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## STRATEGIC INITIATIVES PROFILE

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

**CONTACT PERSON:** *DR. CELESTINA MA. JUDE P. DE LA SERNA  
Interim President and CEO*

### PROJECT DESCRIPTION

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#### 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.<sup>1</sup>

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.

#### PhilHealth Strategic Initiatives

As a major driver in the achievement of the third guarantee under the PHA, PhilHealth has identified the following key initiatives based on the strategic objectives articulated in the 2016-2022 Corporate Strategy Map to wit:

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<sup>1</sup> Administrative Order No. 2016-0038: The Philippine Health Agenda 2016-2022.

<i>Strategic Objectives</i>		<i>Initiatives</i>
1	Total customer experience	<ul style="list-style-type: none"> <li>Establish mechanism to cover difficult-to-capture segments and retention of informal sector members to achieve 100% coverage; issuance of PIN for all (members and dependents)</li> <li>Expand contracting to private sector and functional service delivery networks (SDNs)</li> <li>Improve delivery and quality of customer services by engaging the frontline of PhilHealth, its collection partners and contracted health care providers</li> </ul>
2	Responsive benefits	<ul style="list-style-type: none"> <li>Expand primary care for all, implement guaranteed health package and supplemental benefits</li> <li>Implement no-balance billing for basic accommodation and tiered co-pay for others</li> <li>Update cost of benefit packages – explore price differentiation across geographic areas</li> </ul>
3	Revenue generated	<ul style="list-style-type: none"> <li>Increase premium payment across membership categories by mid-term; adopt progressive rate for the formal sector</li> <li>Monitor outsourced collection services; strengthen accounts monitoring – full implementation of Electronic Premium Remittance System (EPRS) and automated billing</li> <li>Set-up separate fund for supplemental benefits and secure payouts for lifetime/senior citizens</li> </ul>
4	Optimized assets	<ul style="list-style-type: none"> <li>Monitor investment performance</li> <li>Proper ageing, asset performance monitoring and timely disposal</li> <li>Develop property investment plan for construction of Corporate Center and acquisition of properties for Regional Offices</li> </ul>
5	Strengthen customer and partner relations	<ul style="list-style-type: none"> <li>Implement an integrating marketing communications plan – strengthen market segmentation, localization and use of effective channels</li> <li>Establish customer relation management system to manage customer feedback and concerns</li> <li>Enhance performance contract with health care providers with clearer provisions for incentives and penalties</li> </ul>
6	Ensure organizational effectiveness and efficiency	<ul style="list-style-type: none"> <li>Strengthen planning, implementation and monitoring of risk-avoidance/reduction initiatives</li> <li>Implement leaner frontline processes</li> <li>Minimize adverse audit observations and immediate resolution of cases filed</li> </ul>
7	Boost innovation in research, policy and process	<ul style="list-style-type: none"> <li>Enhance research collaboration with institutional partners – open up data for analysis</li> <li>Adopt globally recognize reporting standards for</li> </ul>

		organizational transparency; publish account ability report card
8	Create transformative leadership and culture	<ul style="list-style-type: none"> <li>Develop a PhilHealth Leadership Development Program to increase leadership acumen</li> <li>Develop next-in-line leaders through succession planning interventions</li> </ul>
9	Ensure organizational alignment and workforce engagement	<ul style="list-style-type: none"> <li>Enhance planning and budgeting system</li> <li>Improve implementation of performance management system – standardization, clarity of linkages and scoring metrics</li> <li>Develop a competency-based training plan and actively promote opportunities to enhance competencies of the workforce</li> </ul>
10	Integrated and optimized information system	<ul style="list-style-type: none"> <li>Adopt a cost-efficient computing environment and integration of information systems and databases</li> <li>Enhance executive information system (corporate dashboard) and knowledge resource management</li> </ul>

### Project Milestones:

Activities	Timeline		2018 Budget (in millions)	Funding Source	Status
	Start	End			
<b>Bawat Filipino, Miyembro...</b>					
1. Enrollment of Beneficiaries to the NHI Program					
▪ Enrollment of NHTS-PR Poor (Premium contributions)	Jan 2018	Dec 2018	37,060	National Government	Approved GAA 2018
▪ BANGSAMORO <sup>2</sup>	Jan 2018	Dec 2018	55	National Government	
▪ PAMANA <sup>3</sup>	Jan 2018	Dec 2018	54	National Government	
2. Integrated Marketing and Communication Plan					
▪ Marketing and Promotional Expenses	Jan 2018	Dec 2018	145	PhilHealth	For adjustment based on DBM approval
▪ Advertising Expenses	Jan 2018	Dec 2018	67	PhilHealth	
3. PhilHealth Accounts Management Strategy (PAMS)	Jan 2018	Dec 2018	6	PhilHealth	
<b>Bawat Miyembro, Protektado ...</b>					
4. Engagement of Health Care Providers	Jan 2018	Dec 2018	11	PhilHealth	For adjustment based on DBM approval
5. PhilHealth CARES (Customer Assistance, Relations and Empowerment Staff)	Jan 2018	Dec 2018	20	PhilHealth	
<b>Kalusugan Natin, Segurado</b>					
6. Benefits					
▪ In-Patient and Outpatient	Jan 2018	Dec 2018	114,339	PhilHealth	For adjustment based on DBM approval
▪ PCB	Jan 2018	Dec 2018	18,069	PhilHealth	
▪ Z (Catastrophic)	Jan 2018	Dec 2018	1,742	PhilHealth	
7. Research Fund	Jan 2018	Dec 2018	54	PhilHealth	

<sup>2</sup> Visit [www.opapp.gov.ph/ct/comprehensive-agreement-on-the-bangsamoro](http://www.opapp.gov.ph/ct/comprehensive-agreement-on-the-bangsamoro) for more info on Bangsamoro Program

<sup>3</sup> Visit [www.pamana.net](http://www.pamana.net) for more info on PAMANA Program