



Republic of the Philippines  
**PHILIPPINE HEALTH INSURANCE CORPORATION**

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**PES Form 3**

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**STRATEGIC INITIATIVES PROFILE**

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

**CONTACT PERSON:** **ROY B. FERRER, M.D., M.Sc.**  
Acting President and CEO

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**PROJECT DESCRIPTION**

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**Fourmula One Plus**

By laying a foundation for a more inclusive health care financing, the Corporation aims to implement the guarantees in the *Fourmula 1+* specifically on ensuring that Filipinos are protected financially from the cost of seeking care through Universal Health Care: i) mobilize and equitably distribute more resources for health; ii) rationalize health spending; iii) focus financial resources towards high impact interventions.

The FOURmula One Plus with the tagline, “*Boosting Universal Health Care via FOURmula One Plus or F1 Plus*” hints a health reforms to a more transparent, inclusive, coordinative and synergistic agenda with the efforts of both the public and private sector partners especially the local government units, thereby enabling the DOH to hit the ground running by 2018 and make health services felt by Filipinos especially the poor.

By adopting a culture of evidence-based metrics that will enable the health department and the public to monitor how the health sector is working to achieve timeliness, better responsiveness, better quality, and better health outcomes for patients.

Specifically, PhilHealth shall be responsible 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.

## **FIVE-POINT RESILIENCY PLAN**

To adopt the initiatives, the new Acting President and Chief Executive Officer Dr. Roy B. Ferrer has provided a five (5) point resiliency plan as Corporate Priority Thrusts for CY 2019 to wit:

### **1. Accounts Management**

Further strengthen its accounts management operations to ensure that employers are remitting regularly and correctly to the National Health Insurance Fund; and run after employers/members who refuse to remit, remit selectively, or those who illegally under-declare salaries resulting in paying lower premiums;

### **2. Stronger Anti-Fraud Campaign**

Stronger enforcement of PhilHealth's anti-fraud campaign by exacting due penalties to erring members, employers and health care providers to the fullest measure of the law;

### **3. Premium Increase**

Help push an Executive initiative in Congress to increase rates in premiums paid by the employed sector and increase subsidy for senior citizen members and indigents who are set, too, to pay the increased premium rates translated to more Philhealth benefits

### **4. Reasonable Benefit Payouts**

Keep benefit payments and expenses at reasonably controlled levels -- by reviewing case rates, by collaborating with partners and stakeholders -- assuring adequate and appropriate payment rates to cover basic services delivered by accredited providers perform to insured patients.

### **5. Prudent spending**

Spending prudently in operations is a must without compromising planned programs and activities. This is to ensure that the commitment and plans has been provided a reasonable funding to its most economical yet practical spending of the government funds.

### 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:

<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> </ul>

<i>Strategic Objectives</i>		<i>Initiatives</i>
6	Ensure organizational effectiveness and efficiency	<ul style="list-style-type: none"> <li>Enhance performance contract with health care providers with clearer provisions for incentives and penalties</li> <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 organizational transparency; publish account ability report card</li> </ul>
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 CY 2019**

Activities	Timeline		2019 Budget (in millions)	Funding Source	Status
	Start	End			
<b>Bawat Pilipino, Miyembro...</b>					
1. Enrollment of Beneficiaries to the NHI Program					
▪ Enrollment of NHTS-PR poor (Premium contributions)	Jan 2019	Dec 2019	37,060	National Government	For approval by Congress
▪ Senior Citizens @5,000	Jan 2019	Dec 2019	27,177	National Government	For approval by Congress
▪ UHC through Point-of-Care	Jan 2019	Dec 2019	3,000	National Government	For approval by Congress

Activities	Timeline		2019 Budget (in millions)	Funding Source	Status
	Start	End			
▪ BANGSAMORO <sup>1</sup>	Jan 2019	Dec 2019	54.5	National Government	For approval by Congress
▪ PAMANA (Payapa at Masaganang Pamayanan) <sup>2</sup>	Jan 2019	Dec 2019	61	National Government	For approval by Congress
<b>2. Integrated Marketing and Communication Plan</b>					
▪ Marketing and Promotional Expenses	Jan 2019	Dec 2019	PhilHealth Budget for finalization in Oct//Nov 2018	PhilHealth	PhilHealth Budget for finalization in Oct//Nov 2018
▪ Advertising Expenses	Jan 2019	Dec 2019	PhilHealth Budget for finalization in Oct//Nov 2018	PhilHealth	PhilHealth Budget for finalization in Oct//Nov 2018
3. PhilHealth Accounts Management Strategy (PAMS)	Jan 2019	Dec 2019	PhilHealth Budget for finalization in Oct//Nov 2018	PhilHealth	PhilHealth Budget for finalization in Oct//Nov 2018
<b>Bawat Miyembro, Protektado...</b>					
4. Engagement of Health Care Providers	Jan 2019	Dec 2019	PhilHealth Budget for finalization in Oct//Nov 2018	PhilHealth	PhilHealth Budget for finalization in Oct//Nov 2018
5. PhilHealth CARES (Customer Assistance, Relations and Empowerment Staff)	Jan 2019	Dec 2019	PhilHealth Budget for finalization in Oct//Nov 2018	PhilHealth	PhilHealth Budget for finalization in Oct//Nov 2018
<b>Kalusugan Natin, Segurado</b>					
<b>6. Benefits</b>					
▪ Inpatient and Outpatient	Jan 2019	Dec 2019	PhilHealth Budget for finalization in Oct//Nov 2018	PhilHealth	PhilHealth Budget for finalization in Oct//Nov 2018
▪ PCB			PhilHealth Budget for finalization in Oct//Nov 2018		
▪ Z (Catastrophic)			PhilHealth Budget for finalization in Oct//Nov 2018		
7. Research Fund	Jan 2019	Dec 2019	PhilHealth Budget for finalization in Oct//Nov 2018	PhilHealth	PhilHealth Budget for finalization in Oct//Nov 2018

Note:

\*Funding for the other Project Milestones is still for preparation (DBM's Deadline for submission of COB is December 31, 2018)

<sup>1</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>2</sup> Visit [www.pamana.net](http://www.pamana.net) for more info on the PAMANA program