



Republic of the Philippines
PHILIPPINE HEALTH INSURANCE CORPORATION

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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*¹ giving emphasis on “**Matatag, maginhawa at panatag na buhay**” and the overall goals of the health sector with its rallying cry of “**Lahat para sa kalusugan tungo sa kalusugan para sa lahat.**” 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 program *sustainable* in the long run through effective revenue collection and efficient purchasing ability.

To deliver on its promise of improving financial risk protection, PhilHealth shall ensure that:

1. **Delighted Clients.** Members truly benefits from the program and are satisfied at a level where they would value and positively share the experience;
2. **Sustainable Fund.** Program revenue is sustainable (in terms of premium levels and efficiency in collection) and assets are optimally utilized;
3. **Excellent Processes.** Internal business processes are continuously being improved to better respond to the needs of the market; and
4. **Strong Foundation.** Organizational enablers (leadership capacity, human capital, and information/knowledge resources) are strengthened to support operations.

¹ Executive Order No. 05 on Approving and Adopting the Twenty-Five-Year Long-Term Vision entitled *Ambisyon Natin* as Guide for Development Planning.



Corporate Strategy Map | 2017-2022

VISION 2022

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

MISSION

Benepisyong Pangkalusugang
Sapat at De-kalidad
Para sa Lahat.



VALUES

I² ACCESS

Integrity
Innovation
Agility
Commitment
Compassion
Equity
Social Solidarity

