



STRATEGIC INITIATIVES PROFILE
CY 2016

NAME OF PROJECT: *National Health Insurance Program (Universal Health Coverage)*

CONTACT PERSON: *Ramon F. Aristoza, Jr. / Acting President and CEO*

PROJECT DESCRIPTION

The Philippine Health Agenda

To advance the gains of the previous health sector reform policies and fulfill the global call for Universal Health Coverage, the *Philippine Health Agenda (PHA)*, through Administrative Order No. 2016-0038 was issued. It contains the policy framework and operational strategy for the implementation of the health agenda. The PHA aims to (1) ensure the best health outcomes for all, without socio-economic, ethnic, gender, and geographic disparities; (2) promote health and deliver healthcare through means that respect, value, and empower clients and patients as they interact with the health system; and (3) protect all families especially the poor, marginalized, and vulnerable against the high costs of healthcare.

The PHA shall be implemented in cognizance of the three (3) guarantees:

1. Population and individual-level interventions for all life stages that promote health and wellness, prevent and treat the triple burden of disease, delay complications, facilitate rehabilitation, and provide palliation;
2. Access to health interventions through functional Service Delivery Networks (SDN); and
3. Financial freedom when accessing these interventions through Universal Health Insurance.¹

Specifically, PhilHealth shall be responsible for the third guarantee by ensuring equity and efficiency in financing health care services. As the single biggest purchaser of health care services in the country, PhilHealth is uniquely positioned to centralized health financing and use this to shape the health market through appropriate benefits, provider payment and incentives, increase financial risk protection and transform the health sector.

PhiHealth Strategic Priorities

For 2016, PhilHealth has identified three strategic focus to ensure the provision of affordable, acceptable, available and accessible health care services for all Filipinos:

- 1) Sustain coverage of the population in the programs;
- 2) Increase financial risk protection that will contribute to poverty reduction; and
- 3) Improve health outcomes through wider access and better benefits.

¹ Administrative Order No. 2016-0038: The Philippine Health Agenda 2016-2022.

Project Milestones CY 2016:

Activities	Timeline		2016 Budget (in million pesos)	Funding Source	Status
	Start	End			
Bawat Filipino, Miyembro ...					
1. Enrollment of Beneficiaries to the NHI Program					
▪ Enrollment of NHTS-PR Poor (Premium contributions)	Jan 2016	Dec 2016	37,060	National Government	Approved GAA
• BANGSAMORO ²	Jan 2016	Dec 2016	-		
• PAMANA ³	Jan 2016	Dec 2016	54		
2. Integrated Marketing and Communication Plan					
▪ Marketing and Promotional Expenses	Jan 2016	Dec 2016	149	PhilHealth	Board-Approved
▪ Advertising Expenses	Jan 2016	Dec 2016	89		
3. PhilHealth Accounts Management Strategy (PAMS)	Jan 2016	Dec 2016	6		
Bawat Miyembro, Protektado ...					
4. Engagement of Health Care Providers	Jan 2016	Dec 2016	14	PhilHealth	Board-Approved
5. PhilHealth CARES (Customer Assistance, Relations and Empowerment Staff)	Jan 2016	Dec 2016	18		
Kalusugan Natin, Segurado					
6. Benefits					
▪ In-Patient and Outpatient	Jan 2016	Dec 2016	95,438	PhilHealth	Board-Approved
▪ PCB	Jan 2016	Dec 2016	16,796		
▪ Z (Catastrophic)	Jan 2016	Dec 2016	1,216		
7. Research Fund	Jan 2016	Dec 2016	54		

² Visit www.opapp.gov.ph/ct/comprehensive-agreement-on-the-bangsamoro for more info on Bangsamoro Program

³ Visit www.pamana.net for more info on PAMANA Program