I. Introduction

Health financing in the Philippines has evolved through the years since the introduction of a health insurance system in 1969 under the Medicate Program serving the formal sector workers until its expansion into a single payer system in 1995 with the Philippine Health Insurance Corporation (PhilHealth) as the sole administrator.

Over the past two decades, PhilHealth has altered the way health services are delivered, financed and regulated. It has successfully transitioned from an inflationary and inefficient fee-for-service system to a case-based provider payment system that is prospective, efficient and easy to understand. It has introduced a primary care package which benefited millions of Filipinos covered under the Sponsored Program and expanded its benefit packages to include financially catastrophic conditions. It has also implemented a "no-balance billing" policy for the poor which is a bold departure from decades of balance billing practice in the country which contributed to a higher support value for the poor.

As the Philippines moves towards Universal Health Coverage, PhilHealth aims to put more effort in working towards a sustainable health financing system defined in terms of equitable access to a full range of health services including promotive, preventive, treatment and rehabilitative, as well as ensuring efficiency and equity in resource use.

II. PhilHealth Vision and Mission Statements, and Values

Republic Act 10606 otherwise known as the National Health Insurance Act of 2013 is the latest iteration of PhilHealth’s enabling law signed on June 19, 2013. It further amends the Corporation’s original charter which was Republic Act 7875 (signed on February 14, 1995) as amended by Republic Act 9241 (signed February 10, 2004).

The latest provisions in the new law strengthened the implementation of the National Health Insurance Program by providing among others full National Government subsidy for the poor to...
accelerate the coverage and ensure the provision of financial risk protection particularly to the most vulnerable sector of the population.

PhilHealth has revised its vision and mission statements in keeping with the planned health reforms that will strongly support the Philippine government’s efforts in fulfilling the global call for Universal Health Coverage through the implementation of the *Philippine Health Agenda.*

**Vision**

*Bawat Filipino, Miyembro\nBawat Miyembro, Protektado\nKalusugang Lahat, Sigurado*

**Mission**

*Benepisyong Pangkalusugang sapat at de-kalidad parasalahan.*

**Values**

*Integrity, Innovation, Agility, Commitment,\nCompassion, Equity, and Social Solidarity*

### III. PhilHealth Strategy Map

The 2017-2022 PhilHealth Corporate Strategy Map provides a blueprint that is strategically aligned with the twenty-five year long-term vision for the Philippines of *Ambisyon Natin 2040* giving emphasis on “Matatag, maginhawa at panatagnabuhay” and the overall goals of the health sector with its rallying cry of “Lahat parasakalugan tungsakalugan parasalahan.” By laying a foundation for a more inclusive health care financing, it aims to implement the guarantees in the *Philippine Health Agenda* specifically on providing financial protection from catastrophic health care spending through Universal Health Insurance.

For PhilHealth to make significant strides toward inclusiveness, there is a need to refocus the strategies from simply ensuring equality of opportunity (coverage of the poor, vulnerable, the disadvantaged), to significantly improving equity in the access to health care services, and efficiency in the allocation of resources.

PhilHealth aims to: (1) *rapidly* ensure that all people have the opportunity to gain access to the health services they need at every stages of life without the risk of financial ruin; and (2) make the programs *sustainable* in the long run through effective revenue collection and efficient purchasing ability.

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*Department of Health Administrative Order No. 2016-0038 on the Philippine Health Agenda 2016-2022\nExecutive Order No. 05 on Approving and Adopting the Twenty-Five-Year Long-Term Vision entitled Ambisyon Natin as Guide for Development Planning.*
To deliver on its promise of improving financial risk protection, PhilHealth shall ensure that:

1. Members truly benefit from the program and are satisfied at a level where they would value and positively share the experience. (Delighted Customers)
   - **Total Customer Experience**: Generating positive cumulative impact from the multiple interactions of the member with PhilHealth over time and across the value chain.
• **Responsive Benefits:** Utilizing the health financing role of PhilHealth as a lever in obtaining more value for money by reducing inefficiency in purchasing health care services.

2. **Program revenue is sustainable (in terms of premium levels and efficiency in collection) and assets are optimally utilized.** (Sustainable Fund)
   - **Revenue Generated:** Raising sufficient and sustainable revenues in an efficient and equitable manner.
   - **Optimized Assets:** Improving asset utilization and reducing long-term cost associated with maintenance of unproductive assets.

3. **Internal business processes are continuously being improved to better respond to the needs of the market.** (Excellent Processes)
   - **Strengthen Customer and Partner Relations:** Improving the level of engagement (building solid rapport) and communication with customers and partners.
   - **Ensure Organizational Efficiency and Effectiveness:** Operating at optimal levels using existing resources and mechanisms efficiently to achieve business objectives.
   - **Boost Innovation in Research, Policy and Process:** Bringing a different way of exploring and planning into policymaking and rethinking processes to be more efficient and effective.

4. **Organizational enablers (leadership capacity, human capital, and information/knowledge resources) are strengthened to support operations.** (Strong Foundation)
   - **Create Transformative Leadership and Culture:** Recognizing leadership development and change management as interrelated challenges in setting the desired cultural expectations.
   - **Ensure Organizational Alignment and Workforce Engagement:** Integrating the plans and resources, driving business units and engaging individual employees to perform at their peak.
   - **Integrated and Optimized Information Systems:** Linking and organizing corporate information and knowledge resource systems to improve decision-making and promote a learning organization.