

Novartis, ADB hold forum for CEOs of top Philippine hospitals

Jul 19, 2018

- *Themed “Creating Excellent Outcomes in the Philippine Healthcare System,” the Hospital CEO Forum 2018 is the first annual forum for CEOs of top hospitals in the Philippines. It aims to help co-create value in the country’s hospital systems by sharing ideas and practices relevant to local hospital operations.*
- *The Hospital CEO Forum 2018 was organized by the Asian Development Bank, Novartis Healthcare Philippines and Sandoz Corporation Philippines with the support of the Swiss Embassy in the Philippines, Philippine Health Insurance Corporation and Wallace Business Forum.*

Mandaluyong City, July 19, 2018 – The Chief Executive Officers (CEOs) of top hospitals in the Philippines gathered at the Asian Development Bank (ADB) to help co-create value in the country’s hospital systems by sharing ideas and practices relevant to local hospital operations.

Themed “Creating Excellent Outcomes in the Philippine Healthcare System,” the Hospital CEO Forum 2018 is the first annual forum for CEOs of top hospitals in the Philippines. It was conceptualized and organized by the ADB, Novartis Healthcare Philippines and Sandoz Corporation Philippines with the support of the Swiss Embassy in the Philippines, Philippine Health Insurance Corporation (PhilHealth) and Wallace Business Forum.

“Hospitals play an important role in society as places for healing and preserving good health. The first Hospital CEO Forum will help hospitals prepare for the challenges of the future, particularly in delivering sustainable, inclusive, and resilient healthcare,” said Mr. Gerard Servais, ADB Senior Health Specialist.

According to acting PhilHealth President and CEO Dr. Roy Ferrer, the Hospital CEO Forum will “equip local hospitals in adapting to their crucial and evolving role within the healthcare system, especially in response to the changing healthcare needs of Filipinos and emerging technologies.”

“Partnering in this event is our own little way in contributing to the discussion which ultimately aims at the fulfillment of a dream for universal quality health care. I believe that through best practices, the Swiss health system, might serve as an aspirational benchmark to possibly trigger and drive transformational reforms in other countries, including the Philippines. And although clearly, we have no exportable and reproducible models in mind, our ambition is to share lessons learnt among partners as at the end, we collectively aspire for the same goals: to allocate efficiently scarce resources, and put our citizens and patients at the center of our attention and services, legitimizing at such our respective institutions and policies. Hence in line with this, we are also keen to note that the Philippines has already begun its reform cycle in health financing and service delivery, especially since recently, the President of the Republic certified as urgent the bill seeking universal health care for Filipinos”, said Swiss Ambassador Andrea Reichlin.

Ms. Cheryl Maley, President and Managing Director of Novartis Healthcare Philippines, shared that Novartis is privileged to be a partner in this important forum that aims to facilitate positive changes and lead to enhanced patient care. “An important area of focus for the future is building the skill of hospital managers to drive innovation, introduce new ideas and novel approaches that can result in significant patient benefits.”

“The forum will allow hospital CEOs to share insights on how hospitals can manage challenges and take advantage of trends in technology investment, connectivity, innovations, private-public partnerships, and the changing healthcare environment,” said Dr. Eduardo P. Banzon, ADB Principal Health Specialist, Sustainable Development and Climate Change.

“We envisage the annual Hospital CEO Forum to serve as a strategic platform to facilitate continuous dialogue between government and private sector stakeholders on issues and information relevant to models and practices on hospital management systems,” said Ms. Christine Fajardo, Organizing Committee Head, Hospital CEO Forum 2018 and Corporate Affairs Head, Novartis Healthcare Philippines.

The forum featured resource persons who shared insights on how hospitals can enhance access to hospital care and other levels of care within an integrated network while striving for improvement in quality and patient safety; models of integration of healthcare provision at various levels featuring innovations on private-public partnerships and financing arrangements; and trends and practices on the use and sharing of data on health outcome and patient demographics across various management units. Among the resource persons were former Secretary of Health Dr. Enrique Ona who spoke on achieving UHC through equitable provision of quality healthcare services. The day-long event had three sessions: ensuring universal access to hospital services, integration of healthcare service delivery, and sharing and utilization of health outcome and healthcare utilization data across hospital management units.

Forum participants included top executives of Metro Pacific Hospital Holdings Inc., Philippine Heart Center, St. Luke’s Medical Center - Global City, Qualimed Health Network, Rizal Medical Center, Philippine General Hospital, Southern Philippines Medical Center, Davao Doctors Hospital, National Telehealth Center / National Institutes of Health, Tarlac Provincial Hospital Cardinal Santos Medical Center, and The Medical City, among others.



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hospital operations. Photo shows from left: Dr. Roy Ferrer, Acting President and CEO, Philippine Health Insurance Corporation (PhilHealth); Mr. Gerard Servais, Senior Health Specialist, Asian Development Bank; H.E. Andrea Reichlin, Ambassador, Embassy of Switzerland in the Philippines; and Ms. Cheryl Maley, President and Managing Director, Novartis Healthcare Philippines.



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