case the space for the diagnosis or recommendation will not suffice, the attending physician may write at the back of the slip.
- The slip can also be customized to include other pertinent information

This is indeed another customer service innovation to delight IntelliCare members and trailblaze a new approach to healthcare management.
In our unending quest to triumph over illness and unhealthy lifestyle, InteliCare brings back its wellness fair with the theme “Road to Wellness 2010”. Spearheaded by the Human Resource Management and Development (HRMD), the event officially began on March 4, 2010 (Thursday) at the Skyland Plaza Atrium with a short program to welcome InteliCare’s special guests and wellness partners - Pfizer, Pascual Consumer Healthcare, Gardenia, Slimmers World and the Institute of Culinary Arts and Food Service.

Mr. Rommel Ancheta – InteliCare AVP for HRMD explained, in his opening remarks, the significant relationship of productivity and a healthy workforce. Mr. Mario M. Silos, InteliCare Chairman and President, further stressed the importance of having a healthy human resource in contributing to the attainment of the company’s goals and targets. InteliCare had its banner year in 2009 and will continuously go beyond expectations. According to Mr. Silos, the motto for 2010 is: “The best is yet to come.”

Dr. Neil Rodrigo, InteliCare Corporate Physician, presented the activities planned for the two-day event, shared some exercise tips and facts, and ended the program by calling on everyone to support and advocate the shift to a healthy lifestyle.

Booths of the partner companies were opened the whole day for InteliCare members to avail of free services and product samples.

On day two, InteliCare’s wellness partners conducted free lectures and audio-visual presentations:

“Health is Wealth” was given by nutritionists April Cunana, Lovely Cervas and Aine De Guzman from Gardenia, followed by a special documentary titled “Rave Health”. Pascual Lab Events and Project Officer, Levi Farinas, and Product Assistant, Rochelle Floriza, conducted a product promotion.

Dr. Michelle Lopez-Lim from Pfizer lectured on “Lifestyle Diseases”. Following her lecture was another documentary film titled “Super Size Me” and another lecture titled “Healthy Food Choices” by Paz Sales, a nutritionist from the Institute of Culinary Arts and Food Services.

Day 1 and Day 2 ended with high energies (literally) as Ryan Sungcuan and Preach from Slimmers World led the employees in aerodance.
EDITORIAL

Recent events - economic, political and natural - left a deep scar in our national psyche, unraveling a fabric of political, personal and economic instability. Businesses continue to be hounded from pillar to post and we are left to our own devices.

But all the while, these events had provided us with the greatest business learning experience of our corporate lives. Yet we have survived all of the arduous burdens and the threatening dangers of a great economic calamity.

While we are making this great common effort, there should be no discord and dispute. This is no time to question the cavil or standards set for our own recovery.

Let us not delude ourselves because all our present efforts are not enough. We still need sound business policies to buttress our survival and allow us to feel anew the bounties of good corporate governance. We shall count in the future, as in the past, on the driving power of individual initiative and the incentive of fair private profit, and we shall be strengthened with our obligations to the public. Now we shall be more circumspect.

We have never seen such greater devotion, determination and self-sacrifice by our staff and dear associates. Through this depression you have been patient and you have encouraged us with your widespread approval of our corporate actions. For this we are thankful.

In return, we promise that every resource we have at our disposal shall be devoted to the end of justifying your confidence.

As we go into our fifteenth (15th) year, we shall go forward for we believe that a wise and sensible beginning has been made and will continue to be at our call, as we journey to the uncharted future.

Our Daily Bread said it right. Many of our New Year’s resolutions may actually accelerate our pace of life instead of helping us slow down. In the quest for greater productivity and efficiency, we overschedule our days, drive impatiently, and sometimes, wonder why the joy of living eludes us.

But we need not be pessimistic. As a matter of fact, here at IntelliCare we may just be looking at another banner year for 2010, what with an onslaught of huge and good accounts as the year barely started. All the more that we should be optimistic as this company is truly blessed many many times over.

---

**The Blessed Journey**

By: Ernesto M. Reyes Jr.

---

**Literary Ventures**

by sheinlee

like fireflies they flicker across the deep, dark-blue drowned in white mist yet still shining through a mob of light till the gray fades away waiting patiently for death, they lay

a parade of masterpieces, an epitome of art
cuts like a knife across this crystal clear night
you fall from the heavens, an act of war
let me make a wish upon you, let me call you star

no color can surpass the brilliance of your gold
an empty, hollow shell with blood on your mold
your wandering thoughts captured my youth
you are like an addiction, a cancer never cured

Sheinlee is part of the Claims Processing Department of IntelliCare Calamba branch.
A former bassist and composer in a band, he writes during his free time. His favorite authors are Jessica Zafra, Bob Ong and Dan Brown.
From: HIROSHI TANIMURA
Send: JENNY LYN B. SAMONTE
Subject: commendation for Fatima Macalaba

"Alfred, I hope your supervisor gets to read this msg. You are an asset to the company and I hope everybody in Intellicare is like you. God Bless."

From: AARON FRANCIS SAMONTE
To: ALFRED LAZONA
Subject: commendation for Fatima Macalaba

I just want to inform you that I am a very satisfied customer. The agent, Fatima Macalaba is very helpful and she is also very polite. She was able to explain everything to me and it was really nice talking to her. Please forward this email to her dept and supervisor. Thank you much. Can u also email me so that I would know that her supervisor get my commendation thanks!!

From: DONNA ROMBAO-ARMAS
To: REY, Ma Carissa (Care) T.
Subject: commendation for Mr. D.K. Africa

I want to acknowledge Mr. D.K. Africa and commend him on exemplary efforts that he has demonstrated in handling my mother's medical needs. I would like to thank you for your very commendable, going out of his way, by assuring the cashier to get through with the payment of our billing despite the lack of some doctors' signatures which he promised to the cashier he will submit later and going to the doctors themselves to secure their signatures. He explained to us all that we needed to know about the obligations of Intellicare to us and guided us in the processing of our hospital papers. kudos to mr. dk africa and to intellicare. thank you very much.

From: Dennis Daluz
To: ANNA JOAN ASPIRAS
Subject: commendation for Mr. D.K. Africa

Dennis Daluz (ISDC-ISD-OCLL/MNL) to ANNA JOAN ASPIRAS (MGT-HRA-OPI/MNL)

Mr. D.K. Africa, your patient relations officer, is a great asset of your company. He helped us in everything regarding our admission and discharge from the hospital. His interaction with us was very commendable, going out of his way, by assuring the cashier to get through with the payment of our billing despite the lack of some doctors' signatures which he promised to the cashier he will submit later and going to the doctors themselves to secure their signatures. He explained to us all that we needed to know about the obligations of Intellicare to us and guided us in the processing of our hospital papers.

From: Carissa Rey

Thank you & God Bless!

From: ANNA JOAN ASPIRAS
To: REY, Ma Carissa (Care) T.
Subject: commendation for Mr. D.K. Africa

I would like to thank you for your very good service accorded my wife in her recent confinement in St. Luke's hospital.

From: YUKIO ISHIGURO
To: RHODERICK GELUZ
Subject: commendation for Mr. D.K. Africa

"We CBK appreciate ur sincere effort and kindness. If we need ur, we'd like to contact you tomorrow. Best regards...."

From: AARON FRANCIS SAMONTE
To: DENNIS DALUZ
Subject: commendation for Mr. D.K. Africa

I want to acknowledge Mr. D.K. Africa and commend him on exemplary efforts that he has demonstrated in handling my mother's medical needs. I would like to thank you for your very commendable, going out of his way, by assuring the cashier to get through with the payment of our billing despite the lack of some doctors' signatures which he promised to the cashier he will submit later and going to the doctors themselves to secure their signatures. He explained to us all that we needed to know about the obligations of Intellicare to us and guided us in the processing of our hospital papers.

kudos to mr. dk africa and to intellicare. thank you very much.

Rod A.adrucila
Rotary Club Of Siniloan
NEWLY-AFFILIATED MEDICAL PROVIDERS

**Hospitals & Clinics**

**QUEZON IMAGING CENTER, INC.**
Mt. Carmel Diocesan General Hospital Compound
Allarey Ext., Lucena City
Tel # (042) 373-5740

**QUEZON IMAGING CENTER, INC.**
Lucena United Doctors Hospital and Medical Center Compound
Brgy. Isabang, Lucena City
Tel # (042) 660-2882

**QUEZON IMAGING CENTER, INC.**
Lopez St. Jude General Hospital Compound Yumul St.,
Lopez, Quezon
Tel # (042) 841-1973

**QUEZON IMAGING CENTER, INC.**
Quezon and Peter Paul Medical Center of Candelaria
Candelaria, Quezon
Tel # 0917 5020770

**MEDCARE HEALTH CLINIC, INC. (HS-08248)**
Km. 27, Aguinaldo Highway,
Anabu II-E, Imus, Cavite
Tel # (046) 850-0537, 696-1069, 02-3849532

**GP GENESIS DIALYSIS CLINIC (HS-08240)**
Bonaventure Plaza, Greenhills, San Juan
Tel # 723-1052 / Telefax # 723-1385

**ISABELA DOCTORS GENERAL HOSPITAL**
Baligatan Ilagan, Isabela
Coordinator: Dr. Lourdes A. Sajonas
Tel # (078)-6242071, 622-2675

**SACRED HEART MEDICAL CENTER**
McArthur Highway, Sto. Domingo, Angeles City
Coordinator: Dr. Nenita S. Tan-Canlas
Tel # (045) 625-7876, 0921-7130266

**THE MEDICAL CITY – ALIMALL BRANCH**
Lower Ground Floor, Alimall Phase II,
Araneta Center, Quezon City
Tel # 709-2455, 709-2661

**THE MEDICAL CITY – CALOOCAN**
3F Victory Mall, Old Victory Compound, Rizal Ave.,
Monumento, Caloocan City
Tel # 351-3750

**ST. JUDE HOSPITAL & MEDICAL CENTER**
Dimasalang Street, corner Don Quijote Street,
Sampaloc, Manila
Tel # 731-2761 to 65

**Dentists**

**DR. HELENITA O. DE GUZMAN**
KINZAHN DENTAL CLINIC
3F LOL Bldg., Asuncion St. cor. Edsa, Caloocan City
MWF 9AM-1PM / TTHS 1PM-5PM
Tel # 522-4880 / 572-4687

**DR. NOWELL P. LETRONDO**
DR. CONSUELO ELIZABETH BLASCO
DR. MA. CRISTINA L. BULANADI
FRIENDLY HILLS MEDICAL SERVICES INC
Basement1, Bldg. B, Manila East Rd. SM City, Taytay Rizal
Mon-Sun 10AM-9PM
Tel # 661-1988/61-1989

**IntelliCare Partner Clinics**

**AVENTUS MAKATI CLINIC**
2/F Beneficial PNB Life Bldg., Salcedo St.
Legazpi Village, Makati City
Coordinator: Dr. Gerardo Jiao
Clinic Hours: M-Sat 8:00am-5:00pm
Tel. # 899-8671, 751-4965, 830-2320, 888-5556
Fax # 830-2316

**AVENTUS ALABANG CLINIC**
Unit 53-10 to 20 South Station -
Green Bldg. Alabang Zopote Road, Alabang, Muntinlupa City
Clinic Hours: M-Sat / 8am to 5pm
Tel. # 386-6435

**AVENTUS ORTIGAS CLINIC**
Ground Floor AIC Grande Tower
Sapphire St., cor. Garnett Road
Ortigas Center, Pasig City
Clinic Hours: M-Sat. 8am – 5:00 pm
Tel Nos. 706-3840, 706-3842, 706-3843
Fax # 706-3841

**AVENTUS (PCS) QUEZON CITY CLINIC**
2/F Philippine College of Surgeons (PCS) Bldg.,
992 North Edsa, Quezon City
Clinic Hours: M-Sat / 8am to 5pm
Tel # 929-4983, 929-4693, 929-5127, 929-5412

**AVENTUS CALAMBA CLINIC**
Unit 55,S 5 to 510 Daniel Commercial Complex
Old National Hi-way, Brgy. Parian,
Calamba, Laguna
Clinic Hours: M-Sat 8:00-5:00pm
Tel (049) 545-4446/545-5293

**AVENTUS STA. ROSA CLINIC**
Unit 26 and 27 Sta. Rosa Commercial Complex,
Bailbaygo, Sta. Rosa City
Clinic Hours: M-Sat. 8am to 5pm
Tel. # (049) 534-1069, 534-1063
Telefax (Manila Line) 520-8522

**AVENTUS (U.N. AVE.) MANILA CLINIC**
801 United Nations Avenue, Ermita Manila
Clinic Hours: M-Sat / 8am to 5pm
Tel. # 536-4941, 521-8108,536-5158
Fax # 536-3906

**AVENTUS CEBU CLINIC**
Unit 203, 2/F TGU Tower
Jose Maria del Mar corner Salinas Drive
Asiatown I.T. Park, Ba. Apas, Cebu City
Clinic Hours: M-Sat. 8am to 5pm
Tel. # (032) 238-1060 to 62, 479-9001
Fax # (032) 236-2585

**Disaffiliated Medical Providers**

**M-TECH HOSPITAL (CLOSED)**
56 Jupiter 1 Building, Jupiter St., Bel-Air Village, Makati City

**TIMESQUARE MEDICAL SERVICES (CLOSED)**
Rm. 2 2/F Superstone Building, Araneta Center, Socorro, Cubao, Quezon City

**M-TECH (BACOOR BRANCH) (CLOSED)**
G/F CCM Building, KM 19 Gen. Tirona Highway, Dulong Bayan, Bacoor, Cavite

**Other Updates**

1. CENTRO MEDICO SPECIALTY CLINICS has changed its name to CLINICA MARIKINA MULTISPECIALTY CLINICS, INC.

2. As of March 8, 2010, METROPOLITAN MEDICAL CENTER, located at 1357 G. Masangkay Street, Binondo, Manila, is temporarily on a “cash basis” term due to internal hospital problems.
The one-day seminar workshop was by the Strategic Management Department during the Mid-Year performance review, strategic, the BSC was introduced along with the shift from annual to the need for long-term planning. Thus, the balanced scorecard recognizes also information age.

Planning their strategies in today's information age, firms need a balanced mix of leading and lagging indicators necessary for firms planning their strategies in today's information age.

The balanced scorecard recognizes also the need for long-term planning. Thus, along with the shift from annual to strategic, the BSC was introduced during the Mid-Year performance review by the Strategic Management Department. The one-day seminar workshop was spearheaded by AVP del Castillo and assisted by Senior Planning Analyst, Jude Ola.

During the pre-planning last November, the functional areas tried their hands at integrating the concept into their plans and stretching their planning horizons for the next three years. It proved to be a challenging task as the concept was a new one, but the management team readily faced the task along with the responsibility of being officers and employees of the Pre-eminent HMO of the Philippines - a challenge brought forth by the Chairman and President of the company, Mr. Mario M. Silos.

As the company approaches its 15th year, the redefined Vision-Mission, incorporating the preeminence stature of IntelliCare in the HMO industry, serves as a beacon to guide the management team in achieving their goals and objectives. Over the years, IntelliCare has experienced considerable growth and has triumphed amidst the most trying economic crises. Indeed, as the global economy was brought to its knees during last year's recession, IntelliCare upended the trend and made it a banner year. The company and its management team are indeed a force to be reckoned with, alongside the employees. As always, Mr. Silos recognizes that our employees are our best asset.

With the information age, the company will continue to bank on our management team and employees to ensure the long-term success of the company. Having an extended planning horizon enables a company to aptly strategize in order to make full use of its strengths and minimize, if not eliminate, its weaknesses. Looking ahead also enables the immediate recognition of opportunities that may be exploited and early detection of threats to defend against.

Strategy is indeed vital and the business environment of today highlights its importance even more. Aside from planning the strategy, it is also important to monitor and control it as well. According to Sir Winston Churchill, “However beautiful the strategy, you should always look at the results”.

With the improvement of the economy and the business environment, the company is set to solidify its position as the country’s leading HMO. There will be greater challenges and the stakes will be higher. In all these, IntelliCare’s Strategic Management Department will do all they can with what they have to help senior management ensure that the concerted effort of every IntelliCare family member is aligned with the company’s strategy. After the plans are crafted, the men and women of the company will have a clear outline so that these strategies may be put into action in order to maintain preeminence in the industry.
For the last three years, Congress, the Department of Health (DOH), health groups and many, many others have been hooked on a topic that some terms as one of the biggest health news since 2007 - the Cheaper Medicines Bill (CMB).

This bill was finally passed as a law on August 15, 2009 and is now called the Cheaper Medicines Law (CML). The CML is meant as a means of answering the growing concern of the Philippine population in safeguarding themselves from common illnesses to pandemics. It aims to respond to the medical and health needs of the people in terms of not only affordability but also in necessity in these trying times.

It is a common scenario, to say the least: a patient would need to purchase certain drugs to alleviate or treat whatever illness they have, however, due to the fact that the medicines necessary are priced too high and the patient cannot afford them, they encounter another problem apart from that which ails their body. A double attack that can lead to further deterioration of the patient’s body, a means of countering the problem is needed.

According to DOH, they are aware that more Filipinos are now better informed in their right to choose the medicines they know that work for them along with which medicines they can afford. They also added that more Filipinos acknowledge that generic drugs are as safe and effective as the branded ones.

As DOH believes in the right of every Filipino to have access to safe and quality medicines that are affordable, they cite the CML as a way to produce a market where medicines are affordable to the people, may they be generic or branded.

Many multinational pharmaceutical companies seem keen on the bill as well, showing that they are devoting to the welfare of the citizens as compared to interests in the business realm (with some manufacturers offering to cut prices voluntarily).

With the Cheaper Medicines Law, all drugstores and hospital pharmacies are required to charge the discounted prices. The first batch of medicines whose prices were lowered by almost 50 percent in August included Pfizer’s Norvasc (amlodipine) and Lipitor (atorvastatin), as well as GSK’s antibiotic Augmentin (amoxicillin and clavulenate).

Other medicines included in the first batch were for chronic diseases, bladder and prostate disorders, hepatitis, asthma, depression and psychotic and mental disorders, as well as some medical equipment and fluids for dialysis. Prices are expected also to go down for asthma inhaler medicine and skin medicines.

The second batch of medicines has been approved on March 31. This included essential medicines in the following categories, that will be sold for half of their original price - blood pressure, cholesterol, antibiotics, anti-cancer, and renal dialysis fluids.

Health Secretary Esperanza Cabral said they will make sure medicine outlets would comply by posting price lists of the medicines covered by the price cut. Under Section 35 of Republic Act 9502, the Cheaper Medicines Law, violators face penalties between P100,000 to P1 million. Succeeding offenses may result in the suspension or revocation of the violator’s license to operate (LTO), business or professional license, as the case may be.

If ever one cannot prevent medical problems from themselves, to have affordable medicines would undoubtedly help improve the health care position in the country.

IntelliCare Partners with Rose Pharmacy

IntelliCare recently tied-up with Rose Pharmacy, a national retail drugstore chain in the Philippines, to provide its members with cheaper medicines thru discounts.

The partnership was formalized during a formal contract signing held last January 26, 2010 at Bo’s Coffee Executive Lounge, Cebu City. Rose Pharmacy was represented by its Vice-President - National Sales, Marketing & Merchandising, Bernadette Napeñas; while IntelliCare was represented by Mr. Norman Amora (AVP - Sales & Marketing), Mr. Ray Garcia (AVP-VISMIN), Mr. Chito Recamadas, Cebu Regional Development Officer.

With the partnership, IntelliCare members can now avail of special discounts on cash purchases of medicines in any Rose Pharmacy branch nationwide by presenting their IntelliCare cards. A 5% discount will be given on generic medicines and 1% on branded medicines. Currently, Rose Pharmacy has over 150 branches.
Intercare can make a difference —
a difference in terms not only of alleviating your immediate pain,
but the difference in your overall quality of life.

SERVICES OFFERED

Chiropractic

Bone and muscle problems can affect all people. Young and old,
physically fit or not, whether just sitting behind desks or enjoying
active weekends can cause stress, tension, over exertion and a
number of other factors that contribute to stress and displacement
in the spine. These may cause irritations to the nerves in the spine.
These can cause various malfunctions in the body from pain
related to the low back and even headaches and migraines.
Chiropractic is a natural non-invasive, drugless branch of the
healing arts, that treat conditions affecting our bones and muscles,
ligaments and cartilage.

Acupuncture

Acupuncture is an ancient healing and health promoting technique
developed by the Chinese. It is based on the theories of Traditional
Chinese Medicine (TCM) which is 4,000 years old. It involves the
insertion of special needles into specific anatomical points on the
body. Acupuncture is recognized by the World Health Organization
and National Institute of Health in the United States for the
treatment of at least 44 conditions.

Stress management

Complementing our overall wellness approach, Intercare offers the
service of professional counselors who will assist you with stress
management and emotional stress relief methods. In being able to
deal more effectively with emotional stress related loads. You may
improve your overall quality of life. The content of your sessions is
kept in strict and absolute privacy with an assurance of total
confidence.

IntelliCare does not cover chiropractic care and acupuncture but IntelliCare members who
wish to avail these procedures will get 15% discount on their first visit or treatment
at any Intercare branch.

For more information check out www.intercare-
centers.com or you can also
call and visit them at:

ALABANG
Unl D., Upper GF,
Westgate Tower
Investment Drive,
Madrigal Business Park
Alabang, Muntinlupa
(632) 807.6863

CEBU
#13 Molave St., near Escario St.
Cebu City
(632) 232.2213
GREENHILLS
26-A Eisenhower St.
Greenhills, San Juan
(632) 722.1846

MAKATI
Intercare Bldg.,
8420 Kalayaan Ave., Makati City
(632) 890.3378

Editorial Team

Editorial Consultants
GRAHAM BARNETT
Consultant
RAY GARCIA
VP, VisMin Regional Operations

Board of Advisers
MARIO M. SILOS
Chairman & President
AUDREY MELDY B. GALLARDO
VP, Finance
JEREMY G. MATTI
VP, Sales & Marketing
GERRY A. VARGAS
VP, Operations
RICARDO L. JOCSON, MD
Medical Director

Writer
CAMILLE T. SILOS
Communication Specialist,
Marketing Support Services

Regular Contributors
DR. LOUIE J. AGREGADO
Head, Medical Relations
JUDE OLA
Senior Supervisor,
Strategic Management

Regional Contributors
CHITO RECAMADAS
Manager, Cebu Operations
ALVARO NAPOLES
Manager, Davao Operations
HONEY ROBLE
Asst. Manager, Cagayan De Oro
RENE SATOR
Manager, Calamba