

An HMO imposes consistent service

The consistency in service of Health Maintenance Organizations (HMO) 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. They cite two reasons for unpleasant experiences with HMOs – customer

service and medical facility affiliates.

When one's business covers a wide scale, there is a tendency for uneven customer service. Not because it's hard to find qualified professionals in the rural areas, but almost always because of the company's own prejudice against the provinces or plain lack of interest, considering these areas cannot bring in the numbers.

Mario Silos, company president, relates, "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."

The company makes sure that all of their manpower has the passion its founders have always had in serving their clients.

On the other hand, the organization makes sure that its network of medical facilities and professionals are a cut above the rest. "We make sure they come highly recommended by our trusted affiliates. And we know that no affiliate of ours will ever compromise their reputation by recommending unqualified professionals," says Ed Jose, head of medical relations.

With strong belief about addressing these important issues, the company

maintains a hands-on policy. Its personnel go out of their way to learn the needs of their affiliates or customer service officers, maintaining keenly attuned to valid sentiments and issues brought to them.

The company engages its affiliates in thorough, often non-formal discussions on current medical trends, facility requirements, and anything that will ensure better services for their patients.

"When one gets the service of an HMO, one expects a kind of service that is both conscious and conscientious – no more, no less."

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