



# THE PHYSICIAN

Volume XXIII, Issue No. 4

April-May 2014

## PMA PRESIDENT PASSIONATE WITH HIS JOB

In the last quarter of his term, President Atty. Leo O. Olarte, MD, continued to perform with undiminished passion the job of the PMA's top officer.

**PMA to link with PHIC.** On April 25, 2019, President Olarte took his officers and governors to PHIC main office along Shaw Boulevard in Pasig City for a serious meeting with the PHIC CEO and President, Atty. Alex Padilla. Some of them donning impeccably white smock gowns, the PMA group convinced Atty. Padilla to retain the prerequisite for accreditation the status of good standing in the PMA.

An agreement was reached that PMA would link its membership database with PHIC by which the latter could check if their accredited physicians are in good standing with PMA. Link has been established on May 14 and will undergo some test-drives. Members are advised to remain in good standing with component societies and PMA.

**Increase of Mutual Aid Benefits.** The Commission on Mutual Aid recommended increasing the PMA Benefits. PMA President and the Board, on seeing that the Mutual Aid Fund would remain viable with such increases and after reviewing the financial study by the Commission, approved the following: Death Benefit of Pph 50,000.00 from previous Pph 40,000.00; Disability Benefit of Pph 25,000.00 from previous of Pph 15,000.00; Legal Benefit of Pph 30,000.00 for quasi-judicial cases and Pph 40,000.00 for cases filed in judicial bodies.



*PMA Officers and Governors with PHIC CEO President Atty. Alex Padilla.*

**Temporary Restrain Order.** The PMA President and the Secretariat have received many calls and texts messages about PMA filing a TRO against the implementation of BIR Regulation No. 4-2014 which requires the submission by physicians of affidavits stating their professional fees.

President Olarte strongly opposed such oppressive and unjust deposition, and it can be recalled that he has strongly objected to the posting of physicians' fees in their clinics.

In a special meeting of the Board on April 6, 2014, it was agreed that PMA would file a TRO.

**Unlicensed Stem Cell Practice.** President Olarte again strongly objects to the practice of stem cell medicine by unlicensed practitioners and the use of facilities that have not been accredited or approved by the Department of Health.

**Physicians Bill.** House Bill 1472 or the Physicians Bill contains provisions that are not good for physicians. President Olarte recommended the deletion of life imprisonment of physicians from the Bill. He pushed for the inclusion of integration of the Philippine Medical Association in such Bill. He suggested that the National Officers of the PMA be elected by the

Board of Governors, the members of which would be elected by the general membership. This would reduce or eliminate politics in the PMA.

**Relief Goods.** On the instruction of President Olarte, PMA sent the last batch of relief goods to the calamity victims in Eastern Samar. These are left-overs from previous donation campaign and newly-donated relief goods received at PMA.

**Anti-Cancer Project.** President Olarte signed the award checks for the ten component societies with notable anti-cancer projects.

**Tree-planting Activities.** President Olarte has continuously campaigned for tree-planting activities to be done by each component societies, in line with PMA's theme—PMA: Kabalikat sa Kalusugan, Kaunlaran, at Maayos na Kapaligiran.

**Recognition.** President Olarte expresses his gratitude to all component societies, presidents, and volunteer doctors who participated in the Yolanda Relief Operations and PMA medical missions to the Visayas. He recognizes their humane efforts in alleviating the victims' physical hardships and their sincere desire to uplift the victims' weary emotional states.





## Editor's Column

Mardave S. Martinez, M.D.

**THIS ISSUE.** Components societies that were missed in the previous issue were reminded to submit articles, and a sprinkling of them sent in pictures that each paint a thousand words.

**ERRATUM.** In the previous issue, the Philippine Society of Medical Specialists, Inc. (in Government Service) was encoded differently. Our apology.

**CALAMITY FUND.** Thanks to the Pangasinan Medical Society for donating Pph 27,000.00 to the typhoon Yolanda Calamity Fund. Dr. Betha-Fe M. Castillo is the President of PMS.

**PMA CONVENTION COMMITTEES.** The PMA 107<sup>th</sup> Annual Convention is here. And, in the past months both national and local organizing Committees have been wrecking their balls in order to come up with an exceedingly memorable scientific and historical gathering. Congratulations to both Committees! Your concerted work has been phenomenal.

**NEW AFFILIATE SOCIETIES.** The Committee on Affiliate Societies, chaired by Dr. Jesus Adelo Inciong, has been performing well. This fiscal year nine affiliate societies have been added to the PMA's roster of affiliated societies, the most recent being the Philippine Academy of Aesthetic and Age Management Medicine, Inc.; Philippine Ambulatory Pediatric Association, Inc.; Philippine Academy of

Aesthetic Medicine; Philippine Academy of Dermatologic Surgery Foundation, Inc.; Pan Pacific Aesthetic Institute (PPAI) Foundation, Inc.; and, Philippine Association of Primary Skin Health Physicians, Inc.

### SUMMIT FOR SPECIALTY DIVISIONS, SPECIALTY AND AFFILIATE SOCIETIES.

On April 23, said Summit was held at the PMA Auditorium in QC. It was presided by Dr. Fernando Melendrez of the Philippine College of Surgeons and Dr. Jesus Adelo Inciong of the Committee on Affiliate Societies. Dr. Melendrez sat for the chair of the PMA Commission of Professional Specialization who was out of the country. The Summit opened a what would be a long professional and friendly communication among members of PMA that are concerned with their specialties or line of practice. Participants in the Summit were each awarded 20 CME Units.

**MUTUAL AID BENEFITS UPDATED.** On the recommendation of the Commission on Mutual Benefits, chaired by Dr. Alberto Reyes, the PMA Board approved the following increases: Death Benefit, Pph 50,000.00; Disability Benefit, Pph 25,000.00, Legal Benefits, Pph 25-40,000.00 depending on whether the case is filed in quasi-judicial or judicial court. Disability benefit may be availed of twice, at five-year interval.

**WHO CAN FILE TRO.** Members have called, at high decibels, and texted, in caps, whether PMA could file a TRO vs the implementation of BIR Regulation 4 -2014. indeed PMA would. However, to have a stronger case before the court, individual professional members should

file the TRO. The callers and texters and many more members were asked to join and sign the TRO class suit, and lo and behold, they refused - afraid of being "sampled", meaning their tax records might be investigated.

**"Be not afraid"** is one of Pres. Olarte's mottos. In behalf of all PMA members, he filed the TRO! Indeed, he persists to devote every last drop of his blood as he fight for the physician's rights till the edge of his term.

**REGIONAL ASSEMBLY.** The last of PMA's Regional Assemblies was held on April 12, 2014 in Oroqueta City, hosted by Northcentral Mindanao-Governor Woodrow C. Tabanao, MD and the Misamis Oriental (Oroqueta City) Medical Society. Thusfar, all regions have been covered and generally the assemblies have all been well attended and successful.

**TRIBUTES.** Yours truly is newsletter editor-in-chief and PMA Secretary General. My work as Secretary General has come to a sweet end, and I feel a deep sense of accomplishment and satisfaction. I therefore am grateful to the PMA Board of Governors for selecting me and entrusting to me the colossal responsibility of the position.

Nothing will be complete if I would not give acknowledgements to individuals or groups that kept me going during the past months.

My work had been enhanced by the diligence and alacrity of the Assistant Secretary General, Dr. Nympha SP Mundin. She helped motivate the Secretariat staff to

*continued on page 3...*

## Editorial Board

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## The Physician

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*Editors Column, from page 2...*

consistently improve office work output.

The amiable nature of the National Officers and PMA Board of Governors had infused megavolts of energy into myself driving me to accomplish with full-time dedication every instructions presented.

The PMA Secretariat Staff had likewise been a source of vigor for me. Their contagious passion to work had permeated an unspeakable liveliness into my general being.

The Doctors' Inn Staff had been very caring, making my temporary stays in the Inn very comfortable, restful, and happy. They do this for all patrons of the Inn as well.

Occasionally, I had encounters with the Indigency Clinic Staff, and the experience was very cordial indeed. Everyone in the clinic was very helpful, kind, and ready to assist.

I find the Security, Ground, Maintenance and Transportation Staffs very helpful, courteous, and enthusiastic to work for PMA.

**Dr. Irineo C. Bernardo III**, the incumbent PMA Vice-President and a past Secretary General himself, unknowingly acted as my mentor. His past superior performance as Secretary General served as my inspiration and from such performance many things have been learned and thus applied during the current term.

Dr. Bernardo's accomplishments as Secretary General are tantamount to a priceless yet-unsurpassed legacy to PMA.



**PMA General Membership  
as of May 5, 2014**

**71,080**

<b>Life Members</b>	<b>15, 838</b>
<b>Emeritus</b>	<b>2, 039</b>
<b>Regular (Active)</b>	<b>10, 257</b>
<b>New Members</b>	<b>404</b>
<b>Total Active Members</b>	<b>28, 538</b>
<b>Inactive Members</b>	<b>42, 542</b>



**President Atty. Leo O. Olarte, M.D.  
Activities: Inductions, Visitations, others**

**April 5, 2014**

PMA Board Meeting, Legaspi City

**April 6, 2014**

Regional Assembly for Bicol  
Legaspi City

**April 12, 2014**

PMA Regional Assembly, NorthCentral  
Mindanao

**April 22, 2014**

1:00 – 4:00 p.m. – Attended the  
Philhealth Focus Group Discussion  
on the Philhealth Benefit Plan  
6:00 p.m. – Attended the Unilab  
President's Night III at Solaire  
Resort and Hotel

**April 23, 2014**

Summit for Specialty Divisions, Specialty  
And Affiliate Societies.

**April 24, 2014**

6:00 p.m. – PMA Convention Meeting

**April 25, 2014**

8:30 a.m. – Meeting with Atty. Alex  
Padilla of Philhealth

3:30-5:00 p.m. – Inducting Officer  
of Philippine Society of Pathologist  
Sofitel Philippine Plaza Hotel

**May 8, 2014**

9:30 a.m. – 2:00 p.m. – Accreditation  
Meeting

**May 9-11, 2014**

MASEAN Conference, Regent Hotel,  
Singapore

**May 20, 2014**

PMA Board Meeting, Vigan



*President Leo O. Olarte, MD is conferred Honorary "Sultan a Makapiya sa Lanao"*



### National Treasurer Benito P. Atienza, M.D.

#### Activities: Inductions, Visitations, others

##### **April 4, 2014**

PMA office signing of checks

##### **April 5, 2014**

9:00 Joint meeting PPS board of trustees and PPS chapter president and secretary  
2:00 to 8:00 pm induction of new PPS Diplomate and fellows

##### **April 6, 2014**

8:00 to 11pm, PPS Hospital Accreditation Board Meeting at Sofitel Hotel

4:00 pm participation in thanks giving mass

6:00pm - PPS 51st annual convention opening ceremonies and dinner  
7:30pm - Fellowship night. Participated in the dance presentation of PPS Southern Tagalog Chapter

##### **April 7-9, 2014**

Attended all the plenary sessions of the PPS Convention

##### **April 8, 2014**

2 to 4pm - PPS Annual Business Mtg  
5pm - PPS Southern Tagalog chapter business meeting.

6pm - Fe del Mundo Medical Center Foundation Alumni Association Homecoming at Heritage hotel

##### **April 9, 2014**

Annual Dinner and induction of new National PPS Board of Trustees

##### **April 11, 2014**

Quezon Medical Society Bulilit Health Workers Investiture and Graduation Ceremonies at Tayabas Elementary School.

##### **April 12, 2014**

PMA UNILAB Regional Assembly at Oroquieta Misamis Occ

##### **April 21, 2014**

Meeting with the external auditor

##### **April 23, 2014**

Summit meeting of Specialty and Sub-specialty and Affiliate Societies at PMA auditorium.

##### **April 25, 2014**

Meeting with Atty. Alex Padilla of Philhealth.

##### **April 26, 2014**

Hosted the PMA Staff and personnel Summer Outing at Valentino Resorts in San Jose, Batangas

##### **May 2, 2014**

PMA special board mtg of PPS board of Trustees . Discussed the proposed Physician Act of 2014

##### **May 3, 2014**

PMA Board of Governors Emergency Meeting discussed COMELEC issues, Physician Act of 2014, BIR and PMA Annual Convention

##### **May 6, 2014**

8:30am - Section of Community Pediatrics meeting on Community Competency Outcome.

10:30am - meeting and signing of MOA between PMA and UCPB at PMA office,  
11am - Signing of checks

##### **May 9, 2014**

8am - signing of checks and preparation of annual report

7:30 pm Induction ceremonies of Phil Academy Family Physicians Batangas Chapter at Bluesapphire Restaurant, Lipa City

### PHILIPPINE MEDICAL ASSOCIATION COMPARATIVE FINANCIAL HIGHLIGHTS

	June 1, 2013	February 28, 2014
General Fund	11,244,350.61	16,104,540.91
Mutual Aid Fund (Death/Disability/Legal Assistance)	65,069,413.39	70,140,634.58
Physician's Trust Fund	17,228,178.11	17,391,317.05
Doctors' Inn	8,830,320.05	10,240,421.94
Medical Indigency Center	2,661,482.25	2,977,949.63.07
Retirement/Gratuity Fund	3,038,948.23	2,830,094.99
Disaster Assistance	935,466.14	540,914.15
Calamity Fund	19,660.00	121,409.15
Anti-Cancer Trust Fund	1,011,418.31	1,021,313.40
Legislative Fund	520,652.31	525,585.75
<b>Totals</b>	<b>110,559,889.40</b>	<b>121,894,181.55</b>

### ANNOUNCEMENTS

#### Starting May 15, 2014

All PMA Members who will pay their annual dues/arrears directly To PMA National cashier will be required to fill up individual UCPB Bank deposit slips.

Please indicate your PMA No., PRC No., and Complete Name **Legibly**.

**For the rest of the Component Societies, more details will follow.**

**Note: UCPB Bank is the newly approved bank for our individual bank-to-bank remittances of national annual dues/arrears.**



## Highlights from PMA Regions

### Northeastern Luzon

Gov. Roman T. Pinson, M.D.



### PMA-NEL BLOCK HOLD REGIONAL ASSEMBLY; PLAY HOST FOR THE 10<sup>th</sup> BOARD MEETING

The Northeastern Luzon Block of the Philippine Medical Association held their Regional Assembly on March 9, 2014 at the University of La Salette, Santiago City, Isabela. It was hosted by the Western Isabela Medical Society led by their president, Dr. Alberto Camungao. A total of two hundred ten (210) physicians from the ten (10) component societies comprising eight (8) provinces in the region attended the regional assembly.

The delegates from the different medical societies of the region were led by their respective presidents. Dr. Enrico Babaran spearheaded the delegates from the Cagayan Medical Society, Dr. Bibiana Bulong, the Ifugao Medical Society, Dr. Floren Mallabo, Santiago City Medical Society, Dr. Imelda Guillermo, the Isabela Medical Society, Dr. Albert Camungao, host president, the Western Isabela Medical Society, Dr. Cynthia Rojo-Dawey, Kalinga Medical Society, Dr. Mary Ruth Reyes, Nueva Vizcaya Medical Society and Dr. Sherwin Sanidad, the Quirino Medical Society. In the absence of their president Dr. Danilo Domingo, the Apayao Medical Society was led by their Assistant-Secretary, Dr. Juanita Tucay-Lacuesta. There were no delegates from the Batanes Medical Society because of problems on transportation.

The day long activity started with the celebration of the Holy Mass at 7:00 AM by Rev Fr. Danny Galang, MS, Vice-President of the University of La Salette as celebrant. The Santiago City Medical Society Choir sang during the mass.

The Holy Mass was followed by the Opening Ceremonies with the processional of National Officers and the Board of Governors of the Philippine Medical Association led by Dr. Leo O. Olarte, PMA National President, local component society presidents and their secretaries and other personalities. Dr. Roman T. Pinson, host governor, NEL block of PMA, welcomed the guests and participants to the assembly while Dr. Olarte delivered his presidential message during the program. He was introduced by Dr. Mallabo.

During the Opening Ceremonies, topics of concern to the members of PMA-NEL Block were discussed. CME Updates was discussed by Dr. Alberto J. de Leon, Vice-Chair PMA-CME Commission; PMA Updates by Dr. Irineo C. Bernardo, PMA National Vice-President; Financial Status by Dr. Benito P. Atienza, PMA National Treasurer; and PMA By-laws and Building Project by Atty. Danilo M. Castro, PMA Legal Counsel.

After the Opening Ceremonies Dr. Olarte gave a lecture on Medical Malpractice while Mr. Oscar B. Abadu, Jr., Vice-President, PHIC-RO2 gave a lecture on PHIC Updates. Mr. Abadu entertained questions raised by the physicians regarding the subject matter during the open forum.

The scientific session was held after lunch. Topics discussed were A Proactive Approach to Hypertension by Dr. Charito D. Dayos and The Consequences of Allergic Rhinitis and Benefits of Levocetirizine by Dr. Frances Rose Palabrica.

The Regional Assembly was officially closed by Dr. Camungao, the host society president, who on behalf of the members of the Western Isabela Medical Society, graciously thanked all physicians of NEL who attended the assembly, officers of the Santiago City Medical Society who accepted the responsibility of coordinating the activity, Dr. Roman T. Pinson, NEL Governor, host governor, for his support and guidance and the PMA National Officers and Board of Governors who graced the Regional Assembly.

The Tenth (10<sup>th</sup>) Board of Governors Meeting was held on March 8, 2014 at Blends and Bites in Santiago City, Isabela. It was attended by the PMA National Officers and the Board of Governors led by Dr. Leo O. Olarte, PMA National President. Dr. Roman T. Pinson, NEL Governor played host during the meeting. Topics of concern to the PMA and its members were discussed during the meeting. Several resolutions were passed and approved by the Board for the benefit of the PMA members.

After the meeting, the Board had a tour of Magat Dam, considered as one of the largest dams in Asia. The dam is said to be a source of irrigation water and as a provider of electric power. The Board enjoyed the picturesque view of the dam.

To foster camaraderie amongst its members, the physicians of the Northeastern Block of the Philippine Medical Association held a Fellowship Night in the evening of March 8, 2014 at the University of La Salette in Santiago City, Isabela. Doctors from Isabela with even some of their families and those coming from other provinces who came a day before the Regional Assembly attended the affair. No less than Dr. Leo O. Olarte, PMA National President and the other PMA National Officers and the Board of Governors were also in attendance. They feasted on a whole *lechong baka* donated by Dr. Enrico Babaran, President of the Cagayan Medical Society and lots of other good food prepared by Mark Ericson Enterprises through Mr. Macario T. Cubos, Jr. There was a lot of drinking and merry making during that night. The guests were entertained by Fat Mama and a special dance number from the Cagayan Medical Society represented by resident physicians from the Cagayan Valley Medical Center.

I would like to take this opportunity to thank Dr. Floren Mallabo, President and Drs. Louella Fatima Ramos-Bascos and Dr. Ramoncito Bayang, Vice-President and Secretary respectively of the Santiago City Medical Society for

*continued on page 6...*

*Northeastern Luzon,  
from page 5...*

assisting me in coordinating all that we needed for the PMA National Officers and the Board of Governors during their stay in Santiago City and for the Board of Governors Meeting and the NEL Regional Assembly. I also thank Mr. Rex Daguro, District Manager of LRI-Therapharma assigned in Isabela for his all-out support for the success of our Regional Assembly. My special thanks goes to the presidents of the different component societies of Northeastern Luzon for their full support and cooperation during my stint as their governor. Mabbalo nicamu ngamin.



**Northwestern Luzon**

Gov. Mila Marie P. Guerrero, M.D.



**THE LIFE OF A GOVERNOR**

*A Bittersweet Experience*

The life of a Governor is a bitter-sweet experience. It is a life of pleasure alloyed with pain and marked with a fusion of happiness and sadness.

The monthly regular board meetings, induction ceremonies, out of town regional assemblies, medicine week, and other PMA activities were opportunities for us to meet and interact with our colleagues and serve our members and the community. In all these programs and activities, we have found fulfillment, happiness and joy.

In contrast, man-made and natural calamities and disasters, BIR and Phil-Health issues and other problems within and outside of PMA were bitter challenges that we had to face but which made us closer to one another and made us better and stronger as an Association.

Not all of us though are given the opportunity to become a Governor. Thus, bittersweet as it maybe, I will always treasure and forever value this one-time experience for it was an opportunity to meet beautiful people whom I will always cherish and who created a great impact in my life.

We may have our shortcomings and inadequacies and we might have performed below your expectations but we tried our best to serve the PMA and it was an honor and privilege serving the Association.

I wish those who will succeed us the best!

Mabuhay ang PMA!



**Central Luzon**

Gov. Maria Cheryl P. Tuazon, M.D.



What a year it was for the Officers and Members of PMA Central Luzon Region 2013-2014!

The CENTRAL LUZON In Action will be ripping the FRUITS of their LABOR of cooperation and unity with the many awards they shall be recognized during the PMA Awarding Ceremonies of the 107<sup>th</sup> PMA Annual Convention on May 23, 2014 to be held at the Vigan Convention Center, Vigan Center, Ilocos Sur.

The recipient of awards by Component Society are the following:

**I. PMA (Icasiano) Award for Most Outstanding Component Medical Society**

Category III SECOND Prize:

PAMPANGA MEDICAL SOCIETY

Category III THIRD Prize:

TARLAC MEDICAL SOCIETY

Category IV, FIRST Prize:

NUEVA ECIJA MEDICAL SOCIETY

Category IV SECOND Prize:

OLONGAPO CITY MEDICAL SOCIETY

**II. PMA Leadership Award (Icasiano)**

Category III SECOND Prize:

MILDRED M. MAÑALAC-MARIANO, MD  
(PMS President)

Category III THIRD Prize:

IMELDA Q. TIGLAO (TMS President)

Category IV, FIRST Prize:

EDGAR A. MENDOZA, MD (NEMS President)

Category IV SECOND Prize:

MARY ANN GUERRA-FACTURA, MD  
(OCMS President)

**III. PMA Award for Most Outstanding Component Society Secretary**

Category III SECOND Prize:

JOCELYN C. FERNANDO, MD (PMS)

Category III THIRD Prize:

CHRISTINA FLOR E. SAHAGUN-TAN, MD  
(TMS)

Category IV FIRST Prize:

FEDERICO S. MARALIT, MD (NEMS)

Category IV SECOND Prize:

EVELYN LOZANO NATIVIDAD, MD  
(OCMS)

**IV. PMA Award for Most Outstanding Component Society Treasurer**

Category III SECOND Prize:

JULIETA P. TOLEDO, MD (PMS)

Category III THIRD Prize:

MELINDA C. DATU, MD (TMS)

Category IV FIRST Prize:

RAUL R. FABRICANTE, MD (NEMS)

Category IV SECOND Prize:

EVELYN LOZANO NATIVIDAD, MD  
(OCMS)

**V. PMA Award for Community Service by a Component Society**

Category II SECOND Prize:

BULACAN MEDICAL SOCIETY

Category III FIRST Prize:

PAMPANGA MEDICAL SOCIETY

Category IV FIRST Prize:

NUEVA ECIJA MEDICAL SOCIETY

**VI. PMA Award for Most Active Component Societies in Nutrition Activities**

Category III:

PAMPANGA MEDICAL SOCIETY

Category IV:

NUEVA ECIJA MEDICAL SOCIETY

*continued on page 7...*

*Central Luzon,  
from page 6....*

# **VII. PMA Award for Most Active Component Societies in Culture and Arts**

*PAMPANGA MEDICAL SOCIETY  
NUEVA ECIJA MEDICAL SOCIETY*

# **VIII. PMA Award for the Most Active Component Society in Child Advocacy**

Category III:

*PAMPANGA MEDICAL SOCIETY*

Category IV:

*NUEVA ECIJA MEDICAL SOCIETY*

Category IV:

*OLONGAPO CITY MEDICAL SOCIETY*

# **IX. PMA Award for Most Outstanding Adopt a Barangay Project of a Component Society**

Category IV:

*NUEVA ECIJA MEDICAL SOCIETY*

# **X. Pujalte Award - PMA Award for Exemplary Humanitarian Service in Times of Calamities**

*PAMPANGA MEDICAL SOCIETY*

# **XI. PMA Certificates of Merit and Testimonial of Merit to the President for their Leadership**

*BULACAN MEDICAL SOCIETY*

# **XII. PMA Award for Most Outstanding Physician**

*ARNOLD ANGELO M. PINEDA, MD  
(PMS)*

*CHRISTINE ANNE CORAZON A.*

*LAMORENA, MD (TMS)*

*ARLENE L. SAMSON, MD (NEMS)*

*TINA MARIE VALERIANO-TRINIDAD,  
MD (OCMS)*

As a token of appreciation, all the Component Society presidents of Central Luzon Region shall be receiving the **PMA Governor's Award 2013-2014** for selflessly dedicating a part of their life for the advancement of their respective Component Medical Society signed by the PMA President Dr. Leo Olarte, Secretary General Dr. Mardave Martinez and the Central Luzon Governor Dr. Maria Cheryl Tuazon.

# **Excerpt messages from some Component Society Presidents:**

The president of the Olongapo City Medical Society Dr. Mary Ann Guerra-Factura says: "It was a year of dedication, hard work and support from the Officers and Members of the Olongapo City Medical Society. We are thankful and honored to be given the awards from the Philippine Medical Association (PMA). Mabuhay ang Manggagamot ng Olongapo City!"

While the president of the Bulacan Medical Society Dr. Jocelyn Esguerra-Gomez quotes, "I wish to express my wholehearted gratitude to the officers and members of the Bulacan Medical Society for their consistent support which the society has always been. I hope that the BMS will continue to be the pillar of service for the Filipino families especially to the Bulakeños. Mabuhay ang Bulacan Medical Society, Mabuhay ang mga Bulakenyong Manggagamot!"

# **And the Central Luzon Governor Message.....**

# **CONGRATULATIONS to the Multi-awarded COMPONENT SOCIETIES of PMA CENTRAL LUZON REGION !!!**

I would like to thank all the Component Society Presidents with their Officers and Members of Angeles City- Dr. Albert Quintos, Bataan- Dr. Angelito Baluyut Jr., Bulacan- Dr. Jocelyn Esguerra-Gomez, Nueva Ecija- Dr. Edgar Mendoza Olongapo City- Dr. Mary Ann Guerra-Factura, Pampanga- Dr. Mildred Mañalac

-Mariano, Tarlac- Dr. Imelda Tiglaog, and Zambales- Dr. Mirian Abadilla for extending utmost support, unselfish commitment and dedication towards achieving the vision and missions of PMA during our term together. You all have proven worthy members of our PMA Family. I am so very proud of all of you.

I also would like to thank the PMA National Officers... President Dr. Atty. Leo Olarte, Vice-President Dr. Irineo Bernardo III, Treasurer Dr. Benny Atienza, Secretary-General Dr. Mardave Martinez with PMA Legal Counsel Atty. Danny Castro... for fatherly inspiring and guiding us in the performance of our duties and responsibilities as governor. Thank you also to all my co-governors for the unforgettable moments of laughter and headaches we shared to brainstorm/ resolved the issues and concerns of the PMA to the best that we can... but of course with Gov. Dr. Jo Santiago, Gov. Dr. Melchor Tuquero, and Gov. Dr. Mila Guerrero, we always prayerfully get through smoothly and calmly in God's graces with us. To my husband Adel, and children Jondel, Vanjo & Cheya ... thank you so much for your love, support, understanding and considerations.

It was truly my great pleasure serving and working as the PMA Central Luzon GOVERNOR 2013-2014.

Thank you, LORD, we bring back the glory of our SUCCESSES unto You.

God bless us all..... Mabuhay ang PMA Central Luzon Region  
**Mabuhay ang Philippine Medical Association !!!**

☪•☪



The PMA CENTRAL LUZON REGION : Central Luzon GOVERNOR (center) - MARIA CHERYL P. TUAZON, MD, and Component Medical Society PRESIDENTS (L-R) Angeles City Medical Society - JOSE ALBERT L. QUINTOS, MD; Zambales Medical Society - MIRIAN F. ABADILLA, MD; Tarlac Medical Society - IMELDA Q. TIGLAO, MD; Olongapo City Medical Society - MARY ANN GUERRA-FACTURA, MD; Pampanga Medical Society - MILDRED M. MAÑALAC-MARIANO, MD; Bulacan Medical Society - JOCELYN ESGUERRA-GOMEZ, MD; Bataan Medical Society - ANGELITO N. BALUYUT Jr., MD; Nueva Ecija Medical Society - EDGAR A. MENDOZA, MD

## Quezon City

Gov. Herminia G. Gozar, M.D.



### PMA-UNILAB Regional Assembly for NCR

The PMA-Unilab successfully held the Regional Assembly for the National Capital Region (NCR) hosted by the Quezon City Medical Society on January 19, 2014 at the Unilab Bayanihan Center with the theme: "PMA: Kabalikatan sa Kalusugan, Kaunlaran at Maayos na Kapaligiran". There was a very good attendance with more than 200 delegates and guests.

1. The NCR is made up of Rizal Region and it's 10 Component societies namely;
  - a. Antipolo Medical Society
  - b. Las Piñas Medical Society
  - c. Malabon-Navotas Medical Society
  - d. Mandaluyong City Medical Society
  - e. Muntinlupa Medical Society
  - f. Parañaque Medical Society
  - g. Pasig City Medical society
  - h. Eastern Rizal Medical Society
  - i. Taguig Medical Society
  - J. Taytay-Angono-Cainta Medical Society

All of which are under the leadership of Dr. Francisco E. San Diego Jr.

2. Makati Medical Society
3. Marikina Valley Medical Society
4. San Juan Medical Society
5. Pasay-Paranaque Medical Society
6. Valenzuela City Medical Society

MANILA Region headed by Gov. Minerva P. Calimag has only 1 component society the Manila Medical Society. Likewise QUEZON CITY Region has also 1 component society, the Quezon City Medical Society - the biggest among all component societies - under Gov. Herminia G. Gozar.

The day started with a mass at 7:00am sponsored by the Manila Medical Society. The Opening Ceremonies began with the processional followed by the Invocation led by Dr. Melchor B. Tuquero, PMA Governor-Central Tagalog

Region. Then we had the entrance of colors by MCU Cadets. We then had the signing of the National Anthem and the PMA Hymn by the Component Society Presidents and the Governors. Dr. Herminia G. Gozar, PMA Governor for Quezon City Region made the Welcome Remarks after which the PMA Governor for the Manila Region acknowledged all the guests and delegates. Mr. Ramoncito O. Sta. Maria, Vice President Professional Relations Management Division (PRMD) made the cordial greetings. Dr. Ramon F. Abarquea, Jr., Chair of the PMA-CME Commission gave us the CME updates. The PMA Vice President Dr. Irineo C. Bernardo III gave the PMA updates. After the National Treasurer Dr. Benito P. Atienza reported about the PMA financial status, Dr. Francisco E. San Diego, Jr., PMA Governor for Rizal Region introduced the PMA president Dr. Leo O. Olarte for his Presidential Message. Before the Processional started we had a picture taking of all component societies by region with the National Officers and the Governors.

We prepared very interesting topics for our CME updates which will surely help us in our practice. The two topics in the morning session were: 1. HIV – Aids lectured by Dr. Rontgene M. Solante 2. PHIC Updates on Case Rates by Dr. Israel Francis A. Pargas, OIC Vice President Corporate Affairs Group of the PhilHealth Insurance Corporation. The two lecturers in the afternoon session were: 1. Updates on the Long Term Management of Allergies Rhinitis in Children by Dr. Madeline Sumpaico, 2. Menopause by Dr. Lyra Ruth C. Chua.

We would like to thank PMA and its National Officers, UNILAB especially Mr. Mario Gaerlan, my fellow governors, the officers and members of the Quezon City Medical Society, the PMA and the QCMS secretariat and everybody who helped in the planning and preparation of this affair and in making this event possible. Maraming-maraming Salamat po for this successful NCR Regional assembly and for the very good attendance and for staying until all the raffle prizes was won. God Bless all of us!



## Southern Tagalog

Gov. Jose P. Santiago Jr., M.D.



### PMA-UNILAB Regional Assembly for Southern Tagalog

Taal Vista Hotel in Tagaytay City was the venue of the PMA-UNILAB Regional Assembly for Southern Tagalog because of its accessibility, venue capacity, venue package inclusions, adequate room accommodation for the guests, reasonably priced good food and good service, the cool climate and the spectacular view of Taal Lake and Taal Volcano.

On January 25, 2014, the evening prior to the Regional Assembly, a fellowship among STAMP members, attended by PMA National Officers took place at the nearby Taaleña Restaurant where a band entertainer took center stage and the camaraderie was evident in the line dancing, games, and singing. It was a fun-filled and enjoyable evening.



On January 26, 2014, the Regional Assembly began with the celebration of the Holy Eucharist followed by the program proper with a well-orchestrated processional of the Southern Tagalog

*continued on page 9.....*

*Southern Tagalog, from page 8...*

Group Photo with Dr. Olarte-PMA President

**Bicol**

Gov. Joselito D.C. Urgel, M.D.

**LET THERE BE LOVE IN PMA**

There was once a story young boy who was scolded by his mom. And so, he ran away and went to a valley. There in the valley- he expressed his anger by shouting bad words... "I hate you" And each time he shouted bad word, the word went back to him as an echo bearing the same bad words. "I hate you". And so this boy went home remorseful and sad and with heavy heart and he told his mother about his experience. The mother, knowing that the boy is hearing an echo, stooped down and whispered, My son why not try shouting i love you. So he went back to the valley and followed exactly his mother's suggestion.. "I Love you" he shouted and the word echoed... I love you, I love you...

Life is a cadence of echo and seems to be guided by karmic forces. What we give is what we get back. Physics remind us that for every action evokes an equal opposite reaction.

I was attending my son's high school graduation when he was called to the stage to receive The Rotary Youth Leadership award (RYLA) medalion. I told my wife, who was seated beside me, that we were the one who initiated that project during my stint as president and seven years later, the medallion that we conceptualized to award student leaders returned back to my son.

So, it echoes back whatever good we give. What you give, is what you receive at the end.

We have enough for PMA, our disagreements, our mud slings and our bickerings. Why not instead of hurling invectives, instead uttering innuendoes

component society presidents, secretaries/treasurers, specialty society presidents, past Southern Tagalog Governors, the current STAMP President Dr. Eduardo Chua and the Governor for Southern Tagalog, Dr. Jose P. Santiago, Jr. and PMA National officers. True to its projected target of 300 attendees, the venue was filled up with more than 300 STAMP members, colleagues from other regions, guests, and friends much to the delight of the PMA, the organizing committee and our ever supportive pharmaceutical partner, United Laboratories. The Regional Assembly for Southern Tagalog was a golden opportunity to grow together as "One Region, One PMA, One Family." The men and women of STAMP did it again this year and this will continue as a tradition or reunion every year.



Holy Mass celebrated by Fr. Allen de Guzman



Dr. Jose P. Santiago Jr., Governor, Southern Tagalog, giving his Welcome Remarks



Lecturers /Speakers



STAMP Family

*continued on page 10...*



*Bicol, from page 9...*

to our brothers in sisters in the profession.. Why not just shout.. "I love you" Like the little boy in valley? And maybe, just maybe, in 20 years, if we continue this virtue of praising our colleague, imagine how wonderful world this might be.

Human as we are we commit blunders and trespass on other peoples dignity. Our words to other person sometimes becomes other's destiny. One author said... Be careful of what you think, for it becomes words, careful with your words for it becomes action, be careful with your action for it becomes habit and be careful with your habit, for it becomes your destiny.

Instead of war, let there be peace, instead of animosities let there be love. Instead of Dishonor let there be honor.

That is why in my own little way to bandage of the situation. I stumble into an idea of recognizing and giving merits and awards among doctors in the countryside and empower them, for them to feel their self worth and pass on the idea of giving distinctions to their brother-doctors. It may be a debatable issue but no one will refuse to receive a plaque of distinction, if given a chance.

PMA Resolution No 188 s 2013-14 approves the awarding of the most outstanding Bicolano physicians (TOBIPS). An awarding which this humble representation initiated some nine years ago. During the actual awarding last April 5, 2014 at the oriental Hotel in Legazpi City, my heart swelled when i saw tear from an angle of the 84 year old awardee. Sometimes we under estimate things like this. But for her it might be the crowning glory of her career and for me, i made a little change in this world- i made one person happy that night.

There's no monopoly in making other person happy. This local awarding can be duplicated in the rest of the country... Most outstanding ilocano, pangasinense, ilongo, zambangueño awards, etc etc.. name it.

Also, PMA leadership Award by virtue of PMA Resolution No 48 s 2013-14

and duly renamed as the PMA Governors award by virtue of PMA Resolution No 192 s 2013-14, allowed PMA through their regional governors to award ALL component medical society presidents. For which the Bicol region presidents were the first recipients. A motherly act of the PMA for their sons and daughter.

As a mother organization our job is to keep appreciating our little ones, tap their shoulders, care for them, assists them stand when they fall. PMA must not be close-fisted and frugal in giving recognitions and awards rather she must be a mother to her children and must be generous in giving recognitions even for the small participation that one shares.

For almost a hundred decades Rotary international continue to dominate among civic organizations around the world even if the fundings comes from rotarians' personal pockets. Why? Because Rotary places a premium on their honor and prestige by multiply recognizing and awarding them for meritorious contributions to the club.

We must re-engineer the PMA. Infuse new and young souls to the PMA. Instead of cycle of rejections let the cycle of appreciation and love begins.

It is silly, but i believe that when we appreciate others, the giver grows even bigger than the receiver. Then we, the giver becomes lighter and when we become lighter, we glide and sometimes fly like angels.

We will pass this world but once, any good thing that we can do, lets don't defer it, For we shall never pass this way again.

### Western Visayas Gov. James E. Woo, M.D.



PMA Western Visayas Region is composed of seven component societies namely: Aklan Medical Society, Antique Medical Society, Canlaon Medical



Society, Capiz Medical Society, Guimaras Medical Society, Iloilo Medical Society, and Negros Occidental Medical Society.

PMA UNILAB General Assembly was held in Western Visayas Region last May 2, 2014. This was hosted by Iloilo Medical Society. The Assembly was held at the Ballroom of Diversion 21 Hotel, Iloilo City. This was attended by 291 physicians.

*continued on page 11...*

*Western Visayas,  
from page 10...*

The opening ceremonies started at 9:30 AM Those who joined the Processionals were eight past governors, five presidents of subspecialty societies, seven presidents and secretaries of the component medical societies, two session speakers, UNILAB senior officer Mr. Eduardo Kanapi, CME Commissioner Dr. Alberto de Leon, PMA officers headed by President Dr. Leo Olarte, Vice President Dr. Irineo Bernardo III, Treasurer Dr. Benito Atienza and Secretary General Dr. Mardave Martinez.

There were four CME session topics. "Climate Change, Extreme Weather Events: The New Normal" was lectured by Professor Jessica Dator-Barcilla. The second topic was about Psychologic First Aid: Post Disaster Intervention and given by Dr. Henrietta Espanola. The third topic was on Zinc and lectured by Dr. Emma Manalac. The last topic was "Decision Making in Allergy" given by Dr. Ma. Stella Paspe. Closing remarks was given by Dr. Steven Bacalian, President of Iloilo Medical Society.

Business Meeting was held during lunch and this was attended by presidents and past governors of the seven component societies. Dr. Leo Olarte presided the meeting and talked about the plans and issues related to national interest.

The 11<sup>th</sup> Board of Governors Meeting was held last April 5, 2014 at Misibis Bay. This coincide with the PMA-UNILA General Assembly hosted by PMA Governor of Bicol Dr. Joselito D. C. Urgel.

The Board Meeting was highlighted by the presentation of PMA 2013-2014 Governors Awards to all incumbent PMA Governors and PMA National officers President Atty. Dr. Leo Olarte, Vice President Dr. Irineo Bernardo III, Treasurer Dr. Benito Atienza and Secretary General Dr. Mardave Martinez. This is in recognition of the officers' untiring support and contribution to the betterment of the PMA. The recognition is the brainchild of Dr. Joselito D. C. Urgel.



PMA WV Gov. Dr. J Woo gave his welcome message in the PMA-Unilab WV General Assembly, March 2, 2014 held at the Ann Margaret Ballroom, Diversion 21 Hotel, Iloilo City

PMA WV Component Society Presidents with PMA President Atty. Leo Olarte, MD and PMA WV Governor Dr. James Woo



**L-R:** Dr. F Palomar, Dr. S Jesena, Dr. R Quiatson, Dr. J Woo, Dr. L Olarte, Dr. S Bacalian, Dr. R Puerta, Dr. E Jabasa, Dr. R. Blancaver



Recipients of PMA 2013-2014 Governors' Award: All incumbent PMA national officers and Board of Governors



L-R: Iloilo Medical Society President Dr. S. Bacalian, PMA WV Governor Dr. J Woo and PMA President Atty. Leo Olarte, MD

PMA WV Past Governors and PMA Board of Officers



**1st Row L-R:** Dr. M Martinez, Dr. B Atienza, Dr. I. Bernardo, Dr. J. Woo, Dr. L. Olarte, Dr. S. Bacalian, Dr. Alberto de Leon, Mr. Ed Kanapi, **2nd Row L-R:** Dr. de los Reyes, Dr. Emmet Custodia, Dr. F. Valenzuela, Dr. Enrique Serna, Dr. M. De Asis, Dr. Carlos Infante, Dr. R. Uy



PMA 2013-2014 Governors' Award: L-R PMA Sec Gen Dr. Mardave Martinez, PMA Gov of Bicol Dr. D.C. Urgel, PMA WV Governor Dr. James E. Woo, PMA President Atty. Dr. Leo Olarte, PMA VP Dr. Irineo Bernardo III

## Central Visayas

**Gov. Victor Alan A. Torrefranca, M.D.**



## UPDATES ON CALAMITY

### Cash Donations

Cebu Jones	5,000
Alma Bernat-Bunado/ Dondon Bunado	10,000

CR Memo PICOM Laguna	5,000
La Union South	10,000
Carmona (Perpetual)	15,000
Surigao Medical Society	3,000
Iligan Medical Society	30,000
Anonymous	10,000
Lipa Medical Society	10,000
Dr. Isagani Jodl delos Santos	5,000
Mr. & Mrs. JP Imperio and Louie Saclot	4,500
Bonifacio Global	5,000
Dr. Jude Cimafranca	10,000
EOLMB	500
Quezon Ave Espana	10,000

*Central Visayas,  
from page 11...*

QC Medical Society	30,000
Cebu Capitol (ENT)	50,000
Ormoc Medical Society	39,870
Derma	25,000
Dr. Benito Atienza of STMS	7,500
MJMP	25,000
Ms. Annebeth Calamba	20,000

**DONATED MEDICINES**

Cathay Drug  
Dr. Jane and Dr. Ronald Ramiro  
SANNOVEX  
BIOMEDIS  
INNOGEN PHARMA  
UNILAB  
UAP  
General. Santos Medical Society  
Philippine Society of Pathologists  
MJMP  
PHAREX  
MEGA LIFE SCIENCES  
Philippine Society of Nephrology  
Philippine Medical Association  
Dr. Rosario Belderol  
BAYER  
PROSEL PHARMA  
HOVID  
XENO  
Dr. Victor Alan Torre Franca  
Dr. Marites & Dr. Angelito Lechago  
CIM Batch '78  
Bohol-PHO  
GLAXOSMITHKLINE  
NATRAPHARM  
Bohol Child Health Care Advocates  
(BCHCA)

**DONATED GOODS AND WATER**

Josephus Torre Franca Jr.  
Dr. Trinidad & Dr. Flavio Cabaron, Jr.  
Dr. Maria Corazon Lim and Family  
Dr. Rosario Belderol  
Dr. Anthony & Dr. Pauline Ramos  
Dr. Astrid & Dr. Mark Anthony San Juan  
SURIGAO Medical Society



**Eastern Visayas**

**Gov. Adelaida A. Asperin, M.D.**



As my term ends as PMA Governor of Eastern Visayas, it is with nostalgia, as I look back on the past month's activities that the PMA got involved with. All these were done to benefit the general membership.

The Regional Assemblies conducted in each area is an awaited event not only for self-improvement in the care of our patients but also an opportunity to learn what is new, and to meet friends and classmates of longtime ago.

On the other hand, during the monthly meetings of PMA Governors, the problems encountered by members individually or by the local component society are discussed deeply so as to get a fair, just and righteous decision beneficial to all members. We may not understand on how our officers, especially those who are in the thick of their practice, are sacrificing in giving up their time, income and comfort of the family

just so to be able to render service and to fulfill the task given to them. Kudos to these unsung heroes!

My last few months of service were spent more in the interest of those affected by Yolanda, in the conduct of medical clinics and in the assessment of the extent of devastation that each PMA member encountered, and the distribution of the checks. Physicians of good standing received P5,000.00 worth of checks given by donors thru the PMA, aside from the materials and supplies that were also distributed.

As planned, P10,000.00 could have been the amount to be shared but due to the large number of the members affected, the amount generated from the donations was just good up to P5,000.00 each.

Lastly, I would like to express my heartfelt thanks to all my Co-Governors and the National Officers, for the support and concern they extended to me as one of the victims. The spontaneity of their assistance, the friendship, the encouragement, made light the burden that Yolanda has done to me and my family. All these will not be forgotten. I and my family are grateful. Thank you.



**Western Mindanao**

**Gov. Ma. Gay M. Gonzales, M.D.**



*Posthumous awarding of Dr. Tiburcio Macías*

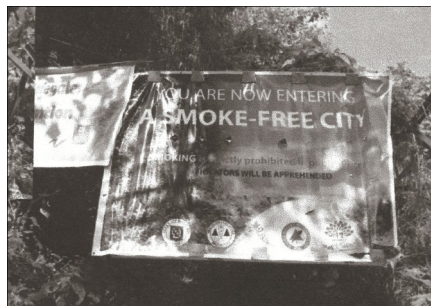
*With Mayor of Dapitan Hon. ROSALINA Jalosjos and Host component President of Dapitan Medical Society Dr. Cita Adaza*

## Highlights from Component Societies

### Baguio-Benguet Medical Society

**Domingo P. Solimen, MD**

President



*City Wide Anti-Smoking Campaign*



*Lay For a on Diabetes with Dr. Domingo Solimen as Lecturer*



### Dipolog City Medical Society

**Serafin G. Uy, MD**

President

March 16, 2014 - PMA Election

March 27, 2014 - RTD (Round Table Discussion) c/o Menarini

April 3, 2014 - RTD (Round Table Discussion) c/o Menarini

April 29, 2014 - RTD (Round Table Discussion) c/o Pfizer

May 1, 2014 - RTD (Round Table Discussion) c/o Wyeth

May 8, 2014 - RTD (Round Table Discussion) c/o Pediatrica

May 20-23, 2014 - 107<sup>th</sup> PMA Annual

### Laguna Medical Society

**Anna Sofia Victoria Tamayo Salazar-Fajardo, MD**

President



### Lipa City Medical Society

**Roy R. Gonzales, MD**

President



### Malabon-Navotas Medical Society

**Filipina B. Tan, MD**

President



### Misamis Occidental Medical Society (Oroquieta)

**Lemuel Uy, MD**

President





### Misamis Oriental Medical Society

**Rico S. Borromeo, MD**

President



### Zamboanga City Medical Society

**John Hernani V. Anacan, MD**

President

March 31, 2014 - Regional CIVAC together with the NGO and government office at Brgy Malubal, RTLim, Zamboanga del Sur, patients- 3000

April 3, 2014- RTD "NEBIVOLOL", speaker- Dr. Wilfrido Barcelona, attendance- 22 doctors

April 4, 2014- HEALTH EDUC at GBPI TV11 by Dr. Jejunee Riveraon STD-HIV

April 5, 2014- CIVAC with IBP, ZAM-BASULTA Chapter, MBLT 3 at Brgy Labuan, patients- 1000

April 15, 2014- Meeting with of the office of the City Environment and Natural Resources at Gov. Ramos, Zamboanga City, attended by Dr. Anacan to identify "heritage trees" in ZC.

April 24, 2014- Operation Circumcision, Brgay Tetuan, Dra Juliet Ruste, April 25, 2014- Operation Circumcision, City health Office, 150 children

April 25, 2014- RTD "New Guidelines on Lipid Modifying Therapy" speaker- Dr. Wilfrido Barcelona, attendance- 41 doctors

April 27, 2014- Medical consultation and circumcision, ABS-CBN with PNP- 3 doctors, beneficiaries- 200

May 1, 2014- Joint meeting of the ZCMS incoming and outgoing officers, Max Restaurant, 9 officers present.

May 3, 2014- Medical consultation and Blood letting at Baptist church in Villa Sta. Maria, 20 patients.

May 3, 2014- Medical consultation and Blood letting at Baptist church in Villa Sta. Maria, 20 patients.

May 5 2014- DOH Strategic Planning with Stakeholders on MERS-COV attended by Dra. Gay Gonzales.

May 7 2014- RTD on "Antiseptics to Antiinfectives" by Dra. Jennifer Co, Alavar Rest, ZC., sponsored by Biofemme, 28 MDs attended.



### Zamboanga del Sur Medical Society

**Barbie Normita T. Lucero, MD**

President



Summer Fun Under the Sun – A ZSMS Family Day at Dynasty Beach Resort, Tukuran, Zamboanga del Sur.



Operation Tuli at Barangay Deborok, Pagadian City on May 3, 2014 with local NGOs, Barangay Officials and the Philippine Army, serving 108 children.





## AFFILIATE SOCIETIES OF THE PMA

PMA has forty-three affiliate societies to-date.

**Affiliate societies in good standing** are: Aerospace Medical Association of the Philippines; Community Pediatrics Society of the Philippines; Fetus as a Patient Institute; Osteoporosis Society of the Philippines; Pain Society of the Philippines; Philippine Academy of Cutaneous Surgery; Philippine College of Pharmaceutical Medicine; Philippine Lipid and Atherosclerosis Society; Philippine Society of Cosmetic Surgery; Philippine Society for the Study of the Aging Male Foundation, Inc.; Philippine Society of Anatomists; Philippine Society of Critical Care Medicine; Philippine Society of Hypertension; Philippine Society of Insurance Medicine; Philippine

Society of Ultrasound and Clinical Medicine; Philippine Society of Veneriologists, Inc.; Philippine Thyroid Association, Inc.; Philippine Association for the Study of Overweight and Obesity.

**Affiliate societies with unpaid dues** are: Philippine Academy of Lactation Consultant, Inc.; Philippine Federation of Private Medical Practitioners; and, Sports Medicine Association of the Philippines, inc.

**Inactive Affiliate Societies** are: Philippine Society for Burn Injuries; Department of Education and Culture Physicians Association; Philippine Leprosy Society; Maternal and Childhealth Association of the Philippines; Philippine Medical Artists Association; Molecular Oncology Society of the Philippines; Philippine Association of Medical Writers; Philippine Association of Military

Surgeons, Inc.; Philippine Society of Neurological Surgeons; Philippine Society of Oncologists; Philippine Society of Sleep Medicine; Philippine Society of Addition Medicine; and, Philippine Association of Academic Biochemists.

**The newly affiliated societies** are: Philippine Academy of Medical Specialists, Inc.; Philippine Academy of Clinical and Cosmetic Dermatology, Philippine Society of Medical Specialists (in Government Service), Inc.; Philippine Academy of Aesthetic and Age Management Medicine, Inc.; Philippine Ambulatory Pediatric Association, Inc.; Philippine Academy of Dermatologic Surgery Foundation, Inc.; Pan Pacific Aesthetic Institute (PPAI) Foundation, Inc.; and Philippine Association of Primary Skin Health Physicians, Inc.

☪•☪



*Summit of PMA Specialty Divisions, Specialty and Affiliate Societies. April 23, 2014. PMA Auditorium*

***“PMA: Kabalik at sa Kalusugan, Kaunlaran at Maayos na Kapaligiran”***

## Child (Bulilit) Health Training Program

### KIDS EMPOWERMENT: An Important Health Tool in the Community

Adopted as one of the Child Advocacy program of PMA in cooperation with

Child Bulilit Health Workers Foundation

(as approved by the PMA Board of Governors in 2010-2011)

By: Benito P. Atienza, MD, FPPS



First Bulilit Health Workers Training program to be reported to PMA taken last August 1996 held in San Jose Batangas.

A number of third world countries in Asia, Africa and South America have had their success stories about community health workers improving the health status of their villages and practice self-reliance in their health concern. With the present state of the economy and health care system, children must be given an early role in health awareness. It is in this footing that a vision was born.

#### Historical Background

The Children's Medical Center Philippines (now Fe del Mundo Medical Center Foundation) started to provide knowledge and skills to children in community setting through community involvement. The children's Medical Center Philippines started its community outreach program in Mexico Pampanga in 1979 and later on San Ildefonso, Bulacan training Mother Health Workers. In 1989, the third community satellite was established in Liliw, Laguna this time, a child-to-child program for children was conceptualized, headed by Dra. Pagaduan and some first year residents of CMCP. Thus, from a mother Health Worker Program was born, training school children who have the enthusiasm to learn about health. Bulilit health Worker training was transferred to Batangas through Dr. Benito P. Atienza in 1996, together with Dr. Glenda Marquino and Dr. Marietta Areta when San

Jose, Batangas had a typhoid outbreak hitting the headlines of the newspaper, including the CNN. Mostly affected were the school of children but with the help from the NGO's and the government, there was no mortality and the outbreak was controlled. A school based project was started in cooperation with the Lipa Medical Society, CMCP and DECS. This program was developed to become a foundation and was officially registered in the Security and Exchange Commission on September 21, 1999. Enthusiasm and encouragement have spread far and wide to more elementary schools.

#### Main Objectives

The objective of this program is to organize a well-represented group of schools children and teachers to be trained and will promote health awareness, cleanliness, environment sanitation and conservation, to provide a cost effective and innovative preventive health programs that will raise the standard health education among the elementary school children and its respective community, and to establish linkages with government and non-government organization together with local community associations.



First Television appearance of Bulilit Health Workers with Ms. Jackie Lou Blanco

#### Specific Objective

For the program to be disseminated and utilized more, this child-to-child program will be incorporated to the existing community projects of the pediatric residency program in the country, and

incorporate this program to the existing medical home initiative project of the Philippine Pediatric Society and Community Pediatrics Society of the Philippines. In 2010 the Philippine Medical Association adopted the project as one of its Child Advocacy with a budget of P50,000 a year.

#### Target Population

A class of selected (top eight of the class) and/or volunteer within the 4<sup>th</sup> to 5<sup>th</sup> grade levels in selected public or private schools are included in the program. Every start of a new school year, another batch of grade 4 students will be recruited.

#### Modes of Teaching and Evaluation

A meeting lasting for a maximum of three hours, once a week on a Saturday covering two or more topics are discussed to the students.

The following topics are discussed with each topic with corresponding songs which center on the signs and symptoms of the disease. Pangkapaligiran Kalusugan, Wastong Nutrisyon, Bakuna, Kalusugan ng Ngipin, Ubo at Sipon, Lagnat, Sakit ng Tiyan, Pagsususkus, Pagtatae, bulate, Tuberculosis, Hika, Pulmonya, Dengue, Sakit sa Tenga, Sakit sa Ihi, Sugat at Pigsang, Paso, Kagat ng Aso, Pagkalason, Pagkuha ng Timbang, Sukat at Temperatura, Pangangati, Kombulsyon.

The pediatrician preceptor evaluates the participants using pre and post-test, role playing, song writing, dancing, practical tests, on-the-spot poster making, slogan contest, cheering, Bulilit Health Patrol reporter, bulilit camping. Anytime within 3 months prior to graduation of present school year, each grade 6 student should teach (at least twice) fellow bulilit health workers. The pediatrician preceptors evaluate them and will appropriately supplement any point missed by the bulilit.

*continued on page 17...*

*Child Bulilit, from page 16...*

### Existing and On-going Bulilit Health Workers Training Program.

This program has reached far and wide with more than 14,000 students 15 schools in San Jose, Batangas, five private schools in Batangas City, 1 public from Cavite, two private and 2 public schools from Laguna, 1 public from (Las Pinas City and Paranaque), 2 from SPED schools in Gen. Santos City in Mindanao. 2 public schools from Tanauan City, 2 public school in Lemery, 5 schools in Bicol and 15 schools in Palawan, 2 private and public school in Mindoro Occidental, 5 school in Mindoro Oriental, 1 public school in Lipa City, 3 public school in Nueva Ecija, 4 public schools in Pampanga, 1 public school in NagaCity, 1 public school in CARAGA area, and 1 public school in Bukidnon.

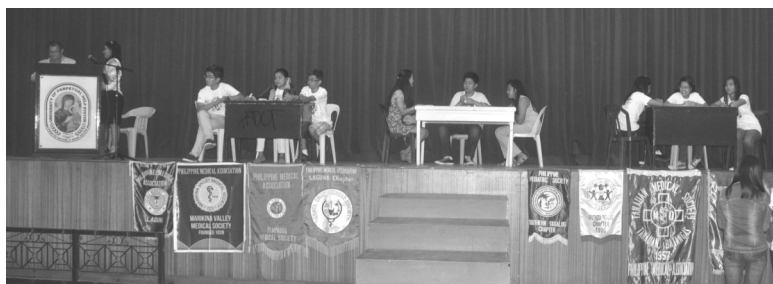
### Field and Outside Activities

In order to expose the children to other health activities and to keep the children's views broader and wider in scope and extent, the "Bulilits" are taken on a Saturday or Sunday or holiday to visit and tour any of the following: Museong Pambata, a day care center, a health center, small district hospital, exhibits at the National Heritage Center in DOST and NAST, a visit to DepED, UP Diliman, Intramuros, radio stations or television networks.

Knowing the enthusiasm and zeal with which children embrace new pursuit and responsibilities, the Child BHW Foundation have targeted the right segment of the society to future their goals in health promotion and hopefully instill a sense of pride and nationalism.



### Teen Health Workers Quiz Bee



Zamboanga del Sur Medical Society

Mindoro Occidental Medical Society

Pampanga Medical Society

## 3rd Fe. Del Mundo Annual Bulilit and TEEN Health Workers Congress in Celebration of the 56th National Medicine Week and the 17th Year Anniversary of Child (Bulilit) Health Workers Foundation Inc.

September 28, 2013 - University of Perpetual Help Binan Laguna

### Bulilit Health Workers Quiz Bee/Cheer Dance Competition



Quezon Medical Society



Cavite Medical Society



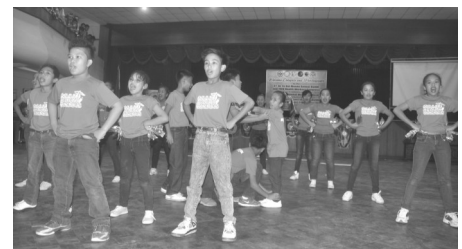
Tanauan Medical Society



Nueva Ecija Medical Society



Pampanga Medical Society



Laguna Medical Society



Organizing Committee



Marikina-Valley Medical Society



Taal-Lemery Medical Society



## Unlad Karunungan

Ramon F. Abarquez, Jr. MD, EFACC, FAsCC, FPCP, FPCC, CSPSH  
 Professor Emeritus, College of Medicine, University of the Philippines, Manila  
 Academician, National Academy of Science and Technology  
 Member, PRC-BOM Continuing Professional Development Council  
 Chair, PMA CME Commission

### ENIGMA OF 'VERTICAL – HORIZONTAL' ORGANIZATIONS

PMA has 'horizontal structured' 118 component and 40 affiliate societies compared to 'vertical structured' 8 specialty divisions with 52 component subspecialties. 'Horizontal' organizations predominantly involve memberships with heterogeneous 'generic' clinical orientations usually classified as 'generalist' or 'family practitioners' with medical, surgical, obstetrical-gynecological, etc practices. These "masa Filipino" doctors represent the bulk of the inequity doctor-patient ratio, localized in non-urban areas and are "heroic" examples of caring with compassion, despite the deprived or economically wanting or depressed state of their patients, the PH macro-population.

On the other hand, 'vertical' organizations involve memberships with homogeneous clinical orientations wherein component subspecialties have related in-depth 'parochial' special skills and training. There is a likelihood that algorithm pathways or 'risk' criteria are more adhered to by 'vertical' oriented trained clinicians, thereby limiting practice to the utilization of more 'sophisticated diagnostic or management modalities, for a micro-population with viable means.

The question is which group prioritizes and tackles the national concerns of lingering or uncontrolled morbidity-mortality issues? Should the PMA integrate different specific micro-population vision, missions and goals into a national focus output based performance measures beyond the usual input-based measures that are usually process directed regardless of endpoint results?

Rather than procrastinate or depend on anecdotal perceptions and experiences, a Cochrane systematic review of strategies utilized by various

organization worldwide is summarized and proposed to be adopted, thereby not 're-inventing the wheel'. Review included 21 papers, 6 from Australia, 5 from Canada, 5 from the UK, 4 from the United States, one from New Zealand and one from Sweden. There were 11 case studies, one cross-sectional study, 6 reviews (including one perspective and one viewpoint) and 3 systematic reviews. (Nicholson, et al, *BMC Health Services Research* 2013, 13:528)

**Integrated Governance:** Health services fragmentation has led to a complex, too often impersonal health system rather than a "sustainable, safe, fair, and agile enough to respond to changing health needs". Organizations must work together to achieve "coordinated and integrated" primary/secondary healthcare services. (PMA is the Approved Professional Organization from the Health sector with PMA CME chair as a CPD Council member under the PRC Board of Medicine. PMA CME Commission is committed to integrate CME updates, starting in Vigan.)

**Joint Planning:** Setting goals, strategies and major decisions are jointly determined and agreed by organizations across sectors based on available hospital and primary care data in order to "promote flexible local health service delivery." Formal agreements, beyond occasional informal partnership, with joint board members from primary and secondary care's respective boards, can lead into a "serious commitment to integrated health care and manage deliverables, risk and processes, thereby, facilitating "greater appreciation of shared vision and values". Thus, building and collaborative decision making can develop. (PMA through its Specialty and CME Commissions, Board of Governors, Executive Board in collaboration with DOH, APMC, and Hospital Associations

should spearhead this collaborative goal. More importantly, adopt an organization, in order to maximize quality of life periodic incidence in the most productive sector (government or NGOs). PMA, PICOM and DOH should be the major players. Probably, this 'adopt' strategy can be an alternative option to the maldistribution of vertical-horizontal memberships, with assurances of tracking output-based goals.)

#### **Integrated Communication Technology:**

E-connectivity was the most significant shared electronic health record supporting integrated service development as an essential infrastructure for care coordination and communication, as a move to 'one patient, one chart' (DOST, print and broadcast media should also be stakeholders. PMA has already started on this project.)

**Change Management:** Change management strategy, is the foundation for an integration work, though time dependent, requires committed resources to support implementation of a strong committed executive and clinical leadership. At times, "key individuals instrumental in providing support to integration initiatives have to step outside traditionally established boundaries". (DOH as the custodian of 'national health and welfare' and PMA, for the private sector as well, can provide the leadership.)

**Shared Clinical Priority:** Health system leaders or multi-disciplinary clinical panels across primary/secondary care agreeing to clinical priority areas can quickly use data on service delivery with key value added processes. Added multi-disciplinary groups/clinical networks (primary, community, social and secondary care) can support a team based approach to improve care planning and coordination patient pathways.

*continued on page 19 ...*

*Unlad Karunungan,  
from page 18...*

(DOH, PRC and PMA should share priorities. PRC-BOM-CPD Council-PMA CME Commission has schedule workshops to address priorities.)

**Incentives Aligned:** Aligned incentives support the clinical integration strategy. (Business sectors may be involved in an ethical way, for discussion.)

**Population Focused Care:** "Integrated care requires a change in focus, from health services delivered by separate units to care that can be provided across organizations for a population." EBM reflects micro-population wherein outcomes are extrapolated to reflect as a macro-population output. Enrolled/registered populations with primary care practices across a region can give a "complete and confidential record of present health status of individuals" in the real world of EBM. However, a geographical population health focus, an adopted local organization health status incidence, is "considered essential to achieve a fully integrated health system, maximizing patient accessibility and minimizing duplication of services." (Medical societies should adopt in their locale an organization for periodic man-day gained for maximized quality of life performance measure, that can be jointly appreciated by labor and management.)

**Measurement:** By "systematically examining data at different levels and mapping clinical processes to identify gaps, causes of variation and to test improvement" can impact on new care models and gleans lessons for subsequent innovation. Using intervention output based medicine (OBM) data "creates a learning tool to drive change and support quality with an emphasis on health system performance and accountability"

PRC directed PMA CME Commission will collect data In order to see the OBM 'real world issues' beyond our parochial cells: what is the percentage -

- 'Vision-Mission' attained?
- 'Morbidity-Mortality' reduction?
- Strategy Focus extent beyond borders?
- National Impact of the Vision-Mission?

**Professional Growth:** Professional development to support joint working aligned cultures, addresses quality improvement tools, healthcare policy and systems, and leadership in inter-organizational and inter-sectoral multidisciplinary professional development that clearly identify roles and responsibilities.

The PMA CME Commission invites the Board of Governors and Specialty Commission to request their respective component societies to provide 'Professional Growth' updates regarding:

- Academic Titles / Appointments
- Researches Published / Presented / Cited
- Advocacies tracking Impact / Implemented Goals
- Grants / Awards / Honors
- Administrative Positions / Consultancies
- Innovations / Discoveries

**Community/patient Engagement:** Integrated health systems should be easy for patients to navigate, being representative of the communities served, in order to encourage them to participate to input on patient/caretaker experience and satisfaction. (The PCP HERO project, for example, participating schools can compete annually for a PCP trophy and scholarship grants for the highest mean 6-minute walk distance functional capacity performance in relation to 'no smoking' incidence or highest quality of life

rating. All PMA organizations, as a civil duty, should offer incentives for community-patient engagements.)

**Innovation:** Ensure adequate resources to support innovative services and patient's access self-care support and education programs, "developing and refining an infrastructure that can adapt to new evidence, efficiently and rapidly translate that evidence into care delivery". (Any stakeholders' support should be encouraged.)

**Key enablers and barriers:** If integration is to be meaningful and sustained, the key factors are: "leadership, a vision that remains center stage focusing on patient safety, quality care and commitment to partnership."

**Summary:** Ten focus enabler items described in this review builds on identifying, some of the elements, but, not all that "focus for setting up integration initiatives which need to be flexible to be adapted to local conditions and settings". Pivotal to managing performance and quality across the continuum – "looking forward, what the system needs now is political will, leadership at macro, meso and micro level, and willingness to invest and share risk in determining new models' fit for the future".

Quo Vadis PMA? Or, is the enigmatic implication of 'vertical – horizontal' structured organization orientations, fact or fallacy in the 'real world'?)

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## PMA: Kabalikat sa Kalusugan, Kaunlaran at Maayos na Kapaligiran



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