



IntelliCare Opens New Coordinator's Clinic at The Medical City

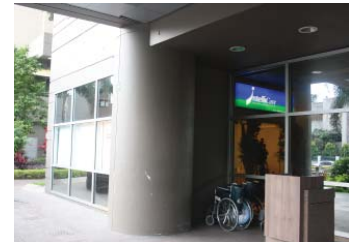
by: Camille T. Silos

IntelliCare opened a new Coordinator's clinic at The Medical City hospital last January 10, 2011. From Room 313, IntelliCare members will now go to the Medical Arts Building (MATI) Lobby driveway to secure the referral control sheets (RCS 1 and 2) for specialist consultations and diagnostic examinations. IntelliCare also added doctors so members may undergo general consultations in the new clinic.

A mass and a simple blessing with ribbon-cutting was held on the same day of the opening attended by IntelliCare's senior officers and members of the Medical Relations Department. Fr. Francis Li of The Medical City officiated the ceremony. Mario M. Silos (IntelliCare's Chairman and President, Dr. Ricardo L. Jocson (IntelliCare's Medical Director) and his better half, Dra. Milagros Jocson, did the honors of cutting the ribbon.



(from left to right):
IntelliCare Chairman and President
Mario M. Silos,
IntelliCare Medical Director
Dr. Ricardo L. Jocson, and
Dra. Milagros Jocson



IntelliCare Opens New Office in Calamba

Contributed by: Rene B. Sator



On February 10, 2011, a new and much improved Calamba Servicing Office was inaugurated with an office blessing. The creation of the new clinic was in response to IntelliCare's continuous mission and vision to render quality service to its clients, members and healthcare providers. Filling up the space of 278 square meters, the office is commercially situated on the 2nd floor of the KIM KAT Building along Parian street. The blessing was attended by IntelliCare's Senior Officers -- Mario M. Silos (Chairman and President), Audrey B. Gallardo (SVP-Finance), Jeremy G. Matti (SVP-Sales and Marketing), Gerry A. Vargas (SVP-Operations), Norman P. Amora (VP-Sales and Marketing), Mark B. Gamir (AVP-Sales), Orly L. Siglos (AVP-Accounting) and Josephine Q. Sabuga (AVP-Membership Services).



Ribbon cutting by Mr. Mario M. Silos, Chairman and President, and Ms. Audrey B. Gallardo, SVP-Finance





2011 BSC Seminar/Workshop

By: Jude M. Ola

In the battlefields as well as the corporate battle grounds, it is important to have not only a good strategy but also the capability to implement this strategy. Likewise, to survive, one must have a game plan that not only focuses on the mundane day-to-day tactics but must also have an overarching goal to get to the top or maintain a substantial lead from the competition.

Execution is key to achieve the goals and objectives that have been set. And this is best achieved with a cohesive effort from all the organizational functional areas and responsibility centers.

To ensure that IntelliCare maintains preeminence, the management not only shifted from annual to strategic planning but has also started adopting the Balanced Scorecard (or BSC as it is more commonly referred to).

The BSC started as a performance management tool that has evolved into a strategic management system developed by Harvard business thinkers Robert S. Kaplan and David P. Norton. The concept was initially introduced to the company last July 2009 and was spearheaded by Reynaldo H. del Castillo, AVP of the Strategic Management Department.

As in any beginning, it is always difficult and bumpy. The concept is fairly easy to teach and to understand. However, executing it is tricky. Likewise, resources are quite limited. Well, the authors themselves have said that deploying the concept is very difficult. But, for a preeminent company like ours, we welcome this complexity as a challenge. Fortunately, we were able to tap the services of Ms. Vange Agujo of Indu Inferentia. Last February 21 and 22, 2011, we held a two-day seminar/workshop of the Balanced Scorecard

to help the various heads of the Functional Areas of the company cascade the BSC concept.

For the first day, SVP for Finance, Audrey B. Gallardo, made the opening remarks followed by a brief overview of the concept and the introduction of the speaker by Reynaldo H. del Castillo.

After being introduced, Ms. Agujo then proceeded by setting the expectations and the objectives of the seminar/workshop. Likewise, she also set the schedule for the two-day activity before proceeding with a brief lecture on the BSC and related topics.

Upon finishing the lecture, the participants were then asked to formulate the Balanced Scorecard per perspective. Since the BSC takes into consideration the financial, customer, business process and learning and growth, these were aptly divided into the four functional areas of the company.

Thus, the participants were divided into four groups who, afterwards, presented their BSC perspectives. These were then combined to form one BSC that each functional area can link to and support as they formulate their own objectives and strategies.

Then, on the second day, they presented their own objectives and strategies through their own Balanced Scorecards. Since these BSCs have to be linked, it is important to have a reference point from where certain BSCs are joined. This was solved through the coding process taught by Ms. Agujo where BSCs are linked through a parent code. Thus, strategies from this "parent" BSC become the objectives of the succeeding ones enabling a harmonious horizontal alignment.

But what about the needs from other responsibility centers? Aside from horizontal alignment, it is important also to have

vertical linkages since certain deliverables are only possible through the cooperation of other departments. Also, some targets can only be met after targets from other departments are realized. To illustrate simply, the Accounts Processing Department must be able to deliver the required turn-around time for cards that may be agreed upon by our marketers and clients. Likewise, the promise of excellent service cannot be realized if we do not have the quality of manpower that we have.

Therefore, in order to ensure cohesion, Ms. Agujo lectured on the importance of including the dependencies column on each BSC. Thus, it then becomes clear between the departments involved that their successes are interdependent on each other. These dependencies and the control numbers were not available in various literatures provided by the BSC's authors and was a welcome development to the company's effort of using this Balanced Scorecard concept.

The learning activity was indeed a good primer since the seminar/workshop happened about a week away from the planning conference. All the participants actively participated and through the guidance of Ms. Agujo of Indu Inferentia, the activity was a success. However, this is still part of the hard beginnings. Ms. Agujo was kind enough to share her experiences when they launched the concept in her previous company. There were many glitches and it took them a long time to be able to iron out the various problems that erupted.

However, when they were able to really put the system in place, they really reaped in on the efforts that they have put into the adoption of the BSC.

To close, our Chairman and President, Mr. Mario M. Silos, graced the seminar/workshop by giving the final remarks. It was indeed a fitting end to the two-day exchange of intellectual ideas. Through the BSC, it is hoped that IntelliCare will be able to effectively execute its strategies even more and to further cement its preeminent stature in the HMO industry.



From left:
President & CEO Mr. Mario M. Silos,
SVP-Finance Audrey B. Gallardo,
SVP-Operations Gerry A. Vargas,
Medical Director Dr. Ricardo L. Jocson, and
SVP - Sales & Marketing Jeremy G. Matti

"Perception is strong and sight weak. In strategy, it is important to see distant things as if they were close and to take a distanced view of close things."

— Miyamoto Musashi 1584-1645,
legendary Japanese swordsman

Preparing Tomorrow's Leaders

Contributed by: Sheryl C. Camarines

From November 3-4, 2010, as part of IntelliCare's arrangement with Mr. Ric Abadesco, President of Effectiveness Advisors and IntelliCare's consultant on Organizational Development, the company underwent its first Leadership Conference with the theme "Sharpening the Winning Edge: The IntelliCare Leader" at the College of St. Benilde (CSB)-Hotel.

IntelliCare's executive officers and 60 managers nationwide were asked to participate in a series of workshops and activities that were prepared for the two-day event. Mr. Abadesco, being the main facilitator, had the attendees come together in group brainstorming sessions, paired interviews and a timeline mapping sitting or Gallery Tour where the participants were to come up with an initial output to the

company's Leadership Brand by the end of the two-day event.

As an ice-breaker for the participants, a Laughter Yoga session by Ms. Elvie Estavillo was prepared. And for the wellness/fitness session, the participants were asked to groove with IntelliCare's own wellness expert, Mr. Wilson Cervantes.

Three speakers were also invited to give their insights and share their experiences on what they believe it takes to be a leader. These three were Prof. Emilio Hudtohan (Dean of the Graduate School of Taguig City University), Mr. John Victor "JV" Tence (VP-Corporate Human Resources of Jollibee Foods Corporation) and Ms. Grace Oreña (President of May K Learning Center, Inc.).

Following an exercise that applied Ms. Grace Oreña's topic – "Leader's Presence and Dining Etiquette" – the evening was brought to a close by the announcement and awarding of the 2010 Most Outstanding Managers of the Year.



Naming It "CSR"

By: Ray L. Garcia

Recent events have heralded IntelliCare's declaration of corporate citizenship – the appointment of a senior officer to champion Corporate Social Responsibility (CSR) and the induction of IntelliCare as a member of the prestigious Philippine Business for Social Progress (PBSP), the country's first and largest consortium of businesses for social development.

In the past, CSR was equated to corporate dole-outs and donations to a variety of causes. Today, CSR has evolved into genuine corporate citizenship, characterized by a more strategic and concerted effort to provide direct solutions to the biggest social problem of our country – poverty.

In the words of IntelliCare's AVP for CSR, Mr. Joe B Yulo, CSR is no longer a "nice-to-have intention" but is now a "must". And the reason for this, he says, is that "companies can no longer escape their responsibility to these issues – poverty, corruption, health, education and global warming – and it has become imperative for any organization that strives for excellence to confront and act on these issues. CSR, therefore, encourages organizations to be accountable for their social and environmental impact beyond traditional concerns such as profits or legal obligations. CSR advocates that organizations consider their 'stakeholders' in all aspects of conducting business."

If one considers all these characteristics of CSR and, at the same time, reflects on how it has been evolving as an organization, CSR is not really a new-fangled concept for IntelliCare. Rather, it is more accurate to say that the leaders of IntelliCare are now naming what has been evolving within the company over the past 15 years. Time and again, our Chairman and President, Mr. Mario M. Silos, has declared that IntelliCare is an organization because it is an organ of a larger body, namely society; and being an integral part of society, we therefore have a direct role in addressing whatever major issues it may face. Mr. Silos has always emphasized that IntelliCare is determined to make a difference not only with its clients and employees but also with society in general. And as he reminded his corps of officers in a recent conference, all plans and activities should be founded on IntelliCare's Vision and Mission:



Graphics by: JayPee

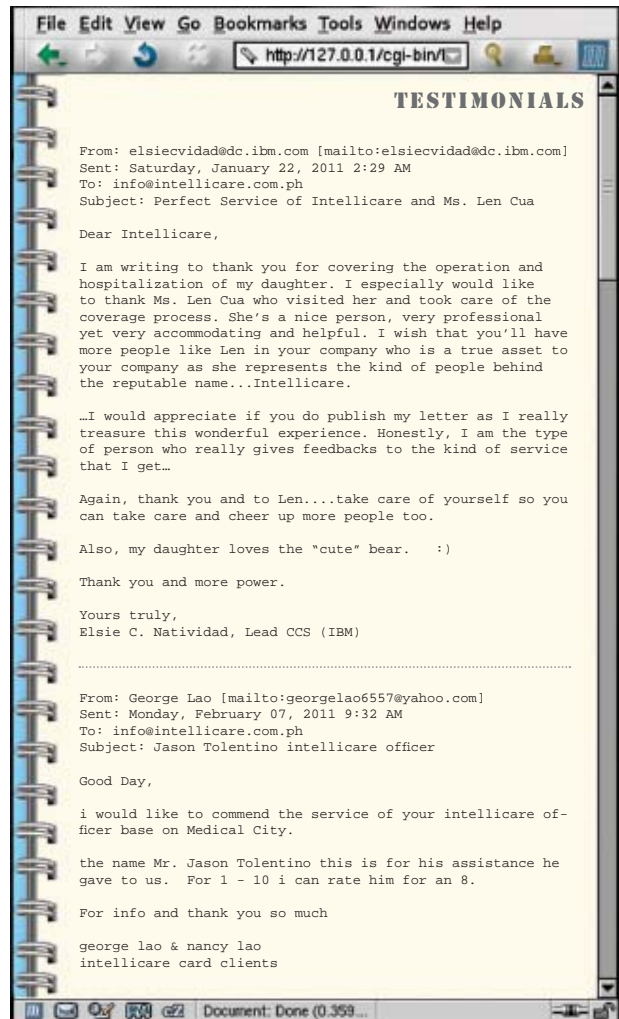
"As the HMO of FIRST CHOICE, all our endeavours and aspirations shall constantly adhere to the highest level of ethical and performance standards, guided by our company's long-standing principles of integrity, fairness, honesty, hard work and an enduring sense of humanity."

The institutionalization of CSR in IntelliCare was marked by the creation of a CSR Committee with members coming from existing committees in human resource development, health and wellness, safety and security, environment, disaster recovery and business continuity. With this broad and organized approach to CSR, IntelliCare's employees can also look forward to more direct involvement through volunteerism. And expectedly, IntelliCare can now use its healthcare expertise, network and linkages to assume an active role in one of the strategic programs of PBSP in the area of health.

IntelliCare's stature of pre-eminence will be measured by how it continues to strive for excellence in all its endeavours to serve the interests of its stakeholders – its country, host-communities, stockholders, employees, customers, competitors, government and environment.

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 Medical Director</p> |
|---|---|





Honoring the Heroes of IntelliCare

On November 22, 2010, at New World Hotel, Makati, to celebrate the second most important event of the year 2010, IntelliCare awarded doctor-coordinators, sales intermediaries and employees for their professionalism, dedication, commitment and continuous support to IntelliCare in its mission to lead, innovate and trailblaze a holistic approach to healthcare management.

In New World's Grand Ballroom, nearly a hundred IntelliCare employees and around 200 guests composed of IntelliCare Coordinators, sales intermediaries and clients converged for a night of recognition, a night of placing a face to the name of the individuals who have been instrumental to the growth and preeminent stature of IntelliCare today. As the company's Chairman and President, Mr. Mario M. Silos, says, "It is the challenge of meeting your [clients and brokers'] high expectations that we become better persons."

Hosted by the company's very own Mr. Mark Gamir (AVP for Sales) and Grace Lee, a known radio DJ

and TV host, with special performance numbers by Karryle and Ballet Philippines and a full set band performance of Side A, the night was a celebration of talent, class and thanksgiving, all of which to honor the heroes of IntelliCare.



TOP COORDINATORS

DR. RENE V. REYES
St. Luke's Medical Center
Years of service: 14

DR. MARIA BELEN A. POSADAS
Makati Medical Center
Years of service: 14

DR. JESUS BENJAMIN L. MENDOZA
National Kidney Transplant Institute
Years of service: 14

DR. ROEHL C. SALVADOR
Manila Doctors Hospital
Years of service: 9

DR. OLIVER V. CRUZ
World Citi Medical Center
Years of service: 11

DR. NOLAN E. PECHO
FEU Hospital
Years of service: 8

DR. TERESA C. SAN JUAN
Metropolitan Medical Center
Years of service: 10

DR. BENEDICT R. CRUZ
Makati Medical Center
Years of service: 7

DR. ARBY B. BAYBAY
Aslan Hospital and Medical Center
Years of service: 5

DR. RAFAEL L. JOCSON
The Doctors Hospital
Years of service: 14

DR. JUDITH B. BRIGOLI
Cebu Doctors Hospital
Years of service: 9

DR. SURLITO B. ENCARNACION
San Pedro Hospital of Davao City
Years of service: 12

DR. ROLANDO A. CHIU
Davao Doctors Hospital
Years of service: 12

DR. JOHN IGNATIUS G. LEDSMAR
Riverside Medical Center
Years of service: 9

DR. RUBEN O. GO
CDO Polymedic Hospital
Years of service: 10

DR. JOSELITO M. RUSTIA
Aquinas University Hospital
Years of service: 14

DR. CECIL A. CARAG
St. Paul's Hospital
Years of service: 14

DR. ALFREDO R. IGAMA
St. Louis University Hospital of the Sacred Heart
Years of service: 14

DR. CHUCK LORETO O. GARCIA
Palawan Adventist Hospital
Years of service: 14

DR. ROSARIO D. CABRERA
Cagayan de Oro Medical Center
Years of service: 14

DR. JAIME B. LAGUNILLA
Maria Reyna Hospital
Years of service: 14

POSTHUMOUS AWARDEES
DR. ERNESTO T. KO
(received by Mrs. Francisca M. Ko)
Chinese General Hospital
Years of service: 14

DR. OSCAR M. BRION
(received by IntelliCare in his behalf)
San Pablo Doctors Hospital
Years of service: 10

TOP BROKERS
SOLUTIONS INSURANCE BROKERS, INC.
Overall Top Producer

Marsh Philippines, Inc.
1st runner up

AON HEWITT
2nd runner up

JARDINE LLOYD THOMPSON
Insurance Brokers, Inc.
3rd runner up

TOP AGENT
MR. LORETO G. MARATAS

EMPLOYEE AWARDS

Outstanding Manager
JERICO C. DELA CRUZ
Senior Manager-Billing

Outstanding Supervisor
ANILIZ B. LARA
Supervisor-Davao Regional office

Outstanding Employee
EVANGELINE F. IGOS
Claims Processor

Best Customer Service
RHODERICK R. GELUZ
Patient Relations Officer

Another recognition ceremony was held on November 23, 2010 for IntelliCare employees in various categories at the Atrium of the Skyland Plaza office building.



Outstanding Service Award (10 year loyalty awardees)

- ROMAN O. ADOLFO**
Assistant Manager - Billing
- MICHAEL F. BIÑAS**
Driver
- CHEREL C. DIAZ**
Assistant Manager - CSS
- MARILYN C. ESTEBAN**
Sr. Account Processor
- NIE B. HERBOLARIO**
Sr. Admin Asst.
- ELITO A. LORICA**
Messenger
- CHRISTINA L. MARIVELES**
Accounting Asst.
- PASTOR S. PRUDENCIO, JR.**
Manager - Credit & Collection
- FORTUNATO R. ROXAS, JR.**
Senior Manager - Acct. Mgt.
- MAIDA MYRTEL A. SALUGSUGAN**
Sr. Account Officer
- MARY CLAIRE H. TOMELDEN**
Treasury Staff
- LONALDO M. TRINIDAD**
Supervisor - Accounting

Best Customer Service Awardees

- RHODERICK R. GELUZ**
PRO
- JEFREY T. LUNA**
Trainer
- MARIA EDLYN D. GREGORIO**
Acting MSD Training Supervisor
- RONALD E. CARDENAS**
Supervisor - PRO
- JOSEFINA ANNA O. VALDEZ**
Sr. Account Officer
- HOWARD E. TANCHANCO**
Supervisor - PRO Calamba
- JURGEN MARK D. DE LARA**
Cashier
- MAIDA MYRTEL A. SALUGSUGAN**
Sr. Account Officer
- EFREN O. MONTE**
Account Officer
- JAYSON G. TOLENTINO**
PRO
- NORMAN D. ESTRELLA JR.**
Sr. Credit Asst.
- MARIBEL R. SANGRE**
Account Officer
- BENEDICK E. FEDERIO**
Customer Service Specialist
- ROCHELLE E. TABILE**
PRO

- GIAN CARLO S. RIOSA**
Supervisor - Acct. Mgt.
- MAE LALAINA S. GONZALES**
ECU Supervisor
- ROGER M. MANUEL**
PRO
- KENNETH G. DECASA**
Account Officer
- GRACE MARIE D. JOSE**
MS-Trainer
- JOHNREY S. VALDOMAR**
Credit Analyst
- AIEN R. GOMEZ**
MRD Asst.
- ANNA PAULA T. VALDEVIESO**
Customer Service Specialist

Outstanding Employees

- Runners-up
- ARSIE F. DE LUNA**
Sr. PRO
 - GRACE MARIE T. DIOLA**
Billing Asst.- Bacolod
 - ANNIE A. JALOS**
Accounting Staff
 - ELEANOR MARIE T. EBALLAR**
Collection Asst.

Most Outstanding Employee of the Year
EVANGELINE F. IGOS
Claims - Processor

Outstanding Supervisors

- Runners-up
- JENNYFER D. HILBERO**
Supervisor - Calamba
 - MELECIO R. SALUGSUGAN JR.**
Supervisor - PRO
 - BRENDA S. VIDAL**
Supervisor-Davao

Most Outstanding Supervisor
ANILIZ B. LARA
Supervisor-Davao

Outstanding Managers

- EXELDA L. MILLEVO**
Manager - Membership Service / PRO
- CHILLE G. MABANAG**
Manager - Claims
- REA DANEEN G. ASENSI**
Manager - Acct. Processing
- FORTUNATO R. ROXAS**
Sr. Manager - Acct. Mgt.

Most Outstanding Manager
JERICO C. DELA CRUZ
Sr. Manager - Billing

CELEBRATING OUR CHAIRMAN AND PRESIDENT'S 60TH BIRTHDAY AGE IS DEFINITELY JUST A NUMBER



A triple treat was in store for the employees of Asalus Corporation for the year 2010, and the first treat was the birthday of the company's Chairman and President, Mr. Mario M. Silos, on November 5, 2010.

MMS who turned a regal 60 that day treated his employees nationwide with a hearty merienda as special videotaped performances of MMS' family and his IntelliCare family were shown simultaneously in all offices.



It was a day filled with much laughter, appreciation and love – the birthday celebrant a most deserving recipient of everything that was bestowed upon him by his family, friends and colleagues. As a husband to his wife, a father to his children, a friend to his colleagues, a mentor to his peers, and a paragon to his employees, MMS has definitely left his mark in the lives of thousands and will continue to do so for the next 60 years.

Sir MMS, we, your loving and devoted IntelliCare family, wish you the very best!

ASALUS XV: PLAY IT TO WIN IT!

2010 IntelliCare and Aventus Christmas Party

The 2010 Christmas Party turned out to be a night of giving, of spreading happiness and of celebrating 15 years of IntelliCare. A gameshow stage was prepared in A.Venue Hall on December 13, 2010 with the theme Asalus XV: Play It to Win It! The employees who attended (almost a thousand individuals) prayed for luck to be on their side as the names of the contestants are drawn from a huge tamblo.

The program started with a dance game to the tune of "shembot" where 10 "shemboters" won a cash prize. Following it were the major games: Pass the Message, Battle of the Brains, Who's the Boss and Deal or No Deal where one lucky contestant took home the jackpot prize of Php 15,000.

In between the program were intermission numbers by IntelliCare's chorale group "IntelliVocs" and dance troupe

"IntelliMovers" and Bring Me game. The program ended with IntelliCare Chairman and President, Mr. Mario M. Silos' announcement that 2010 is another banner year for IntelliCare.

The scintillating "After Eve" band then took the stage as the employees partied the night away, and when the clock struck 12 midnight, the grand raffle prize was drawn.

Indeed, 'twas the season to be jolly.





Contributed: Orly L. Siglos



DLSU 8th Animo Run, November 2010

IntelliCare formed a Marathon Team called **I-RUN** in November 2010 to promote running as a means of life-long health activity and fitness program for people of all ages and level of ability.

Starting with 17 members, at present there are already 31 (official and unofficial) runners. Membership is expected to continuously grow this year with the popularity of fun runs and running race events.

I-Run's first official marathon event was the **Condura Skyway Marathon**. The team also joined **DLSU 8th Animo Run** (the run that brought forth the initiative to create I-RUN), the **Karunungan 2010**, the **34th Milo National Marathon** and, most recently, the **Run Rio Trilogy (1st leg)**.

What is the MMS Cup?

The **MMS Cup** – or **Mario M. Silos Cup** – is a **Basketball Intramural League** dedicated to IntelliCare's Chairman and President, Mario M. Silos, in recognition of his support to the Basketball Wellness Program, endorsed by Basketball Manager and Assistant Vice-President of Sales and Marketing, Mr. Mark Gamir.

Six years ago, an invitation for an inter-HMO Basketball League (IHBL) was presented to IntelliCare, the proposal of which stated that a Basketball Team was to be presented to Management. This team would represent IntelliCare in IHBL where almost all members of Association of Health Maintenance Organizations of the Philippines, Inc. (AHMOP) are to participate.

And thus, since 2005, the IntelliCare Basketball Team continues to participate in the IHBL and, with the able support of Management, has surpassed all challenges encountered and has proven itself worthy of being called the best team in the IHBL (awards won: *MVP, Best Defensive Players, Mythical 5 Players, Best Coach, 3-Time Champion* and, presently, *Back-to-Back Champion*).

A Tournament is Born

Last 2010, IntelliCare set an example for its staff on the good overall effects of total wellness for the human body. Being at the forefront of the industry and the pre-eminent HMO company in the Philippines, the concept of total wellness defined the company's concern for its employees in living the precepts it advocates to its families, patrons, clients and providers.

Cochad Edwin Medina (Senior Assistant Manager, Accounting), together with Lord Trinidad (Supervisor, Accounting) and an assembly of supporters from other departments in the company, proposed a program that will benefit employees regardless of rank to join a physical activity through competitive basketball. It started "the ball rolling", so to speak, and the beginnings of the MMS Cup was born. Participated by almost all male employees of IntelliCare at the Head Office and nearby offices, the league is represented by the

various teams such as *Billing Wolves, Accounting & Collection All Stars, MSD & MIS Intellibears, Claims Stallions, APD Asteroids, Marketing United, Aventus Clinic* (guest team) and *Administration Spartans* (2010 Basketball Dry-Run Wellness League Champion).

Due to its initial success, 2011 is set to become the year where the **1st MMS Cup** is to take place.



By: Ernesto M. Reyes, Jr. with Edwin B. Medina



Be Fit for Life, Be Fit for Your Family

By: Camille "Camry" T. Silos

IntelliCare brought into fruition another successful week of wellness awareness through an event titled "Road to Wellness: Be Fit for Life, Be Fit for Your Family". From February 16-18, 2011, the Human Resources Management and Development (HRMD) Department of IntelliCare, invited wellness partners - **Slimmers World, MacroPharma Corporation, Green Earth, Pascual Laboratories, Inc., Merck Sharp & Dohme (MSD), Herbacare**

Corporation and GlaxoSmithKline (GSK) to conduct seminars and offer free sampling of products and services.

To start-off the three-day event, **Dr. Jennifer T. Co** from **Merck Sharp and Dohme** conducted a lecture on Human Papillomavirus (HPV) on the morning of February 16, 2011; from how HPV is acquired, how it can affect both men and women, and how it can be prevented. She also lectured the attendees on pneumococcal infection and its most common forms once inhaled into one's system.

In the afternoon, there was a poster-making contest for IntelliCare employees to incorporate the theme of the week – "Be Fit for Life, Be Fit for Your Family" – in their creation. The participants were Donna Martinez (Marketing Support Services), JP Hernandez (Account

Management), Coleen Aguilar (Account Management), Jeff Tenedero (Account Management), Gerald Managat (Billing), Arnie Nable (Treasury), Ralph Lauren Castillo (Membership Services), Jayson Santiago (Membership Services) and Jovit Jimenez (Membership

Services). The winner and prize would be announced the following day. On the second day, hosts Jeffrey Luna (Training) and Lyca Diesta (HRMD) opened the floor for Mr. Rommel J. Ancheta, VP of HRMD, to officially welcome IntelliCare's wellness partners and IntelliCare employees to the event. IntelliCare Chairman and President, Mario M. Silos (MMS) talked about the objective of the wellness week which was to gather data. Once that data was gathered, however, he asked the crowd, "How do we change from where we are to where we will be?" The answer, he said, is within the self, in the person acting in accordance to what they know they have to do and in taking responsibility of themselves and their health. The concept of the 5S method was also introduced by Mr. Eric Trinidad (IntelliCare's Manager for Facilities and Property Administration Department) followed by an introduction of IntelliCare's CSR by Mr. Joe-b Yulo (AVP for CSR). The program ended with the announcement of the winners of the poster-making contest. Second runner-up was Jeff Tenedero (AMD). First runner-up was Jovit Jimenez (MSD-Training). And the winner of the contest was JP Hernandez (AMD).

The final day was filled with lectures starting with "Health and Happiness" by **Dr. Lillieth A. Garcia**, followed by a lecture on drugs by **Dr. Neill Rodrigo** (IntelliCare's Corporate Physician), "Lung Health and Wellness" by **MacroPharma Corporation**, and "Healthy Cooking" by **Ms. Paz Sales**. After the lectures, there was a film showing of the motion picture titled "RAVE Health". The 3rd day literally

ended with a high note with an aerodance activity led by **Slimmers World**.

A victorious three days of health awareness for all IntelliCare employees has definitely been given and, indubitably, the seeds of health and wellness have been planted and watered by the partners involved. Whether or not these seeds grow quickly, slowly, tall, short or grow at all, only time can tell. But it is, as Mr. Silos said, up to the person themselves as to what they plan to do with these seeds, and it is with great hope that the employees of IntelliCare take a step or two down the road to wellness for themselves and their loved ones.



2011 Newly Affiliated Medical Providers

JANUARY

CLINICS

BICOL ACCESSHEALTH CENTRUM
CBD II, Triangulo, Naga City
Tel # (052) 473-2243

MEDICALPRO HEALTH SERVICES
Unit 2, Waga Bldg., Fernandez St.,
Cagayan De Oro City
Tel # (088) 851-1437, 0917-4501380

MINDANAO ORTHOPEDIC SPORTS & REHABILITATION CENTER, INC.
M. Roxas Cor. CM Recto St., Clinic 2, Cititriangle,
Davao City
Tel # (082) 305-4412

PHILIPPINE NIKKEI JIN KAI POLYCLINIC AND DIAGNOSTIC CENTER, INC.
Angliogto Avenue, Lanang, Davao City
Tel # (082) 235-3781 to 85

HOSPITALS

BATAAN WOMEN'S HOSPITAL
Samapaguita St., St. Joseph Subdivision, San Jose
City of Balanga, Bataan
Coordinator: Dr. Salud Bagalao
Tel # (047) 791-3798

ST. ANTHONY MEDICAL CENTER OF MARIKINA
#32 Sta. Ana Ext., Corner Betelnut St., San Roque,
Marikina City
Coordinator: Dr. George Raymond M. Quimson
Tel # 682-3240, 682-3891

ST. VICTORIA HOSPITAL
#444 J.P. Rizal St., Sto. Nino, Marikina City
Coordinator: Dr. Efrén Reyes
Tel # 941-5081, 942-2022, 475-1552

ST. VINCENT HOSPITAL
#35 Bayan – Bayanan Ave., Concepcion,
Marikina City
Coordinator: Dr. Edmundo Mercado
Tel # 948-0314 to 15, 948-3027

DENTISTS

DR. MILDRED ACOSTA
ACOSTA DENTAL CLINIC
GENERAL DENTIST
Krisfer Twin Alley Arcade,
Ponciano Reyes St., Davao City
Mon-Sat 8:30AM – 6:00PM
Tel. # 082-305-4429

DR. MARIA LOURDES AUSTRIA BANZON
BANZON-AUSTRIA DENTAL CLINIC
#12 Banzon St. Poblacion, Balanga City, Bataan
Mon-Sat 9AM-6PM
Tel # 047-237-2491

DR. ANNABELLE YEE-BARBON
ANNABELLE YEE BARBON
DENTAL CLINIC
GENERAL DENTIST
ORTHODONTICS
Rm 15, 2nd Flr Jocar Complex, Guerrero St.
cor. Sta. Ana Ave. Davao City
Mon-Fri 9:00AM-11:30AM /
Sat 1:30PM-4:30PM
(BY APPOINTMENT)
Tel. # 082-300-8579

DR. MARGARET T. CHIN
ORTHODONTIST
AESTHETIC DENTIST
TOOTHLAND DENTAL CLINIC
#055B Quezon Ave., Cotabato City
Mon-Sat 9AM-5PM
Sun 9AM-4PM
Tel # 064-421-6091
Cell # 0922-800-1474

DR. MA. VICTORIA ECALNIR-CUNANAN
CUNANAN DENTAL CLINIC
GENERAL DENTIST
Matsuo Compound, Durian Village Calinan,
Davao City
Mon-Sat 9AM-4PM
Tel # 286-8162
Cell # 09298709089

DR. KATHERINE JOY D. GARRIDO
GARRIDO DENTAL CLINIC
ORTHODONTICS
Doña Segunda Complex Ponciano St. Davao City
Mon-Sat 9AM-6PM
Tel # 082-271-4502

DR. JEAN M. HAO
GENERAL DENTIST
ORTHODONTIST
HAO MEDICAL AND DENTAL CLINIC
Km. 6 Sta. Teresita Diversion Road,
Buhangin, Davao City
Mon-Sat 9AM-6PM
Tel # 084-300-4681

DR. LUCIA BERNADETTE HERRERA
PEDIA DENTIST
Clinica Dentale De Manila,
3F SM City Calamba, Calamba City
Sun-Thur 10AM-9PM
Fri-Sat 10AM-10PM
Tel # 049-530-0106

DR. RENATO C. ORAIZ
ORTHODONTIST
ORAIZ DENTAL CLINIC
William Marketing Bldg., Narra Ave.,
Bayugan, Agusan Del Sur
Mon-Sat 8AM-5PM
Tel # 085-343-6488

FEBRUARY

CLINICS

ASIAN ORTHOPEDIC SPINE INSTITUTE & REHABILITATION MEDICINE
Diamond Plaza Bldg.,
Highway Maguikay, Mandaue City
Tel # 032-3462211

BALANCE, EQUILIBRIUM AND DIZZINESS CENTER, INC.
Room 201 Cebu Long Se Temple Bldg., Cor. Jasmine
St., Osmeña Blvd., Cebu City
Tel # (032) 513-0492

BENGUET LABORATORIES
4F Baguio CenterMall,
Magsaysay Ave., Baguio City
Tel (074) 442-4528

CARE AND CURE HUB, INC.
Basement 2 Level Ayala Center, Cebu City
Tel # 032-4165899

CEBU SAGRADA CORAZON HEALTH SERVICES, INC.
Room 310 CSFP Condominium Osmeña Boulevard
Corner P. Burgos St., Cebu City
Tel # 032-4122925

CENTER FOR HEALTH SERVICES, INC. (CHSI)
Athecon Bldg., Tipolo Highway,
Mandaue City, Cebu
Tel # 032-4165899

DONSCAN HEALTHCARE CORPORATION
IDHI, Annex Bld., B.S. Aquino Drive,
Bacolod City
Tel # (034) 433-2741 local 374 / 435-5906

LABCOR DIAGNOSTICS
73 JHL Plaza Bldg., President Ave., Teoville 3 Subdivi-
sion, BF Homes, Paranaque City
Tel # 826-4032, 828-0036
Email Address:

MAHARLIKA CHARITY FOUNDATION
PCSO Bldg., Calaguio St., Davao City
Tel # 082-221-6447

MEDICUS AMBULATORY HEALTHCARE CENTER
8th Floor HPCC Building,
Diversion Road, Bacolod City
Tel # (033) 337-2665/508-6752/5095812
Fax # (033) 508-0533 local 107

TOTAL HEALTH CHECK DIAGNOSTICS
J. Llorente St., Capitol Site Cebu City
Tel # (032) 412-3973, 268-8728

UNIVERSITY PHYSICIANS MEDICAL CENTER
UP-PGH Faculty Medical Arts Bldg.,
PGH Compound, Taft Avenue, Manila
Tel # 971-0355, 353-5518

WELL POINT MEDICAL CLINIC AND DIAGNOSTIC CENTER, INC.
Units 207-208 2nd Floor SM City Rosario, Tejero,
General Trias Drive, Rosario, Cavite
Tel # 0915-5618546

Aventus Clinics

Aventus Medical Care, Inc. - Makati
2/F Beneficial PNB Life Bldg., 166 Salcedo St,
Legaspi Village, Makati City
Clinic Hours: M-Sat / 8:00am-5:00pm
Tel. # 519-6787, 751-3108, 818-8671 loc 200-201,
817-1464

Aventus Medical Care, Inc. - Alabang
3/F Unit 53-10 to 20 South Station - Green Bldg.
Alabang Zapote Road, Alabang, Muntinlupa City
Clinic Hours: M-Sat / 8:00am-5:00pm
Tel. # Tel. # 556-3594, 556-3596, 556-3598

Aventus Medical Care, Inc. - Ortigas
G/F Unit 16, 18, 19, 20 AIC Grande Tower, Sap-
phire St., cor. Garnett Road Ortigas Center,
Pasig City
Clinic Hours: M-Sat / 8:00am-5:00pm
Tel. # Tel. # 584-1013, 570-9967, 407-1890

Aventus Medical Care, Inc. - Quezon City
2/F Philippine College of Surgeons (PCS) Bldg.,
992 North Edsa, Quezon City
Clinic Hours: M-Sat / 8:00am-5:00pm
Tel # Tel # 352-4675, 352-4676, 352-4677

Aventus Medical Care, Inc. - Calamba 1
Unit 58-10 Daniel Commercial Complex Old
National Hi-way, Parian, Calamba, Laguna
Clinic Hours: M-Sat / 8:00am-5:00pm
Tel. # (049) 545-4446, 545-0076
Aventus Medical Care, Inc. - Calamba 2
Unit 201-203 SQA Corporate Center, Brgy. 1,
National Highway Crossing, Calamba, Laguna
Clinic Hours: M-Sat / 8:00am-5:00pm
Tel. # (049) 306-0397

Aventus Medical Care, Inc. - Sta. Rosa
G/F Unit 26/27 Sta. Rosa Commercial Complex,
Balibago, Sta. Rosa City
Clinic Hours: M-Sat / 8:00am-5:00pm
Tel. # (049) 302-5046

Aventus Medical Care, Inc. - Manila
5th Floor, Times Plaza Bldg., Taft Avenue cor. U.N.
Avenue, Ermita, Manila
Clinic Hours: M-Sat / 8:00am-5:00pm
Tel. # 353-6807, 227-2987

Aventus Medical Care, Inc. - Cebu
Unit 203, 2/F TGU Tower, Blk 1 Lot 6 & 7, Phase 1
Asiatown, IT Park Apas, Cebu City
Clinic Hours: M-Sat / 8:00am-5:00pm
Tel. # (032) 268-8072, 479-9261

A TRIUMVIRATE OF EXCELLENCE

IntelliCare reinforced its position in the health care industry as the HMO of First Choice at the first HMO party of Makati Medical Center on January 20, 2011 by being the recipient of three special awards, namely:

- Plaque of Appreciation for the Long Partnership with Makati Medical Center
- Prompt Payor Award, and
- Most Outstanding Liaison Officer (Ms. Tere Aguila)

Present during the awarding ceremony were Ms. Josephine Sabuga (IntelliCare AVP for Membership Services), Dr. Louie Agregado (IntelliCare Head for Medical Relations Department), Ms. Cecille San Pedro (IntelliCare Manager for Membership Services - PRO), Ms. Lalaine Gonzalez (IntelliCare Supervisor for Membership Services - Call Center), Mr. Eric Geluz (IntelliCare PRO for Makati Medical Center) and Ms. Tere Aguila (IntelliCare PRO for Makati Medical Center and recipient of award).

IntelliCare feels honored and delighted to be given these recognition. It only shows that we deliver on our promise of service excellence to our members and partners in the business and will continue to go beyond what is expected.



TAKING SMALL STEPS TO A BIGGER WORLD

By: Camille T. Silos



from left to right: Mr. Ernesto M. Reyes, Jr. (IntelliCare AVP for CSR Internal Affairs), Mr. Joe-b Yulo (IntelliCare AVP for CSR External Affairs), Madame Marixi R. Prieto, Mr. Manuel V. Pangilinan)

Madame Marixi R. Prieto and Mr. Manuel V. Pangilinan of the Philippine Business for Social Progress (PBSP) present the Plaque of Membership to Mr. Jose Andrew “Joe-b” B. Yulo (IntelliCare’s AVP for Corporate Social Responsibility) at the recent fete of the PBSP for its eleven (11) new members.

The PBSP endeavors to lead the business sector in its efforts to reduce poverty in the Philippines through its vision and mission to alleviate said poverty by promoting business sector leadership in and commitment to, programs that lead to self reliance.

The membership to PBSP enhances IntelliCare’s over-all thrust to its Corporate Social Responsibility (CSR) and maximizes the breadth and scope of its services to its many disciplines including its partners providers, employees and the public in general.

EMBRACING THE 5S SYSTEM

By: Eric B. Trinidad Jr. and Camille T. Silos

What is 5S?

The 5S (Sort, Systematize, Sweep, Standardize, Self-Discipline) is a philosophy and methodology for organizing the workplace, managing it in a way that minimizes any type of waste, thus improving the overall efficiency.

Why did IntelliCare adopt 5S?

The 5S System is a cost-saving mechanism. Excess stocks, for example, are eliminated. As a result, an efficient inventory is obtained. And since the work place is free of clutter, employees can maximize the use of their office space. With a clean, safe and healthy environment, employees will be more productive and inspired to work.

