



PHILIPPINE HOSPITAL ASSOCIATION

Strategic Collaboration in the Philippine Healthcare Sector: Opportunities for Taiwanese Companies

DR. JOSE P. SANTIAGO, JR.
President





DR. JOSE P. SANTIAGO, JR.

- President (2024 to Present),
Philippine Hospital Association
~2,000 hospital members
- Past President (2018 to 2020),
Philippine Medical Association
~60,000 physician members
- Board of Governors,
Asian Hospital Federation



Overview of the Philippine Hospital Association (PHA)

- The Philippine Hospital Association stands as a beacon of support for nearly 2,000 hospital-members across our archipelago.
- Our mission transcends borders, aiming to champion accessible and equitable healthcare for all Filipinos.
- The PHA is both nationally and internationally recognized, tracing its roots back to its founding on September 15, 1949.



VISION

World class hospitals
through dynamic and
responsive PHA



MISSION

LEAD

ENABLE

ASSIST

PROTECT

Towards Quality Service



Why Collaborate with Philippine Hospital Association (PHA)?

- **LEADING ORGANIZATION:** PHA represents over 1,900 member hospitals across the Philippines, including public, private, and specialized facilities.
- **COMMITMENT TO QUALITY:** Focuses on advancing healthcare standards, promoting hospital management innovation, and improving patient care across the sector.
- **INDUSTRY CONNECTIONS:** PHA's established links with both the public and private sectors make it a valuable partner for Taiwanese companies looking to enter the market.



Healthcare in the Philippines

- 120 million Filipinos; risk of financial hardships when seeking healthcare services
- Geographical Disparities: Urban > rural areas in healthcare provision and specialists' availability. Most of the 7,107 islands are in Geographically Isolated and Disadvantages Areas (GIDA)
- Socioeconomic disparities: Lower income and marginalized communities need to finance healthcare out-of-pocket



Healthcare in the Philippines

Estimated healthcare professionals:

- ~95,000 RN
- ~44,100 MW
- ~60,000 MD, including inactive and non-practicing
- ~40,000 other health professionals (Medtech, pharmacists, physical therapists, etc)

Reference:

<https://www.statista.com/statistics/1281314/philippines-number-of-health-care-workers-by-profession/>



Healthcare in the Philippines

PHILIPPINE HOSPITAL ASSOCIATION MEMBERSHIP DATA FOR 2024

CATEGORY		INFRIMARY	LEVEL 1	LEVEL 2	LEVEL 3	AFFILIATE	BED CAPACITY	TOTAL
Private	Luzon	134	284	229	40	7	37,063	694
	Visayas	29	37	43	16	0	9,837	125
	Mindanao	114	143	64	5	1	14,777	327
	TOTAL	277	464	336	61	8	61,677	1,146
Government	Luzon	152	196	33	46	1	39,549	428
	Visayas	94	63	14	7	0	10,407	178
	Mindanao	95	74	18	7	0	12,452	194
	TOTAL	341	333	65	60	1	62,408	800
GRAND TOTAL		618	797	401	121	9	124,085	1,946

Private - 1,146

Government - 800

Total Members - 1,946

CURRENT CHALLENGES/ OPPORTUNITIES

- Limited access to healthcare services
- Shortage of healthcare professionals
- Inadequate infrastructure and equipment
- High cost of medical care



Why Choose the Philippines?

- **EXPANDING HEALTHCARE MARKET:** Projected growth in healthcare infrastructure, digital health, and advanced medical services driven by rising demand.
- **GOVERNMENT SUPPORT:** Policies like the Universal Healthcare Act aim to enhance access to quality care and support infrastructure improvements.
- **HIGH DEMAND FOR INNOVATION:** The rising need for advanced technology, medical supplies, and healthcare expertise creates openings for foreign firms to contribute valuable solutions.



Key Sectors

- 1. MEDICAL EQUIPMENT AND TECHNOLOGY:** Supply cutting-edge diagnostic tools, imaging systems, and minimally invasive surgical equipment.
- 2. HEALTHCARE IT AND DIGITAL SOLUTIONS:** Provide patient management systems, telemedicine platforms, electronic health records (EHR), and cybersecurity services.
- 3. PHARMACEUTICALS AND MEDICAL SUPPLIES:** Fulfill demand for medicines, vaccines, and essential healthcare supplies to strengthen public health capabilities.
- 4. HEALTHCARE FACILITY DEVELOPMENT:** Assist with the planning, design, construction, and efficient management of healthcare facilities.



Models of Collaboration

- 1. JOINT VENTURES AND INVESTMENTS:** Co-invest with local healthcare providers to enhance hospital infrastructure and integrate modern technologies.
- 2. DISTRIBUTION PARTNERSHIPS:** Establish strategic alliances for distributing Taiwanese medical devices, pharmaceuticals, or other healthcare products.
- 3. TRAINING AND CAPACITY-BUILDING PROGRAMS:** Develop skill-building initiatives for Philippine healthcare professionals in advanced medical technology and protocols.
- 4. RESEARCH AND DEVELOPMENT (R&D) COLLABORATIONS:** Partner on R&D tailored to the Philippine healthcare sector's unique needs, addressing local challenges with customized solutions.



HISTORICAL DATA

**On Cooperations between Taiwan and
the Philippines in the Field of Healthcare**



Joint Research Projects

1. Manila Economic and Cultural Office – Taipei Economic Cultural Office (MECO-TECO)
2. Department of Science and Technology (DOST), Philippines and National Science and Technology Council (NSTC), Taiwan

Call for Proposals: 2023 Manila Economic and Cultural Office-Taipei Economic Cultural Office (MECO-TECO) Joint Research Project Call for Proposals – RESEARCH GRANTS ADMINISTRATION OFFICE



Medical Education Collaborations

1. 2024 Taiwan-Philippines Medical University Leaders' Forum in Taipei and Kaohsiung, Taiwan
2. Taiwan Education Center in the Philippines

Horizons Unveiled: Pioneering Partnership and Collaboration Summit for Philippines-Taiwan Medical Universities - Saint Louis University, Philippines



Public Health Initiatives

1. New Southbound Policy, flagship project to promote medical and public health cooperation and industrial supply chain links
2. Initial hospitals and assigned to Philippines is the Hualien Tzu Chi Hospital
3. National Kidney and Transplant Institute (NKTi) – extracorporeal membrane oxygenation training workshop at NTUH

New Southbound Policy: Partnerships build health connections - Taipei Times



Technology Transfer

1. Health, Agriculture, and Talent (HAT) project, lab-to-lab talent training exchange program
2. Smart Hospitals Initiative – Biotechnology and Medicine Industry* as part of the New Southbound Policy
3. Healthcare+ Expo

New Southbound Policy: Partnerships build health connections - Taipei Times



OPPORTUNITIES

Moving Forward.....



Initiating Collaboration with PHA

1. INITIAL CONSULTATION: Schedule a consultation with PHA to discuss objectives, strategic goals, and potential partnership pathways.

2. MARKET AND FEASIBILITY ASSESSMENT: Conduct a needs assessment and feasibility study to understand market gaps and evaluate solution compatibility.



Initiating Collaboration with PHA

3. NETWORKING AND RELATIONSHIP-BUILDING: attend PHA events for initial introductions and to foster relationships with key stakeholders

4. PILOT PROGRAMS AND SCALE-UP: Begin with pilot initiatives in selected hospitals to showcase solutions, gathering local success stories before scaling



PHA EVENTS

Immediate Engagement Opportunities

- 1. PHA ANNUAL CONVENTION:** The flagship event offering networking with leading healthcare stakeholders and exhibiting opportunities for Taiwanese companies.
- 2. HEALTHCARE TECHNOLOGY FORUM:** Focused on the latest healthcare innovations, ideal for Taiwanese companies specializing in med-tech and digital solutions.
- 3. ROUNDTABLE SESSIONS AND WORKSHOPS:** Intimate sessions that facilitate in-depth discussions on collaboration models, trends, and regulatory insights.





**PHILIPPINE
HOSPITAL
ASSOCIATION**



DR. JOSE P. SANTIAGO, JR.
President



For interested partners, you may scan to visit our website
<https://philippinehospitalassociation.org/>