



Republic of the Philippines

**PHILIPPINE HEALTH INSURANCE CORPORATION**

CityState Centre Building, 709 Shaw Boulevard, Pasig City  
Healthline 637-9999 www.philhealth.gov.ph

**PHILHEALTH CIRCULAR**

No. 34 s. 2009  
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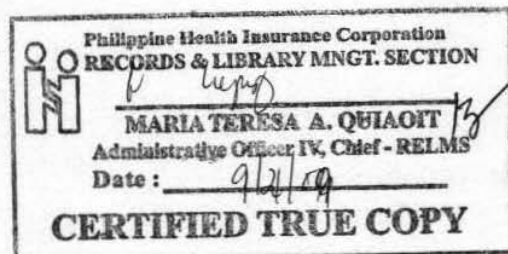
**TO : ALL ACCREDITED HEALTH CARE PROVIDERS,  
PHILHEALTH REGIONAL OFFICES AND ALL OFFICES  
CONCERNED**

**SUBJECT : Implementing Guidelines Governing the Use by Health Care  
Providers of the Name and/or Logo of PhilHealth and its  
Penalties**

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Pursuant to the Directive of the PhilHealth Board of Directors during the 30 July 2009 Regular Board Meeting, PhilHealth hereby issues these guidelines on the use by health care providers in any undertaking or activity, of the name and/or logo of PhilHealth:

1. An accredited health care provider, including but is not limited to institutions such as hospitals, ambulatory surgical clinics (ASCs), OPB Providers, Free Standing Dialysis Clinics (FSDCs) and TB DOTS Clinics, and professionals such as physicians and dentists, shall submit a written request to PhilHealth on its plan to use the name and/or logo of PhilHealth in an activity or undertaking;
2. The said activity or undertaking may include but is not limited to health development projects which offer in-patient and out-patient care services such as health education packages, medical and surgical services, dental, diagnostic, laboratory and medical examination services that may be called as "free screening" or such other similar phrases or terminologies;
3. The requesting party must include in its request a copy of its project proposal duly signed by project organizers and sponsors;
4. The project proposal must clearly state the purposes / intention of the project, the role of PhilHealth in the proposed project, if any, its duration and venue and the specification of the form of information / communication materials (i.e. posters, streamers, brochures, flyers, advisories, television and print advertisements and other forms) that would contain the name or logo of PhilHealth;
5. The request together with the project proposal must be submitted sixty (60) days prior to the conduct of the project to give ample time for PhilHealth to evaluate said request; and



6. For final recommendation on the approval or disapproval, the following shall apply:


	Recommending Authority	Final Approval/Disapproval
For the PhROs	Respective Regional Vice President	Respective Area Vice President
For NCR	Group Vice President	SVP for Operations Sector

7. The approved request shall be forwarded to the Public Affairs Division or to the Public Affairs Department for the PhROs and the NCR respectively, being the clearing house on the use of standard / single reference for PhilHealth in public information and external communication. In case of denial, the letter shall be sent to the requesting HCP stating the reasons therefore.

All claims for reimbursement filed by erring health care providers in violation of these guidelines shall be denied. In addition, a charge for Breach of Warranties of Accreditation shall be filed against the erring health care provider(s).

All other circulars, rules and regulations inconsistent therewith are hereby amended accordingly.

For strict compliance.

  
**DR. REY B. AQUINO**  
President and CEO

SEP 23 2009

