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## IntelliCare's service consistency nationwide

The consistency in service of HMOs must never vary. If patients get outstanding service in Metro Manila or where an HMO's business is concentrated, then patients from other parts of the country must get the same deal. In the world of health care, no discrimination or neglect of any form should ever be allowed.

Leading HMO IntelliCare is one HMO that strongly adheres to this belief.

HMOs are not entirely

business ventures, as IntelliCare has been tirelessly pointing out. It's a business that should actually care, where one must be very keen enough 24 hours in a week, no matter the stress caused by irate patients and their families. Health care is a venture that has no room for compromise or excuses.

Unpleasant experiences with HMOs usually come from their lack of consistency in service. This consistency is manifested on two fronts—customer

service and their medical facility affiliates.

Fortunately at IntelliCare, they do not discriminate. In fact, they make sure all instruction and training emanate from one group so that whatever is learned here in Metro Manila by a customer service professional it is also what is learned by their manpower in the provinces.

"We hardly get those kinds of complaints. That's because even if we train INTELLICARE'S/page 20

### INTELLICARE'S...

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our staff outside Metro Manila we make sure the training is similar. And we never fail to drive home this point to them," Pen Sabuga, head of IntelliCare's Customer Service Department, says.

Mario Silos, the president of IntelliCare says in another way, "Consistency in service is what gets the company far, no matter how far flung the area one patient is situated in. One must never underestimate the power of word of mouth."

"We require graduates of Nursing or a related field to come in as Customer Service Officers both in Manila and the provinces," Sabuga adds.

Best of all, IntelliCare makes sure that all of their manpower have the passion its founders have always had in serving their clients.

Ed Jose, the Medical Relations head of IntelliCare says, "When it comes to affiliate medical facilities and doctors, IntelliCare covers a lot of ground."

Using the company's medical relations team, headed by Dr. Jocson, IntelliCare's Medical Director and Medical City's Head of Surgery, they find out how far these applicants have gone in their studies and what their experiences are.

Jose says, "Dr. Jocson and I actually spend some days of the year in areas outside of Metro Manila just to check up on our affiliates there. We engage them in thorough, often non-formal discussions on current medical trends, facility requirements and anything that will help ensure better services to their patients."

When one gets the service of an HMO, one expects a kind of service that is both conscious and conscientious. That is what one gets from IntelliCare. No more, no less.