

The Global Brand of Philippine Medical Services

(Developing and Promoting Filipino Health Human
Resources and Services)

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The Philippine Health Situation: Strengths

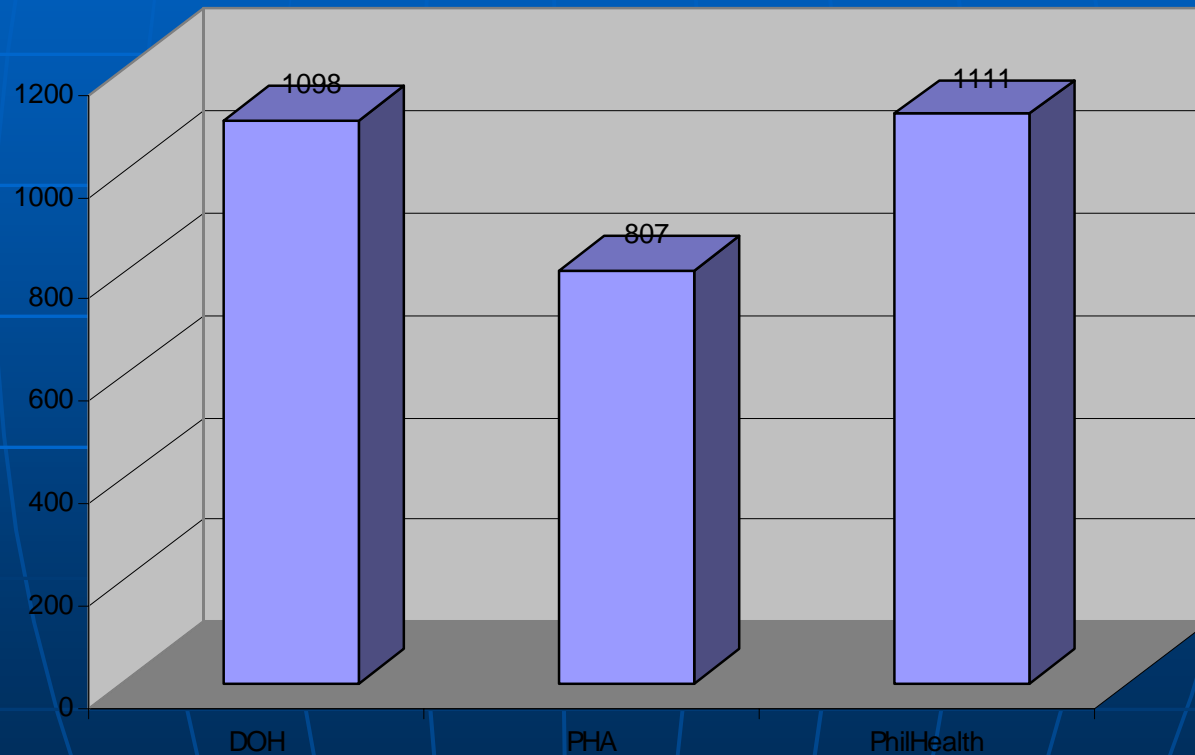
- Wealth of competent compassionate health professionals in health services, health sciences education and health research
- Abundance of effective Filipino traditional medicine technologies starting to be integrated into mainstream medicine
- A network of public and private hospitals, health facilities and health sciences universities available nationwide
- Blessed with natural and ecological wonders conducive to healing and restoration of health and well-being
- Spa medicine and spa health and wellness on the road to full development

The Philippine Health Situation: Weaknesses

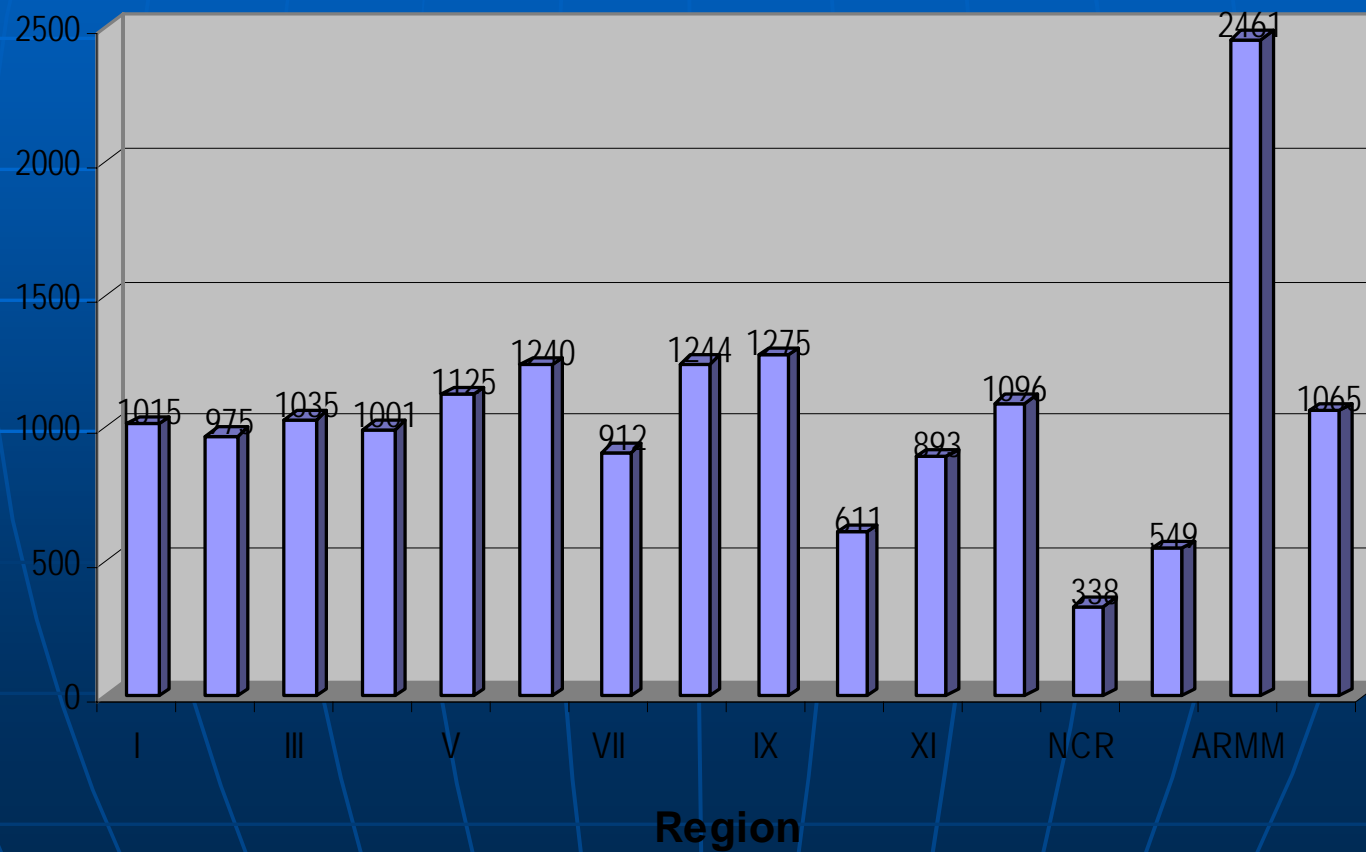
- “Push” factors of out migration moving great numbers of health professionals to northern countries
- Quality of nursing education on the decline due to proliferation, and weak regulation (370 schools of which 200 opened in the last 2 years)
- Rapid population growth creating environmental stresses and ecological imbalances (2.3% population growth rate)
- Chronic under investments in health by both public and private sectors, 2.7%GDP [2003]
- Need for more hospital beds and health facilities: 152,970 beds or 510 300-bed hospitals

Philippines: Hospital Beds to Population Ratio 2005 (PHA, DOH, PhilHealth)

Person-Hospital Bed Ratio



Population-Bed Ratio per Region (PHA Data 2005)



The Philippine Health Situation: Weaknesses

- Road congestion, poor transport infrastructure to access health care facilities
- Weak research capacities to unravel the scientific basis of Filipino traditional medicine

The Philippine Health Situation: Opportunities

- External, overseas development aid and commitment
- Millennium Development Goals 2015
- Global partnerships – public, civil society, private sectors
- ASEAN Networks in Medicine and Health
- WHO:
 - Global Year of Health Human Resource
 - Commissions looking into social, economic, political health determinants

The Philippine Health Situation: Threats

- Irresistible “Pull” factors of Northern Countries massively attracting our health human resources
- Competitiveness of neighboring countries in medical and health services
- Global force of market economies if not managed for equity can lead to escalation of poverty

Benchmarks for Philippine Medical Services Development

- International Medical Zones and Medical Tourism
- Global Package of Medical and Health Services Attuned to Special Needs of Specific Population Groups
- World Class Medical and Health Sciences Education

Benchmark #1: International Medical Zones and Medical Tourism

- A haven for holistic medicine and health and well-being
- Seamless integration of primary to tertiary medical services; Filipino traditional healing; health rehabilitation, spa medicine, eco-tourism and retirement villages
- Future sites: Bohol Island; Banaue-Sagada; Camiguin Island; Lipa-Tagaytay

Benchmark #2: Global Packages of Medical Services

- A comprehensive integrated package of medical and health services (promotive, preventive, curative and rehabilitative) tailor-fit to special population groups e.g. older persons, differently abled, women in middle adulthood
- A choice of Philippine-based or readily transportable compassionate competent health professionals with ethnolinguistic and cultural competencies adaptive to requesting

Benchmark #3: World Class Medical and Health Sciences Education

- Philippine Universities in partnership tie-up with foreign universities or foreign local governments for education and training of foreign doctors and nurses
- St. Luke's Hospital and Medical School already training Indonesian doctors for specialization; St. Paul College of Nursing in tie up with a China local government to train Chinese nursing students

Challenges

- Enabling policy environment
- Out-of-the-box thinking for the medical sector and government policy makers
- Strong cooperative linkages of private sector, national and local government and communities