

PHC Strategic Planning Review

Bigger and better Philippine Heart Center can be expected for 2019 as its top and middle management took time to go over the roadmap for the hospital with the **Strategy Review Session** held on January 25-26, 2019 at Dr. Aventura Hall.



“Innovate. Innovate. Innovate. Always think of what can be done to improve the current system to achieve our goals and to be more efficient.”

- Joel M. Abanilla, MD
Executive Director

The Institute for Solidarity in Asia (ISA) facilitated the two-day Strategic Review programmed to update the organization’s position, strategy map, core and support processes along with its expected key result area (KRAs) covering 2019-2022. Heading the Strategy Review Session is Mr. Christian Zaens, ISA Executive Director.



During the breakout session, the PHC officers were divided into groups and worked on the deliverables on the revised Core Processes – patient care, education & training, research and advocacy and Support Process involving the organizational culture, infrastructure, information technology, procurement and finance. After which, the initial output of each groups were presented to the Execom and Office of Strategy Management.



Strategy Review breakout session



- Vetting of outputs with the Execom and OSM

The productive meeting of minds enabled setting of measures and targets which will surely bring significant impact to the organization's performance and reflect its strategic initiatives, priority projects, and annual targets. The Strategy Review has successfully set the PHC's strategic position for the succeeding years. PHC is truly committed to service excellence as it employs ways to go beyond better when it comes to the delivery of cardiovascular care for the Filipinos.