

## PHILHEALTH STRATEGY MAP 2024-2030

The PhilHealth Strategy Map provides the blueprint of the strategies that the Corporation will implement from 2024 to 2030. It is a one-page visual representation of an organization's strategy towards the achievement of its Vision. It is the concise version of the entire Strategic Plan document depicting the key strategic elements and the cause-and-effect logic between them.

The map is composed of four Perspectives or Strategic Blocks. Each perspective is a dimension or framework of organizational performance:

- **Member Satisfaction (Intermediate Results):** supports the health sector goals of improving financial risk protection (FRP) and reducing out-of-pocket payment through an increased utilization of health care services (particularly primary care), higher FRP, and high quality health services.
- **Sustainability:** Focuses on reforms for expanding service coverage, moving towards strategic purchasing, and improving policies and processes to adequately respond to the health reforms and challenges.
- **Efficiency and Transparency:** Focus on the drivers for effective fiscal management and resource allocation for health including strategic interventions for human resource management, information system enhancement, strategic communication and organizational development.

Each perspective is then made up of a defined set of strategic objectives. These are essentially specific goals that an organization aims to achieve in support of its broader strategy.

### MEMBER SATISFACTION (Intermediate Results)

IR 1	<b>Nagagamit ng Nakararami</b>  Increased utilization of benefits with focus on primary care services	<ul style="list-style-type: none"><li>• Strengthen financing for primary care by:</li><li>• Enabling availment of primary care benefits</li><li>• Ensuring financial viability and quality of primary care benefit delivery</li><li>• Increase PhilHealth spending to achieve target percentage share in current health expenditure by 2030</li></ul>
IR 2	<b>Nakatutulong nang Lubos</b>  Higher financial risk protection	<ul style="list-style-type: none"><li>• Reduce out-of-pocket expenses by:</li><li>• Expanding coverage of high impact and cost-effective services at no added cost to members</li><li>• Aligning benefits coverage with other financing mechanisms</li><li>• Transitioning to efficient provider payments with sufficient cost-containment policies</li></ul>
IR 3	<b>Nakatutugon sa</b>	Ensure that PhilHealth benefits are responsive to the

	<b>Pangangailangan</b>  Expanded access to high-quality health services	needs of all life stages by: <ul style="list-style-type: none"> <li>Integrating clinical practice guidelines from DOH into service coverage formulation</li> <li>Enhancing service standards and performance measures to guide contracting of providers</li> </ul>
--	---	--

## STRATEGIC OBJECTIVES

### SUSTAINABILITY

SO 1	<b>Angkop na Benepisyo</b>  Expand Service Coverage and Quality	<ul style="list-style-type: none"> <li>Expand Konsulta into a comprehensive outpatient benefit package</li> <li>Improve the responsiveness of benefit design of individual-based services to population needs including periodic rate adjustments</li> <li>Adopt the most appropriate performance-driven, close-end, prospective payments based on disease or diagnosis-related groupings</li> <li>Implement cost-containment measures with fixed and predictable co-payment and co-insurance</li> </ul>
SO 2	<b>Mabilis na Proseso</b>  Enhance member and provider experience through streamlined policies and processes	<ul style="list-style-type: none"> <li>Conduct comprehensive process mapping and analysis to identify inefficiencies, bottlenecks and redundancies</li> <li>Optimize processes through automation and digitalization to accelerate workflows and improve operational effectiveness (i.e. self-service digital tools for members)</li> <li>Integrate regulatory compliance and proactive risk management into policies and processes</li> </ul>

### EFFICIENCY

SO 3	<b>Sapat na Pondo</b>  Ensure robust fiscal management through strategic resource allocation	<ul style="list-style-type: none"> <li>Enhance efficiency with data-driven resource allocation</li> <li>Align provider payment and incentives with financial accountability</li> <li>Implement comprehensive performance monitoring systems for resource utilization and spending efficiency</li> <li>Leverage technology solutions for integrated financial management such as real-time</li> </ul>
------	--	--

		visibility into expenditures and financial reporting
SO 4	<b>Mahusay na Empleyado</b>  Cultivate a high-performance culture through strategic human resource management	<ul style="list-style-type: none"> <li>• Strengthen workforce planning, development and engagement</li> <li>• Boost workforce productivity with adequate tools and resources</li> <li>• Develop workforce competencies that align with corporate strategies</li> <li>• Ensure talent attraction and retention</li> </ul>
SO 5	<b>Maayos na Datos</b>  Optimize decision-making with effective data management, integrated information system and secured infrastructure	<ul style="list-style-type: none"> <li>• Integrate disparate data sources, databases and systems using national ID as a unique identifier</li> <li>• Implement scalable and flexible IT architecture that supports dynamic policies and processes</li> <li>• Ensure robust data security and privacy measures</li> <li>• Implement collaborative decision-making platforms to facilitate data-driven decisions</li> </ul>
<b>TRANSPARENCY</b>		
SO 6	<b>Mabisang Komunikasyon</b>  Strengthen member and provider engagement and organizational transparency through strategic communication	<ul style="list-style-type: none"> <li>• Develop a comprehensive communication strategy for members and provider engagement</li> <li>• Promote transparency by providing members and providers with insights into rationale, considerations and outcomes of key decisions</li> <li>• Implement proactive feedback mechanisms and leverage fit-for-use platforms to inform communication strategies</li> </ul>
SO 7	<b>Bukas sa Pagbabago</b>  Effectively manage organizational change to accelerate plan implementation	<ul style="list-style-type: none"> <li>• Facilitate cross-functional collaboration and teamwork and strengthen linkages with stakeholders and partners</li> <li>• Strengthen mechanism for continuous monitoring and improvement</li> <li>• Establish feedback mechanisms to solicit inputs and diverse perspectives</li> </ul>

# PhilHealth Strategy Map 2024-2030

PhilHealth Board approved per PBR No. 2955, s. 2024 dated 22 October 2024

## VISION

"Bawat Pilipino, Miyembro,  
Bawat Miyembro, Protektado,  
Kalusugan ng Lahat, Segurado"

## MISSION

"Benepisyong Pangkalusugang  
Sapat at De-kalidad  
Para sa Lahat"

## Results



INCREASED UTILIZATION  
OF BENEFITS WITH FOCUS ON  
PRIMARY CARE SERVICES



HIGHER FINANCIAL  
RISK PROTECTION



EXPANDED ACCESS TO  
HIGH-QUALITY  
HEALTH SERVICES

## Strategic Objectives



1 EXPAND SERVICE COVERAGE  
AND QUALITY



2 ENHANCE MEMBER AND PROVIDER  
EXPERIENCE THROUGH  
STREAMLINED POLICIES AND  
PROCESSES



3 ENSURE ROBUST FISCAL  
MANAGEMENT THROUGH  
STRATEGIC RESOURCE  
ALLOCATION



4 CULTIVATE A HIGH-  
PERFORMANCE CULTURE  
THROUGH STRATEGIC HUMAN  
RESOURCE MANAGEMENT



5 OPTIMIZE DECISION-MAKING  
WITH EFFECTIVE DATA  
MANAGEMENT, INTEGRATED  
INFORMATION SYSTEM AND  
SECURED INFRASTRUCTURE



6 STRENGTHEN MEMBER AND PROVIDER  
ENGAGEMENT AND ORGANIZATIONAL  
TRANSPARENCY THROUGH STRATEGIC  
COMMUNICATION



7 EFFECTIVELY MANAGE ORGANIZATIONAL  
CHANGE TO ACCELERATE PLAN  
IMPLEMENTATION

MEMBER  
SATISFACTION

SUSTAINABILITY

EFFICIENCY

TRANSPARENCY

## Core Values

Integrity Innovation Agility Commitment Compassion Equity Social Solidarity (I2 ACCESS)

