

Republic of the Philippines
PHILIPPINE HEALTH INSURANCE CORPORATION
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05 January 2011

OFFICE ORDER

No. 11 s. 2011

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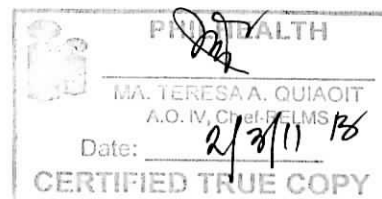
SUBJECT : 2011 CORPORATE THRUSTS and INDICATIVE TARGETS

In support of the Aquino Health Agenda: Achieving Universal Health Care for All Filipinos (DOH Administrative Order No. 2010-0036) and pursuant to PhilHealth Board Resolution (PBR) No. 1467 s,2010 (Resolution Adopting the Strategies to Refocus PhilHealth to Achieve Universal Coverage), PhilHealth shall adopt and/or pursue the following policy reforms in 2011:

1. *Identification of indigents with the adoption of the Department of Social Welfare and Development (DSWD) National Household Targeting System for Poverty Reduction (NHTS-PR) as the means test protocol for the Sponsored Program as approved by the Board;*
2. *Shifting from estimation to actual database count in the determination of enrolment and coverage rates under the NHIP;*
3. *Adoption / finetuning of the Benefit Delivery Rate (BDR) as the principal performance indicator of the NHIP;*
4. *Shifting from Fee for Service to other forms of provider payment mechanisms; and*
5. *Implementation of mechanisms to ensure enrolment and continuous expansion of coverage of the members of the informal sector.*

Likewise, in accordance with its mandate of universal health care and increased financial protection, PhilHealth hereby adopted the following Strategic Directions for the PhilHealth Medium Term Development Plan (MTDP) for 2011 -2016:

1. *Attain and sustain social health insurance coverage of all Filipinos by 2013;*
2. *Increase financial protection through reforms in provider payment mechanisms, benefit design and provider accreditation;*
3. *Ensure that beneficiaries and other stakeholders are aware and knowledgeable of their entitlements and responsibilities under the National Health Insurance Program (NHIP), and*
4. *Continuously strengthen the organizational capacity of PhilHealth to adequately fulfill its mandate.*



2011 CORPORATE THRUSTS

In view of the above, the 2011 Corporate Strategic Thrusts (with indicative targets) shall be as follows:

A. Satisfied and Empowered Beneficiaries and Stakeholders

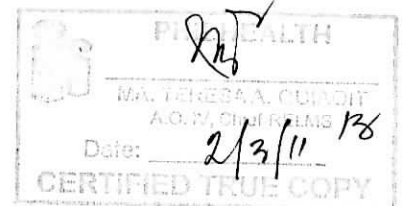
1. **To increase financial protection through higher benefit delivery rate (BDR);**
 - 1.1 *Study and establish baselines for BDR of specific member categories and benefit packages*
 - 1.2 *Not lower than 70% Support Value for PhilHealth Beds (Ward)*
 - 1.3 *Implementation of 22 Case Rates*
 - 1.4 *80% Completion of preparatory activities for the implementation of the Diagnostic Related Group (DRG) Policy*
 - 1.5 *85% enrolment rate*
 - 1.6 *70% coverage rate*
2. **To increase the level of knowledge and satisfaction of beneficiaries and other stakeholders to the NHIP**
 - 2.1 *Development of the appropriate methodology(ies) to determine level of satisfaction and knowledge level of beneficiaries and other stakeholders to NHIP, and*
 - 2.2 *Promotion of consistent one-look policy*

B. Excellent Business Processes

1. **To institute policy and implement procedural and system reforms towards operational excellence**
 - 1.1 *Improve turn-around-time (TAT) of claims processing – 100% of 'good claims' processed within 45 days (from receiving to payment/check releasing)*
2. **To establish and maintain an updated, accurate and reliable database**
 - 2.1 *At Least 90% Data Quality Level*
3. **To establish and maintain an integrated information system**
 - 3.1 *50% of Core Processes Automated (baseline – ISSP indicated processes)*
 - 3.2 *30% of Critical Support Processes Automated (baseline – ISSP indicated processes)*

C. Viable Social Health Insurance (SHI) Fund

1. **To ensure the effective and efficient collection of arrears and current premium contributions;**
 - 1.1 *At least 50% Collection of Arrears for the Sponsored Program*
 - 1.2 *At Least 50% Collection of Arrears for the Employed Sector*
2. **To ensure effective and efficient financial management**
 - 2.1 *At Least 85% Current Premium Contribution Collection Rate (actual current premium collection/potential collection)*
 - 2.2 *Maximized investment yields (baseline – prevailing market rates)*



3. To ensure sufficiency of premium collections against benefit payment and other expenses.

3.1 Improved collection against benefit payment ratio (baseline – 2010 ratio).

D. Adequate Organizational Capability

1. To promote and maintain a highly competent and productive workforce

- 1.1 Enhancement of existing Competency Model (development of job level competencies-100% as per assessed Business Process);*
- 1.2 Conduct of organizational structure and staffing assessment covering 100% of 11 Business Processes;*
- 2.2 Conceptualize and develop tool for Capability Assessment – 100% as per developed Competency Model;*

2. To provide and maintain a conducive and safe working environment

- 2.1 At least 75% employee satisfaction rating;*
- 2.2 Development of the Corporate Standards in physical resource and infrastructure (100% Completion);*
- 2.3 Acquisition of land and buildings for 5 PhROs.*

3. To promote a performance driven culture.

- 3.1 Study of PhilHealth's Performance Management System vis-à-vis the Civil Service Commission's (CSC's) Office Performance Evaluation System (PMS-OPES).*

All sectors, offices, departments, regional and services offices are hereby directed to prepare their respective targets, initiatives and activities in line with the above stated organization's thrusts and indicative targets.

For the information and compliance of all concerned.

DR. REY B. AQUINO
President and CEO

Date Signed: *21 Jan 11*



ABT:RDRJ:VUP/CorPlan:101210