

Service reliability deemed important for HMO business

Adhering to the belief that a health and medical organization is not entirely a business venture, an industry player is bent on concentrating on providing its client base with consistency in service along their nationwide operations.

By banking so much on good customer service in their operations, IntelliCare, an HMO business that is engaged in the delivery of managed healthcare services is optimistic to continue its strong presence in the country's HMO industry.

"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," says IntelliCare president Mario Silos.

IntelliCare also believes that if patients get outstanding service in Metro Manila or wherever an HMO business is concentrated then patients from other parts of the country must also get the same deal.

HMO according to IntelliCare is a business that should actually care where one must be very keen enough 24 hours for seven days a week, no matter how the stress caused by patients and their families because healthcare is a venture that has no room for compromise and excuses.

Unpleasant experiences with HMOs according to Silos usually come from an organization's lack of consistency in service as this consistency is manifested on two fronts: customer service and their medical facility affiliates.

When a business is wide scale there is a tendency for customer service to become uneven as the national operations will be prioritized, said Silos.

"Most quality service is usually afforded to those in Metro Manila while rural areas are left for inexperienced professionals and this is not because qualified professionals are hard to find in those areas; it's always because of company's prejudice against the provinces and the lack of

interest considering these areas cannot bring in the numbers," said Silos.

IntelliCare operates under Asalus Corporation and was registered last November 2005 and is currently regarded as one of the major players in the country's HMO (health and medical organization) industry maintaining the top three spot.

The company is a member of the Association of Health Maintenance Organizations in the Philippines, Incorporated or AHMOPHI. They have alliances and affiliates in about 480 reputable hospitals, clinics, diagnostic centers and first class medical institutions.

Through their commitment to service excellence, the company was able to boost a great number of prestige accounts from diverse industry sectors and generated client retention rate of over 90% boosting a membership base of 300,000 mark.

IntelliCare has a head office in Makati and regional offices in Cebu catering to their Central and Eastern Visayas and Northern Mindanao clientele, in Bacolod for Panay and Negros, in Calamba and in Davao for their Southern Mindanao scope. The company also holds satellite offices in key cities such as: Roxas and Iloilo in Panay, Dumaguete, Tacloban and Ormoc for Samar and Leyte, Tagbilaran in Bohol, Tagum, General Santos, Kidapawan, and Cagayan de Oro for Mindanao and Valencia in Bukidnon. — **Rhia de Pablo**