22 YEARS OF QUALITY HEALTH CARE WITH VALUCARE

ARGIE C. AGUJA

In life, overall health and well-being rank high up our priority list. Making sure that our families remain as healthy as can be is of utmost importance. For employers, having a healthy and robust workforce is an asset that pushes the gears of the company towards continued success and progress. But when sudden illness and health emergencies strike, there is a need to provide treatment and care until full recovery. In this end, having a trusted partner if the form of a health maintenance organization (HMO) goes a long way in ensuring that we can be prepared to deal with medical concerns if and when they arise.

ValuCare EVP and COO ARMANDO 'DING' MACALINO

"We have been in the industry for 22 years now and a big number of our 350,000 enrolled members comes from the top listed companies. They have been with ValuCare for the last 15 to 20 years. Until now, they are with us, renewing their contracts. We belong to the top five and we can be the best alternative to the top HMOs in the country. Why? Because we are easy to talk to, and easy to deal with. And we are investing a lot in technology."

To better understand the importance of having comprehensive health care, The Philippine STAR talks to Value Care Health Systems, Inc. (ValuCare) EVP and COO Armando 'Ding' Macalino as he discusses the company's efforts to provide a globally competitive and holistic care with compassion to the Filipino people. He also talks about the company's efforts as it strives to become the number one managed care organization in the Philippines.

THE EARLY YEARS

In 1997, ValuCare was established by a group of doctors in a small office space in Tektite Towers in Ortigas. With a vision to provide comprehensive health care, an initial team of 40 employees attended to the growing needs of an expanding clientele.

After 22 years of hard work and dedication, the company has grown to become one of the leading managed care companies in the Philippines, employing a strong team of more than 300 trained personnel that serve 350,000 planholders nationwide. Branch offices have been established in Bicol, Cebu, Iloilo, Cagayan, General Santos and Davao to meet the needs of its ever-expanding client base. Today, it is a preferred partner of large-scale businesses and brands whose high numbers of employees need the services of primary-care physicians, specialists, hospitals, clinics and other health-care facilities, in case of a medical emergency.

ValuCare's success is attributed to its objective of providing "HealthCare You Can Count On" that boasts of having one of the highest renewal rates in the industry. Its steady and sustained growth is a proven testament to a service-oriented commitment that has become its principle — a legacy that the growing number of satisfied clients has come to expect and trust. Among Valucare's long time clients includes the country's top commercial banks, the top convenient store, and the top retail chain.

"We have been in the industry for 22 years now and a big number of our 350,000 enrolled members comes from the top listed companies. They have been with ValuCare for the last 15 to 20 years. Until now, they are with us, renewing their contracts. We belong to the top five and we can be the best alternative to the top HMOs in the country. Why? Because we are easy to talk to, and easy to deal with. And we are investing a lot in technology," Macalino shares.

"Our strong team of more than 300 employees nationwide is commensurate to the number of members we are serving. Because of our automated system, we can be lean but very effective, with the aid of technology. With more than 1,370 accredited hospitals and clinics, 1,011 dental facilities, and 19,400+diplomates and fellows,we have one of the most comprehensive networks in the HMO industry," he furthers.

INNOVATION TOWARDS EXCELLENCE: E-CARE

Technology is seen in many industries as a key disruptor. In the health-care industry, the dynamic applications of technology are well underway in redefining the way that services are delivered. "We are not the biggest player in the HMO industry but we have the enduring drive and commitment to achieve total client satisfaction through excellent customer service experience. And we are doing that through the use of technology," declares Macalino.

The ValuCare chief was referring to e-Care, an integrated system on interlinked digital and mobile applications specially designed to innovate the digital future of health care. The heart of this system is the ValuCare e-Care app — a new state-of-the-art Android application that significantly reduces, if not totally eliminates, the hassle of standing and waiting in line. Through this app, the member's smart phone would serve as his ValuCare membership identification and gateway to a faster service.

This innovative application allows ValuCare members to preview available hospitals and clinics near their area, validate a member's eligibility and request for an approval code, as well as choose from a number of health-care professionals based on their specializations — all with a simple swipe or tap in their mobile device. This app will also be provided to all ValuCare-accredited doctors to help manage consultation schedules and even access patient history. HMOs and health-care providers in Taiwan are currently utilizing a similar mobile-based app system.

HOW IT WORKS

After a quick installation, the mobile app can already view nearby providers. If the member is already in the accredited hospital or clinic, the concierge or nurse station can easily identify if the member is active using the VC e-Care portal. Moreover, the attending nurse or concierge may already secure an approval code for a consultation, outpatient, and emergency availment from the same system, without having to call the Customer Service Hotline. Available for all active ValuCare members, the app can also monitor the user's availment history.

"E-Care is ValuCare's state-of-the-art application that eliminates the long wait while waiting for the approval of requests, consultation and lab procedures. If the member wants a doctor's appointment, the app will guide him to the nearest provider. Once a member secures his appointment, the app links with the computer of the chosen provider through a web-based system and facilitates the succeeding procedures and services. It's a paperless transaction. This mobile app can

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RIGHTFUL PLACE AT THE TOP

Today, ValuCare is widely recognized as one of the top five HMOs in the country. But being just among the leaders is not nearly enough. The company aims to reach the summit by being number one in arguably the most importance metric of them all – customer service.

With Macalino at the helm, ValuCare spearheads healthcare innovations through the use of modern technology.

Valucare Medical Director and Division Head for Customer Care and Provider Relations Dr. RONALDO MENDOZA

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THE WAY TO THE FUTURE

Aside from the improvements made possible by e-Care, ValuCare is continuously seeking ways to further improve its high standards of service and satisfaction.

be accessed by our members, at the convenience of their homes and offices. We recently started the soft launch and we expect full roll out by the end of the year," explains Valucare Medical Director and Division Head for Customer Care and Provider Relations Dr. Ronaldo Mendoza.

"The e-Care app is ValuCare's way of seamlessly integrating the links between us, the members and service providers. Through voice calls, a swipe of a card, the mobile app and our web-based chat support, we make sure that our members are given top-notch service, whenever and wherever they are," discusses ValuCare Data Privacy Officer and ICT Department Manager, Jeffrey Copiaco.

"The goal of ValuCare is to deliver customer

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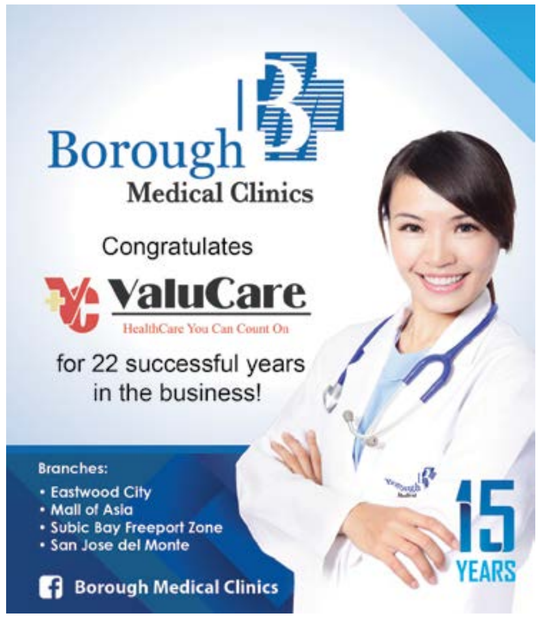

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service excellence. We will carefully nurture our relationships with our partners. Our goal is to serve our cardholders, make them stay with us and make them realize how we value this partnership. This working relationship is based on mutual understanding, providing utilization without shortchanging the benefits that they should be enjoying," Macalino furthers.

"Under Project Runway, ValuCare is continuously working to accredit more hospitals and service providers to resolve areas of need. It is those areas where our cardholders need more hospitals and clinics. We need 700 more to answer and resolve this issue. Also, we will be reiterating our cardholders to avail of personalized access to laboratories. If you have lab requests from your doctor, you don't need to go to the hospital or clinic anymore. Our phlebotomists can drop by the house or office and do the extraction. They can then run the tests and you can view the results, online. We are trying more members to avail of this convenient system. It's now available in Metro Manila and we will soon be launching this in Davao," concludes Macalino.

Out of all of the industries that technology plays a crucial role in, health care is definitely one of the most important. By using modern technology to enrich customer service experience, ValuCare improves the Philippine health-care system that benefits its growing number of clientele nationwide.

ValuCare's call center hub — the nerve center of e-Care — provides quality customer service, 24/7.

Congratulations Value Care
to its 22nd Anniversary
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CUBAO Branch
FOR DETAILS OR INQUIRIES, PLEASE CONTACT:
01025 Upper Ground Floor, New Farmers Plaza
Socorro St. Cubao,Quezon City
Tel nos. 355-5223/421-1652/ 362-0008 / 362-0001
Fax No. 355-5220
email address: casamedicasouthmall@yahoo.com
or casamedica_southmall@yahoo.com
website : www.casamedicainc.com

ValuCare's call center floor processes hundreds of daily transactions.

THE MEDICAL CITY
Where Patients are Partners

The Medical City congratulates Value Care Health Systems on its 22nd year and looks forward to more years added to the close to two decades of partnership in delivering quality healthcare.

Don Eugenio Lopez Sr. Medical Complex, Ortigas Avenue, Pasig City, Metro Manila, Philippines
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Congratulations, ValuCare on your
22nd Anniversary

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- Foreign Hospital Admission Guarantee
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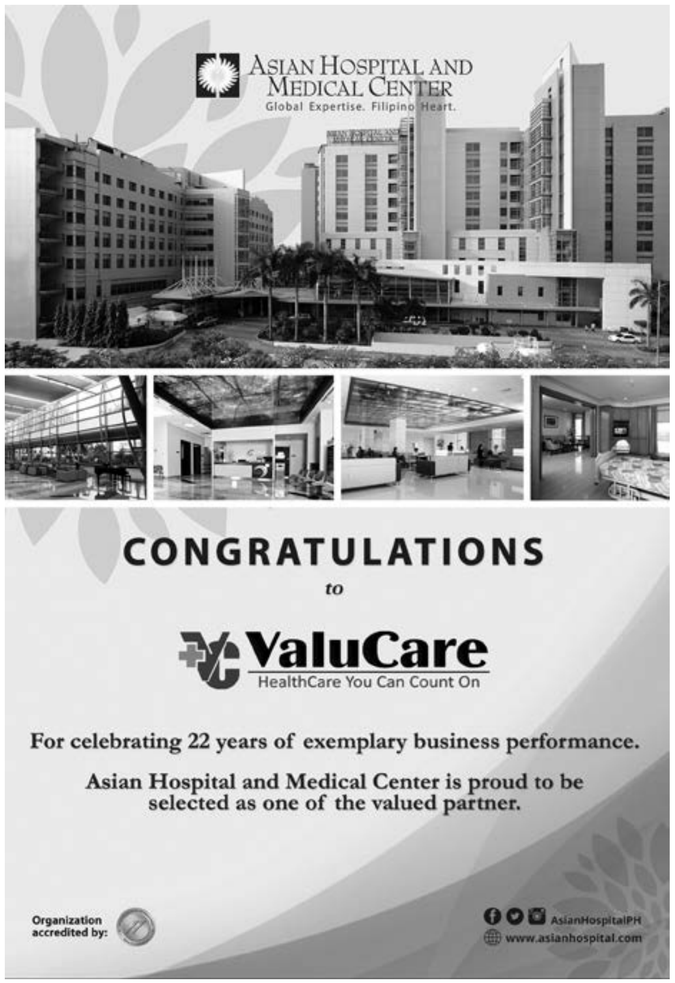


NEW AND IMPROVED WEBSITE

The website of ValuCare, *www.valucarehealth.com*, was redesigned to be more dynamic and responsive for smart phones and tablets. Great value-added features now form part of the new website, among them:

- **Live Chat – where anybody can transmit short but direct informal inquiries with a Customer Care or Sales Representative.**
- **Basic I-Compute portal – which guides and assists in computing premium outlays for an individual or family plan.**
- **Members may also do an online inquiry where they can view their basic card information,medical availment history and healthcare plan details.**
- **You can search for accredited providers by name, location or specialization for doctors.**
- **Downloadable Forms are also available through the website.**
- **Monthly Health Tips**
- **You may also tell us about your recent availment or service experience by filling out the Online Survey.**
- **The website is now protected by Entrust SSL (Secured Socket Layer). ValuCare sees to it that the information you send through the site is private.**

These are just an initial salvo as the ICT department keeps on innovating web features to further improve the ValuCare Customer Experience.

APPLY ONLINE WITH VALUCARE i-APPLY

The end-to-end solution, iApply, is a fast and convenient way to access ValuCare services and benefits through your desktop, tablet, laptop or smartphone. By logging in to https://www.valucarehealth.com/iapply/ifa/, you have all you need to be a part of ValuCare's family of members that have trusted a brand they can count on. As we continuously upgrade and innovate, we continue our journey in engaging our customers and stakeholders through various platforms because we believe that our growth as a leading HMO preferred by some of the country's illustrious names in business and commerce is defined by how we are able to adapt to the changing needs of the times.

VC E-CARE APP

With the new state-of-the-art smart phone application called VC e-Care App, the hassle of standing and waiting in line will be reduced, if not totally eliminated.

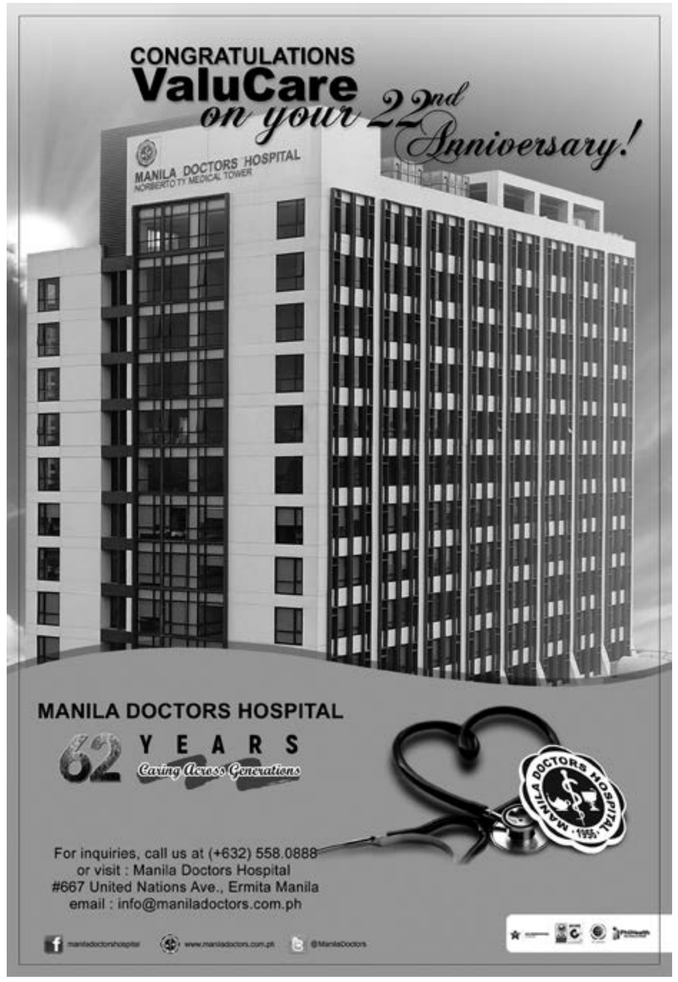
Through this app, the member's smart phone would serve as his ValuCare membership identification and gateway to a faster availment. Before leaving your home or office for a medical appointment, you may already view nearby providers and easily get a medical appointment through the app.

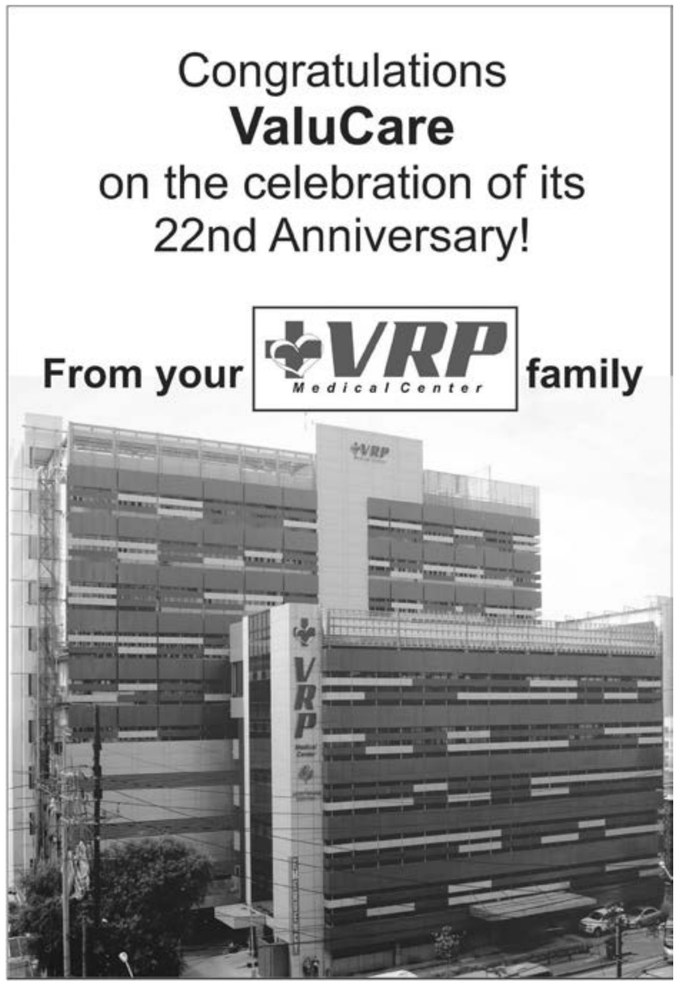
If the member is already in the accredited hospital or clinic, the concierge or nurse station can easily identify if the member is active using the VC e-Care portal. Moreover, the attending nurse or concierge may already secure an approval code for a consultation, outpatient and emergency availment from the same system, without having to call the Customer Service hotline. Relative to this, the member may also access the app to monitor his availment history.

The new and improved android app is now available for download in Google Play Store with keyword: ValuCare.

ValuCare Data Privacy Officer and
ICT Department Manager, JEFFREY COPIACO

"The e-Care app is ValuCare's way of seamlessly integrating the links between us, the members and service providers. Through voice calls, a swipe of a card, the mobile app and our web-based chat support, we make sure that our members are given top-notch service, whenever and wherever they are."





CONGRATULATIONS, VALUCARE ON YOUR 22ND ANNIVERSARY!

NEW WORLD DIAGNOSTICS

a healthy world starts here

Premium Medical
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ISO Certified
Management Systems
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EQAS External Quality Assurance Services
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- Tumor Markers
- Drug Testing

X-RAY

ELECTROCARDIOGRAPHY (ECG)

MAMMOGRAPHY

BONE DENSITOMETRY

ULTRASOUND
- General
- Obstetrics
- 4D Ultrasound

DUPLEX SCAN
- Arterial
- Carotid
- Renal
- Venous

STRESS TEST
- Dobutamine
- Stress Echo
- Treadmill

2D ECHO
- Plain
- With color flow doppler

CT SCAN

PULMONARY FUNCTION TEST/ SPIROMETRY

INDUSTRIAL MEDICINE
- Annual Physical Examination
- Pre-Employment Evaluation
- Routine Consultation
- Executive Health Check-Up

SPECIAL LABORATORY TESTS

MOLECULAR TESTS

- **Hereditary Cancer Gene Test (30-Genes) By Color Genomics**
  Analyzes the most relevant genes for mutations that could increase a patient's risk for breast, colorectal, melanoma, ovarian, pancreatic, prostate, stomach and uterine cancers.

- **Prosigna**
  In-vitro diagnostic assay which reports a patient's risk of distant recurrence, based on the characterization of 50 genes relevant to breast cancer biology.

- **NIPS Version 1.0, 2.0 and 3.0:**
  Non-invasive, cell-free DNA based prenatal screening method which employs Next Generation Sequencing (NGS).

- **Pre-Implantation Probe Design, Pre-implantation Genetic Testing, Pre-implantation Genetic Screening**
  Uses the latest Next generation sequencing (NGS-based) PGS technology to screen all 46 chromosomes for abnormalities in a single test. Based on disability, suitable embryos are selected for implantation which reduces the chance of miscarriage or premature labor and increases the success rate of pregnancy.

ProGRP (Progastrin-releasing peptide)

A biomarker which aids in the diagnosis of early-stage small cell lung cancer.

High Sensitive Troponin I

Aids in the diagnosis of myocardial infarction (MI) and assessment of 30-day and 90-day prognosis relative to all-cause mortality and major adverse cardiac events (MACE). Can also be used in conjunction with clinical and diagnostic findings to aid in stratifying the risk of cardiovascular disease in asymptomatic individuals.

Allergy Panel Test: Total IgE, Phadiatop and FX5.
- Total IgE - Aids in the clinical diagnosis of IgE-mediated allergic disorders in conjunction with other clinical findings.
- Phadiatop - Screening test for common inhalant allergens (house dust mite, cat epithelium, cockroach, pigweed, Bermuda grass).
- FX5 - Screening test for common food allergens (Cow's milk, egg, fish, peanuts).

Anti-Mullerian Hormone (AMH)

In-vitro quantitative determination of Anti-Mullerian Hormone used for the assessment of the ovarian reserve and the prediction of response to controlled ovarian stimulation (COS) in conjunction with other clinical and laboratory findings.

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887-5455
0925-7138081

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09257138079

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BINONDO
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251-4434
251-4436
0925-7138078

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243-6423
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