



# PhilHealth-NCR conducts first Vloggers SHInES

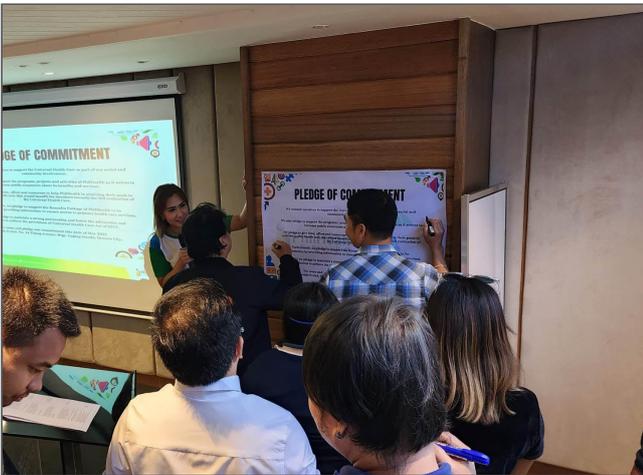
By: Jessica Mae Viray-Inciong, RN, MIH, PRO NCR

**Q**UEZON CITY, METRO MANILA – On May 26, 2023, the Philippine Health Insurance Corporation (PhilHealth) Regional Office-National Capital Region (NCR) has familiarized vloggers and social media influencers with PhilHealth benefits and services, empowering them as advocates of the National Health Insurance Program on their respective platforms.

The recent success of “Vloggers SHInES (Social Health Insurance Education Series)” marks a milestone in PhilHealth-NCR’s mission to enhance health insurance literacy. By leveraging the influence of digital content creators, PhilHealth NCR aims to create a network of advocates who will effectively communicate the importance of social health insurance and increase awareness throughout the capital region.

Vloggers and social media personalities from diverse fields have expressed eagerness to collaborate with the state insurer to promote awareness about the importance of social health insurance. PhilHealth-NCR Vice President Dr. Bernadette Lico expressed her gratitude for this collaboration, highlighting the significant impact influencers can





emphasizing the potential positive impact on public health that their platforms could achieve. The topics ranged from basic coverage to specialized programs for specific demographics. Attendees actively participated, sharing experiences and gaining practical insights into creating compelling content that resonates with viewers.

PhilHealth NCR expressed its commitment to supporting vloggers and social media influencers in their efforts to become PhilHealth advocates, including the establishment of an online community for collaboration. This initiative aims to amplify the impact of health insurance education efforts and bridge knowledge gaps among the public.

The event's success sets the stage for future collaborations between PhilHealth and influencers, ensuring that accurate health insurance information reaches a wider audience on various online platforms. ###

can have on public health.

The event featured informative sessions, workshops, and discussions led by PhilHealth experts. The speakers highlighted the crucial role vloggers and social media influencers play in disseminating accurate and timely information to their followers,