

SPECIAL POINTS OF INTEREST:

- 5 NEW YEAR RESOLUTIONS
YOU SHOULD AVOID
- MS EXCEL TIPS & TRICKS
- BEST EMPLOYEE OF THE
YEAR

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MOVING FORWARD IN 2011

This 2011, I call on each one of ValuCare's officers and staff to renew their commitment to the company's continuous thrust of striving for service excellence. ValuCare's remarkable growth can be attributed primarily to its focus on giving quality service to its members as attested to by a 90-percent retention rate of business.

Our customers, composed of members, sales intermediaries, and healthcare providers are our benchmark. We always keep in touch with them for us to know their needs as well as to get feedback as to how we can further improve our delivery of service.

With the full completion and implementation of ValuCare's new operating system early this year, we will be impatient with slow systems and long delays in giving approval for availment or letters of authorization. We would not want to hear complaints that we are difficult to reach. We will put up additional multi-specialty clinics at accessible locations for the convenience of our members where they do not have to wait in long queue to have their APE, regular check-up, immediate medical attention for any health problems, etc. Over-all, it is the thrust towards a better system in making our customers happy and satisfied.

ROSEMARIE U. YU
EVP/COO

The year 2011 will be a challenging year for ValuCare. The increasing cost of medical services, the cut throat competition among HMO's, the limited playing field where the number of members are not increasing but merely transferring from one HMO to another, all contributing and making it difficult for those in the industry.

For our company to be more competitive, we came up with these priority plans for 2011;

We will have a fully computerized system which would ease the availment process. Approvals and disapprovals will be swift since all the data can now be viewed by the approving officer.

Our recently launched website will now be inter-active. Members can now go online to inquire and transact.

We will open multi-specialty clinics in key cities in partnership with New World Diagnostics, Inc..

Let us all do our share in bringing about the realization of ValuCare's vision to be the number one managed care organization in the Philippines.

ARMANDO S. MACALINO
SVP for Operations

Fanta-stig! The VC Fantasy Christmas Party

From Outerspace to Wonderland, from the fearless ogre and the eccentric Jack Sparrow, to the adventures of Frodo Baggins and his hobbit friends. This is how the ValuCare family celebrated one extraordinary Christmas last 2010.

Just like Gollum exclaiming his famous line, "My precious" to the coveted ring, most of the night's winners said the same thing when they were handed prizes during the major raffle. Others won while others tried using the "force" as a desperate measure to win.

Talent definitely emerged in that magical event as each group relived unforgettable moments in

their assigned motion picture through a dance number.

The women twinkled like Tinkerbell while the men were as charming as Johnny Depp. The celebration became more surreal when some of the employees were recognized and applauded for their service loyalty,

It was undeniably a night to remember as everyone's enthusiasm resonated all throughout the evening. It was a wonderful activity that brought out the "child" in all the attendees.

- JOSHUA GARCIA, AM

Featuring: THE VALUE CARE 10 YEAR LOYALTY AWARDEES

(Who are still with the Company at present)



JOSEPH B. ARELLANO
APRIL 16, 1997-2007



MHYRA BELLEZA
MAY 1, 1997-2007



CHARLOTTE D. CHANTE
JUNE 1997-2007



JOSEPHINE SISON
MAY 2, 1997-2007



DANNY VILLANUEVA
AUGUST 20, 1997-2007



MA. THERESA CABALQUINTO
JUNE 1, 1998 - 2008



ROSEMARIE U. YU
MAY 1, 1999-2009



JOVEN CALIDA
SEPTEMBER 13, 1999-2009



SHEILA NAVARRO
NOVEMBER 1, 2000-2010

Christmas Party Scenes



**VC BOARD OF DIRECTORS: (L-R) Dra. Patricia Tan, Dr. Cesar Co
Dr. Lawrence Gotamco, Dr. Fernando Chua & Dr. Samuel Ang**



**BEST IN COSTUME
MALE & FEMALE**



**CHAMPION TEAM "Alice in Wonderland"
(URG, Legal & ICT)**



VC NEW YEAR TOAST!

A New Year toast is one of the highlights to usher in 2011. It is one of the best ways to spread enthusiasm, inspire improvements and a positive vibe for the coming year.

Valucare's New Year toast was organized by the Sales and Marketing department, headed by Mr. Mark R. Sarenas. The program started with an opening prayer by Mr. Jeff B. Copiaco and Ms. Arlene de Guzman. A special number was also presented by the Sales and Marketing team.

Mr. Sarenas recalled the company activities of 2010 like the Team Building at Lake Caliraya, opening of VC Clinic Makati, the Tee-planting at La Mesa Watershed, the 13th VC Anniversary festivities, the UST Global Thomasian

Expo, Re-launching of the VC Website and the Fantastig Christmas Party.



All these made the company stronger and better as it moves to its 14th year.

He also shared the Sales and Marketing Goals for 2011 which are: To have more New Business Accounts; Increase in Direct Sales Accounts; Maintain the High Persistency Rating on Renewal Business; More Product Enhancements and Value Added Features; Better Customer Service; More Clinics and Hospitals for members; Fully Automated IT Systems; and, Happy and Satisfied ValuCare Employees.

- KRISTAL GONZALES, S&M

5 New Year Resolutions You Should Avoid

As we slough off 2010 and greet 2011 with hopeful excitement, it might seem thrilling to set your goals as high as the New Year's Eve ball in Times Square. But creating unrealistic expectations of yourself is no way to kick off the New Year and will only result in a February slump. (There's a reason the gym suddenly becomes less busy just weeks after January 1st.) Often, falling off the resolution wagon has more to do with the type of goals you've set for yourself, rather than your resolve to become a better, happier you. To avoid the following resolution pit-falls and make it the best year yet, opt for smarter, more specific goals, such as those outlined below.

Don't: I will lose weight.

Do: I will work out three times a week and eat a balanced diet.

Half the battle of weight loss is your mindset, and creating a specific fitness plan is the first step in setting yourself up for success. But making weight loss the sole focus attaches a negative spin on this otherwise healthy resolution and might discourage you if you don't see results right away. By opting for a more specific plan of three days per week and a balanced diet, you can set up periodic benchmarks to keep yourself motivated and you'll eventually see pounds drop naturally as you make changes to your diet and exercise routine.

Don't: I will find a husband/wife/girlfriend/boyfriend.

Do: I will be open to love's possibilities

a list of goals is not the same as a wish list. So be wary of creating resolutions that are not entirely within your control. Instead, resolve to go on more dates, put yourself in situations where you are more likely to meet new people, work on a relationship, or reevaluate what you're looking for in a partner. Focusing on yourself and becoming aware of what you want out of a relationship will help you attract the same in a mate, or at least recognize it when it comes along.

Don't: I will make more money.

Do: I will be proactive in advancing my career.

There's nothing wrong with dreaming big, but again making resolutions that depend on factors outside of your control is a surefire way to fail. Instead, focus on making goals that will make you more valuable, such as learning a new skill, honing your strengths, or learning how to negotiate. You'll probably see your bank account increase in the process and you'll know exactly what got you there.

Don't: I will be the best mom, the best daughter, the best high-powered career woman; all while looking effortlessly stylish and preparing Martha Stewart-like meals.

Do: I will strive to make myself happy.

The New Year often brings about greater reflection, but if you find yourself being hyper-critical and adding resolution upon resolution until you have the picture of a "perfect" human, it's definitely time to stop. Perfection rarely brings about happiness so even if you were able to meet your own high expectations you might find yourself still unfulfilled. Instead, approach resolution-making with a Zen-like mindset and aim to simply be happy and embrace life's ups and downs just as they are.

Don't: I will save money.

Do: I will dine out only once a month and put a certain amount into savings.

Like weight loss, the key to successful money management is specificity. Promising to save money without a plan of action is practically the same thing as hoping someone gives you a money tree for Christmas. Instead look at your spending habits and pinpoint where you can be more frugal. For instance, forgoing a daily trip to Starbucks and instead putting that money in a savings account can make you upwards of P10,000 richer by next New Year.

(ARTICLE COURTESY OF KABOODLE.COM)



2010 BOWLING CHAMPIONS!!!



MOST VALUABLE PLAYERS FOR 2010

Mr. Aris Siano and Ms. Salve Cuenco



VCHSI'S EMPLOYEE OF THE YEAR 2010

The Employee of the Year Award recognizes the excellent job performance of a ValuCare Employee. The criteria used as basis in determining the winner are Professionalism, Customer Focus, Quality, Teamwork Attendance & Punctuality.

Out of more than 150 regular employees, six employees were nominated, namely: *Corazon Amerila* from the Admin & Purchasing Dept.; *Marlon Macalintal* and *Jhodel Laranjo* from Finance-Accounting; *Judy-Ann Poblete* from Claims Dept.; *Johndel Manalo* from Account Management Dept.; and *Ruel Sison* from the Medical Services Dept.

All nominees were deserving of the award but one employee stood out from the selection. Being employed for more than seven years in the company, starting out as a rank and file employee, stepping up the corporate ladder thrice until her current position as Claims Supervisor, the "Employee of the Year" was given to **Judy Ann Poblete**.

Ms. Poblete was awarded a plaque of recognition and a cash prize by EVP & Chief Operating Officer, Ms Rosemarie Yu and VC President, Dr Fernando Chua.

As this will be an annual search from now on, VC Management is hopeful that more employees will aim and strive for excellence.

- LORIE CASTILLO, HCM



7TH VCHSI BOWLING TOURNAMENT

The 7th VCHSI Bowling Tournament opened on September 16th at the AMF – Puyat Coronado Lanes, Mandaluyong City with 14 competing teams. Mr. Armando S. Macalino, our SVP, delivered a welcome address and an inspirational message to the participating teams.

Team SOA were declared champions with 1133 total points earned. Team HMO came in second with 1083 TPE. The third-placer Team was PEC with 1042 TPE and Team ABL was in fourth place with 1032 TPE. The top individual record holders were Richard I. Argarin of Team POS with 174 pinfalls, and Salve R. Cuenco of Team SOA with 157 pinfalls.

During the Championship Game, the highest scorers were Aris R. Siano and Salve R. Cuenco (both from Team SOA), with 113 and 125 pinfalls respectively. It earned them the honor as Male and Female Most Valuable Player.

The tournament ended on October 14th 2010 with COO/EVP, Ms. Rosemarie U. Yu, leading the Closing Ceremony and awarding of medals and trophies to the winning Teams and players.

- MARK JASON LLAVOR, CPHR

MS EXCEL TIPS & TRICKS

- JEFF COPIACO, ICT

There are quite a number of computer keyboard shortcut keys that would lessen the pointing, dragging and clicking of the mouse. Here are Some Shortcut keys for faster and efficient usage of Microsoft Excel:

Alt + Shift + F1	Insert New Worksheet.
Ctrl + Shift + ;	Enter the current time.
Ctrl + ;	Enter the current date.
Shift + F3	Open the Excel formula window.
Shift + F5	Bring up search box.
Ctrl + A	Select all contents of the worksheet.
Ctrl + B	Bold highlighted selection.
Ctrl + I	Italic highlighted selection.
Ctrl + U	Underline highlighted selection.
Ctrl + 5	Strikethrough highlighted selection.
Ctrl + P	Bring up the print dialog box to begin printing.
Ctrl + Z	Undo last action.
Ctrl + F9	Minimize current window.
Ctrl + F10	Maximize currently selected window.
Ctrl + F6	Switch between open workbooks / windows.
Ctrl + Page up	Move between Excel work sheets in the same Excel document.
Ctrl + Page down	Move between Excel work sheets in the same Excel document.
Ctrl + Tab	Move between Two or more open Excel files.
Alt + =	Create a formula to sum all of the above cells
Ctrl + '	Insert the value of the above cell into cell currently selected.
Ctrl + Shift + !	Format number in comma format.
Ctrl + Shift + \$	Format number in currency format.
Ctrl + Shift + #	Format number in date format.
Ctrl + Shift + %	Format number in percentage format.
Ctrl + Shift + ^	Format number in scientific format.
Ctrl + Shift + @	Format number in time format.
Ctrl + Arrow key	Move to next section of text.
Ctrl + Space	Select entire <u>column</u> .
Shift + Space	Select entire <u>row</u> .

Always Live Life to the Fullest

By: Nancy Sims

Don't let go of hope.

Hope gives you the strength to keep going when you feel like giving up.

Don't ever quit believing in yourself.

As long as you believe you can, you will have a reason for trying.

Don't let anyone hold your happiness in their hands;

hold it in yours, so it will always be within your reach.

Don't measure success or failure by material wealth, but by how you feel;

our feelings determine the richness of our lives.

Don't let bad moments overcome you, be patient, and they will pass.

Don't hesitate to reach out for help; we all need it from time to time.

Don't run away from love but towards love, because it is our deepest joy.

Don't wait for what you want to come to you.

Go after it with all that you are, knowing that life will meet you halfway.

Don't feel like you've lost when plans and dreams fall short of your hopes.

Anytime you learn something new about yourself or about life, you have progressed.

Don't do anything that takes away from your self-respect.

Feeling good about yourself is essential to feeling good about life.

Don't ever forget how to laugh or be too proud to cry.

It is by doing both that we live life to its fullest.

Birthday Celebrants



IMPORTANT REMINDER

FOR ALL OUR VALUE CARE CLIENTS, HEALTH PROVIDERS, AND PARTNERS

**Deadline for submission of all 2010 claims for payment is on February 28, 2011.
Otherwise, the claim will be invalidated and shall be considered to have prescribed.**

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Editor's Note

Time flies fast and we are now moving on to the second decade of the millennium. It is just like yesterday when we were all bothered by the threat of a bug that was supposed to shut down all our chip based technologies. A lot has already happened since that turn of the century and we are now in the age bombarded with unimaginable technology.

The HMO industry in the country also has come a long way since it started about 30 years ago. Although the move for government regulation is still in process, the major players have already bonded as an association, creating and maintaining their own strategies and policies as a group. ValuCare has always been in the forefront of all these initiatives.

We are bound to keep up with the changing times. It may be human to fear the inevitable and the unseen but just as new challenges come to the fore, so do new opportunities and achievements. This year of the metal rabbit may be unpredictable and tiring as we chase down the industry's target market, but in the end, we look forward to another successful year in business.

As we persevere for new heights, let us be reminded that succeeding is easier than learning to bike or to play the piano. We are likely to stumble. It is part of the process. Ultimately though, the people who persevere through the stumbling process learn enough to become successful.

Similarly, providing quality healthcare with compassion is a never ending process. We can never be perfect. But if we all continue to find ways to innovate and do our tasks well, we will be successful in creating a difference in the lives of our members.

A toast to us all this new year!