



THE PHILIPPINES **MAKE IT HAPPEN**

THE PHILIPPINES HIMSS INDUSTRY

PHILIPPINES HEALTHCARE IT-BPM SERVICES US ROADSHOW

March 3, and 7, 2025
Las Vegas, NV

HIMSS GLOBAL HEALTH CONFERENCE & EXHIBITION

March 3 to 6, 2025
The Venetian Convention & Expo Center
Las Vegas, NV

Booth No. 3573

HEALTHCARE PHILIPPINES: We Care... Like No Other

The Healthcare Information Management Services (HIMS) sector in the Philippines is a beacon of growth and innovation. In just a decade, it has expanded to over 400 diverse companies, becoming a global hub for healthcare BPO services. This rapid growth is a testament to the Philippines' ability to meet the rising demand for integrated healthcare services.

At the heart of this sector are core competencies that set the Philippines apart: Revenue Cycle Management, Pharmaceutical & Life Sciences, Healthcare IT, and Clinical Support Services. These areas showcase the depth of services offered,

from managing complex healthcare processes to pioneering in advanced fields like Data Analytics, AI, and Robotic Process Automation.

Philippine HIMS-BPO companies are not just service providers but partners in healthcare innovation. They excel in delivering high-quality, comprehensive services, ensuring seamless technology integration with skilled human resources. This commitment positions the Philippines as a leader in healthcare BPO, ready to meet the challenges of a rapidly evolving global healthcare landscape.



Revenue Cycle Management

Customizing Revenue Cycle Operations

- Medical Transcription
- ASRT Editing
- Eligibility & Enrollment
- Medical Coding
- Medical Billing
- Claims
- Processing/Management
- Risk Adjustment
- Billing & Reconciliation
- Workers Compensation
- Medical Records Review
- Membership & Benefits Management
- Case/Disease Management
- Care Management & Coordination



Pharmaceutical & Life Sciences

Reliable Clinical Trials & Drug Safety Monitoring Services

- **Pharmacy Benefit Management**
- Benefit Design Management
- Retail Pharmacy Network
- Benefit Claims Testing
- Clinical Management
- **Clinical Research/Life Sciences**
- Pharmacovigilance
- Regulatory Services
- Quality & Compliance
- Data Analytics for Pharma
- Case Management Clinical
- Trial Monitoring Data Management



Healthcare IT

Converging Healthcare With Innovative IT Solutions

- **Digital Healthcare Solutions**
- Mobile and Cloud Solutions
- Data Science and Analytics
- AI & Machine Learning for Healthcare
- Robotic Process Automation
- Blockchain for Healthcare
- **Data security Health IT/ Platforms**
- Mobile Health
- Telemedicine
- EHR/EMR
- **Legacy IT Services**
- Application Development and Re-Architecture
- Application Maintenance and Support Independent Software Testing



Clinical Support Services

Enabling Customer-Centric & RPA Powered Clinical Support Services

- **Voice**
- Clinical Triage
- Patient Reminders
- Eligibility Verification
- Claim Status Inquiry
- Appointment & Follow-Ups
- Claims Reprocessing
- Medical Surveys
- Provider's Visual Assistance
- **Non-Voice**
- Accounts Receivable
- Processing
- Patient Enrollment Data
- Entry/Processing
- **Documentation**
- Chart Abstraction
- Case Management
- Clinical Back Office Support

GROWTH AND POTENTIAL

ACCELERATED INDUSTRY GROWTH

The Philippine healthcare services industry is rapidly expanding, with current employment of 190,000 FTEs and a 15% share in global GICs. The industry's revenue reached 4.2 billion US dollars in 2024, demonstrating a robust 9% CAGR between 2022-2028. This growth rate signifies the sector's dynamic development and significant potential for expansion.

SURPASSING ROADMAP GOALS

Remarkably, the industry is on track to surpass the ambitious targets set in the IT-BPM 2028 roadmap. Launched in 2022, the roadmap's goals of 6.7 billion USD in revenue and 285,000 FTEs in the healthcare sector by 2028 are well within reach. The current progress, just a year into the roadmap, underscores the sector's accelerated growth capability and substantial contribution to the global healthcare services market.

FUTURE OUTLOOK

With three more years until 2028, the Philippine healthcare services industry is poised to meet and exceed its roadmap goals. This trajectory suggests a promising future, with the potential to redefine success benchmarks in the global market. The industry's commitment to innovation, quality service, and workforce development positions the Philippines as a key player in global healthcare services.



190K

FTEs employed in the healthcare sector (2024E)



15%

headcount share in global GICs



US\$ 4.2 B

in revenue by the healthcare sector (2024E)



9%

CAGR expected between 2022-2028

CORE COMPETENCIES OF PHILIPPINES HIMS BPO

The Philippine HIMS sector's remarkable growth is not just about numbers; it's about the innovative solutions and global impact it brings to the healthcare industry. Philippine HIMS-BPO companies are at the forefront of integrating cutting-edge technologies with healthcare services, offering advanced and patient-centric solutions. This unique blend of innovation and care makes the Philippine HIMS sector stand out globally.

As the industry continues to evolve, it is increasingly recognized for its ability to provide comprehensive and customized healthcare solutions. From advanced data analytics to patient care management, Philippine HIMS companies are redefining the standards of healthcare BPO services. Their ability to adapt to the changing needs of the global market while maintaining high-quality service is a key factor in their success.



The **Healthcare Information Management Association of the Philippines, Inc. (HIMAP)** is a cornerstone in healthcare information management services (HIMS), uniting a spectrum of companies to champion the Philippines as a leading destination for healthcare IT-BPM outsourcing. Recognized by the Philippine government and the IT-BPM industry, HIMAP is instrumental in promoting growth and advocating for best practices in people, processes, and technology.

HIMAP's mission is to elevate the Philippine HIMS sector globally, showcasing the country's prowess in healthcare data management. This initiative has solidified the Philippines' position in the IT-BPM industry, driving sectorial growth and establishing the nation as a key player in the international healthcare information management landscape.

Through strategic marketing and development programs, HIMAP ensures that the Philippines remains a competitive, innovative, and preferred outsourcing hub for HIMS, contributing significantly to the sector's dynamic expansion and the country's economic growth.

REPRESENTATIVES:

John Dave Dueñas
Executive Director and Trustee

jd@himap.ph ✉

Florence Ann de Castro
Deputy Executive Director

fdcastro@himap.ph ✉

Catherine Olasca
Project Officer

cathyolasca@himap.ph ✉

BPAP Office, 5th Floor C2 🏠
Building, Bonifacio High
Street Central, 30th St. cor.
7th Avenue, BGC, Taguig
City, 1634 Metro Manila,
Philippines

+632 8817 2727 local 812 ☎

info@himap.ph ✉

<https://himap.ph> 🌐

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REPRESENTATIVES:

Bianca Pearl R. Sykimte
Director

✉ BiancaPearlSykimte@dti.gov.ph

Maria Teresa S. Loring
Chief Trade Industry Specialist

✉ mariateresaloring@dti.gov.ph

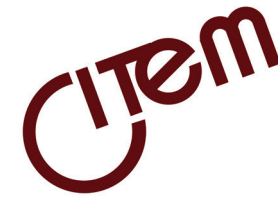
Katrine Azuelo
Representative Trade industry
Specialist

✉ katrinejoyazuelo@dti.gov.ph

🏠 15th Floor, Filinvest Bldg.,
387 Sen. Gil J. Puyat Ave., 1200
Makati City, Philippines

☎ +632 8465 3300

🌐 tradelinephilippines.dti.gov.ph



The **Department of Trade and Industry - Export Marketing Bureau (DTI-EMB)** is a Philippine government agency responsible for overseeing the development, promotion, and monitoring of the country's export industry. The Bureau functions as a crucial link between Philippine businesses and international markets, with the objective of enhancing the global competitiveness of Philippine goods and services.

The DTI-EMB facilitates business partnerships between foreign partners and reliable Philippine suppliers across a wide spectrum of sectors, including information technology, creative industries, manufacturing, and agriculture. It provides a comprehensive suite of services designed to support the establishment and management of successful business collaborations.

Committed to fostering strong and mutually beneficial partnerships between Philippine businesses and international buyers, DTI-EMB encourages businesses to explore the opportunities the Philippines offers. Organizations seeking sourcing solutions can connect with DTI-EMB to learn more about its services and how it can assist in achieving business goals.

The **Center for International Trade Expositions and Missions (CITEM)** is the export promotion arm of the Philippine Department of Trade and Industry (DTI). CITEM advances the country's image as a premier destination for quality export products and services. It remains steadfast in setting the highest standards of creativity, excellence, and innovation to achieve competitiveness in the home, fashion, lifestyle, food, creative, electronics, sustainability, healthcare, and IT-based sectors. CITEM is committed to developing, nurturing, and promoting micro, small, and medium enterprises (MSMEs), brands, designers, and manufacturers by implementing an integrated approach to export marketing in partnership with other government and private entities.

REPRESENTATIVES:

Leah Pulido Ocampo
Executive Director

✉ lpocampo@citem.com.ph

Katrina C. Pineda
Chief TIDS
TPS Consumer and Allied
Sectors

✉ kcpineda@citem.com.ph

🏠 Golden Shell Pavilion
Roxas Boulevard corner
Senator Gil J. Puyat Avenue
Pasay City, Metro Manila 1300
Philippines

☎ +632 8831 2201

✉ info@citem.com.ph

🌐 www.citem.com.ph

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REPRESENTATIVES:

Jhino Ilano
Director, ICT Industry
Development Bureau

✉ jhino.ilano@dict.gov.ph

Frederick Amores
Director IV, Region VII

✉ frederick.amores@dict.gov.ph

🏠 C.P. Garcia Avenue, Diliman,
Quezon City, 1101 Metro
Manila, Philippines

☎ +632 8 920 0101

✉ emmy.delfin@dict.gov.ph

🌐 www.dict.gov.ph



The **Department of Information and Communications Technology (DICT)** is the Philippine government's cornerstone in shaping and propelling the national ICT landscape. Tasked with the formulation, coordination, and execution of policies, the DICT spearheads initiatives aimed at integrating and elevating ICT to foster national development and governance. Central to its mission is advancing the national cybersecurity framework, designed to safeguard the nation's digital domain against threats, ensuring a secure, open, and collaborative ICT environment.

At the heart of DICT's mandate is the commitment to bolster ICT research and development, safeguard consumer rights in the digital space, and catalyze trade and investment within the ICT and ICT-enabled sectors. The National Broadband Program epitomizes DICT's vision of universal broadband access, aiming to enhance the quality, affordability, and reach of broadband services across the Philippines through a comprehensive build-out of ICT infrastructure. DICT's efforts extend to fostering global and local partnerships in ICT research, education, and training, thereby accelerating the sector's growth and enhancing the international competitiveness of Filipino talents and enterprises. Through these initiatives, DICT envisions a digitally empowered Philippines where ICT is a pivotal force for economic growth, innovation, and social progress.



The **Philippine Economic Zone Authority (PEZA)** promotes and facilitates foreign investments in the Philippines by establishing and managing specialized economic zones. As a pivotal agency under the Philippine government, PEZA offers comprehensive assistance, registration, incentives, and facilitation services to investors focusing on export-oriented manufacturing and service facilities. These facilities are strategically located in areas across the country, designated by the President as PEZA Special Economic Zones to optimize the economic benefits and growth potential for investors and the local economy. PEZA oversees an impressive portfolio of 420 economic zones, home to 4,346 locator companies engaged in diverse industries from manufacturing and IT to tourism, medical tourism, agro-industrial, pharmaceutical, and more. These zones are designed to cater to the dynamic needs of modern businesses, including knowledge, innovation, science and technology parks, biotech centers, and aquamarine parks, among others.

In a remarkable display of growth, PEZA has reported a 147% increase in approved investments from January to November 2023, amounting to Php 140.9 billion across 197 board-approved projects. This investment surge has contributed significantly to the country's exports, valued at Php 3.4 billion. It has generated 33,845 job opportunities, showcasing PEZA's critical role in driving the Philippines' economic development and global competitiveness.

REPRESENTATIVE:

Anidelle Joy Alguso
OIC Deputy Director General,
Policy & Planning Group
Manager, Promotions and
Public Relations Group

joy.alguso@peza.gov.ph ✉

8-10F Double Dragon Center,
West Building, DD
Meridian Plaza, Diosdado
Macapagal Ave., Pasay City,
Metro Manila, Philippines

+632 8 551 3436-37 ☎

info@peza.gov.ph ✉

<https://www.peza.gov.ph> 🌐

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REPRESENTATIVES:

Nlem D. Tash
Assistant General Manager
ADEC Innovation Healthcare USA

✉ n.tash@adec-solutions-usa.com

Joseph Favata
CMO, ADEC Innovations

✉ joseph.favata@adec-innovations.com

Arun Alexander
VP for Operations, ADEC Innovation Healthcare

✉ arun.alexander@adec-innovations.com

🏠 7F Alabang Corporate Center, Km.
25 West Service
Road, Muntinlupa City, 1780
Metro Manila, Philippines

☎ +632 8 775 0632

✉ acatajan@adec-innovations.com

🌐 www.healthcare.adec-innovations.com



ADEC Innovations Healthcare stands at the intersection of technology and healthcare, offering over three decades of expertise in delivering data-driven solutions. Since its inception in 2015, our healthcare division has been dedicated to enhancing the efficiency and effectiveness of healthcare delivery. By identifying and addressing industry challenges through innovative data analysis, we provide high-quality services tailored to the needs of payers, providers, and ancillary consumers.

Our commitment extends beyond service delivery to advancing global Environmental, Social, and Governance (ESG) practices. With 25 offices across six continents and 24 countries, ADEC Innovations Healthcare leverages its extensive network to offer clients world-class expertise and services. Our goal is to empower healthcare organizations to achieve better outcomes, expand their clinical capabilities, and embrace sustainability, making us a trusted partner in the journey toward healthcare excellence.



Inspiro, a global leader in customer experience (CX) outsourcing, empowers organizations with smart, secure, and scalable CX solutions. With a vast network of 58,000 professionals across strategic locations worldwide, Inspiro delivers seamless support across every customer touchpoint. Our services span North and Latin America, Australia, and the Asia Pacific, integrating innovative strategies with analytics to enhance customer interactions.

For over 20 years, Inspiro has catered to the dynamic needs of industries such as telecommunications, retail, e-commerce, banking, fintech, and healthcare. Our ownership by Altius Link, Inc., a partnership between KDDI Corporation and Mitsui & Co., Ltd., underscores our commitment to excellence and innovation in contact center and IT solutions.

Our offerings in the healthcare sector include omnichannel customer care, inquiries and enrollment, patient support programs, billings and claims, and medical device support, providing comprehensive multilingual and multi-channel support for healthcare and beneficiary services.

REPRESENTATIVE:

Jeramie Parsons
VP and Head of US Sales

Jeramie.Parsons@inspiro.com ✉

6th Floor L.V. Locsin Building, 🏠
Ayala cor. Makati
Avenues, Makati City, 1209 Metro
Manila, Philippines

+632 8 884 6222 ☎

dennis.hernandez@inspiro.com ✉

inspiro.com 🌐

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REPRESENTATIVE:

Hajee Aquino
President

✉ hajee@ireplyservices.com

🏠 333 4th St N., St. Petersburg, FL
33701, 3rd Floor Cyber Center
Building Bacolod City, Philippines
6100

☎ Main Line(US): 813-550-0100

✉ hello@ireplyservices.com

🌐 <https://www.ireplyservices.com/>



iReply is your trusted outsourcing partner for VoIP technical support. With a decade of specialized expertise in the Netsapiens ecosystem, we deliver world-class solutions tailored to businesses of all sizes. Our cost-effective, scalable model offers access to top-tier Filipino talent without the burden of overhead. Through customizable services such as staff augmentation and managed solutions, we enable you to focus on essential business functions while our dedicated team ensures reliable, seamless support operations.

Services: Technical Support, Number Porting, Accounting, Software Development, VOIP, UCaaS, and SIP



JBW Managed Services and Consulting is an accomplished outsourced provider and consultancy firm. Like many of its successful peers, the company was swift to respond to industry challenges, expanding its skillset to offer a wider range of solutions, and helping reduce clients' operational expenses.

The firm specializes in managed services, which involve vendor or operations management; human resource outsourcing; trainer support; language assessors; and recruitment process outsourcing (RPO). JBW is also distinct for its expertise on critical areas such as market entry, human resource support, compensation and benefit reviews, and recruitment management. The company likewise offers learning and development services, including curriculum design, content development, instructor-led or eLearning Delivery, and healthcare training.

Eyeing a higher level of efficiency, the company has adopted the use of online training platforms Native Accent and Speak Nursing. The former is an AI-powered intelligent tutor, able to improve fluency and grammar, while the latter trains nurses on medical English through personalized sessions.

REPRESENTATIVES:

Judy Whisenhunt
President

jwhisenhunt@tdsgs.com ✉

Josefina Libunao
Director-Treasurer

josie.libunao@yahoo.com ✉

9F Zeta Tower, C5 Road, 🏠
Bridgetowne, Barangay Ugong
Norte, Quezon City

US- 971-331- 4392 ☎
PH: +632 920 978 3711

info@jbwmsc.com ✉

www.jbwmsc.com 🌐

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REPRESENTATIVES:

Avery Malate
Business Development
Consultant

✉ averymds@yahoo.com

Mark Anthony Perez
Operations Manager

✉ marky@osscpm.com

Marian De Jesus
Operations Manager

✉ marian@osscpm.com

Lorelie Malate
President and CEO

lmalate@officesymmetry.com

🏠 B-13A L, South Alabang,
1 Victoria Ave, Tunasan,
Muntinlupa, 1773 Metro
Manila, Philippines

☎ +632 8 332 7488

✉ info@officesymmetry.com

🌐 www.officesymmetry.com



Office Symmetry Solutions (OSS) stands at the forefront of Business Process Management innovation, specializing in enhancing operational efficiency and effectiveness within the healthcare and insurance sectors. Our mission is to provide bespoke back office and voice support solutions that bridge functional needs with service excellence, allowing healthcare providers to concentrate on delivering superior patient care.

At the core of OSS's service offering is our Clinical Process Management (CPM) engine, designed to cater to the complex needs of healthcare professionals. This platform ensures comprehensive support across various healthcare settings, including Skilled Nursing Facilities, Home Health, Hospice, and more. Our services range from Care Plan Preparation to Utilization Review, all aimed at optimizing patient outcomes and operational efficiency.

By partnering with OSS, healthcare organizations can leverage our expertise to enhance their clinical processes, ensuring improved patient experiences and operational excellence. Our tailored solutions empower healthcare entities to focus on care quality while we handle the intricacies of back-office and process management, fostering growth and efficiency.



Pointwest, a leading IT-BPM services company based in the Philippines, has over two decades of experience in the healthcare sector and other industries. Our powerful solutions help healthcare providers and payers enhance operational efficiency and elevate client satisfaction.

Our technology teams consist of seasoned professionals who guide organizations through their digital transformation journey. Our healthcare teams comprise medical and healthcare support professionals who integrate seamlessly into our clients' operations, as they provide medical billing services to Healthcare Providers, and Pharmacy Benefit Management services to the Payers. Our clients are based in the United States, New Zealand, Australia, and countries in Asia.

Partnering with Pointwest means leveraging our 20+ years of IT-BPM leadership, our Global Delivery model with Filipino excellence, our future-ready solutions for modern healthcare that utilize automation, AI and analytics, and our deep industry experience.

REPRESENTATIVES:

Tech Aguila
CEO

tech.aguila@pointwest.com ✉

Lucy Flores
President - Pointwest US

lucy.flores@pointwest.com ✉

3F Bldg A, UP-Ayala Land
TechnoHub, Commonwealth
Avenue, Quezon City,
Philippines 1159 🏠

+632 7917 1100 ☎

ask@pointwest.com ✉

https://pointwest.com 🌐

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THE PHILIPPINES

REPRESENTATIVES:

Kevin Jamito
Owner and Operations Manager

✉ kevin@rcmstaff.com

Krislyn Diamano
Training & Quality Manager

✉ kris@rcmstaff.com

🏠 B-13A L, South Alabang,
1 Victoria Ave, Tunasan,
Muntinlupa, 1773 Metro
Manila, Philippines

☎ +632 8 332 7488



With years of experience supporting United States-based healthcare companies, **RCM Staff** is uniquely equipped to face complex challenges within the industry today. The company has proven effective, helping companies in key areas such as revenue cycle management, medical coding, and medical billing.

Founded in 2008, RCM Staff has demonstrated a willingness to embrace new technologies, integrating electronic health programs such as FACETS, Office Ally, Practice Mate, and Practice Fusion to boost its operations.

RCM Staff was founded by Kevin Jamito, a Filipino who previously worked as a claims representative at a leading US healthcare firm. He has since dedicated his efforts to building up his firm and helping move the local healthcare industry forward.

VISAYA

Visaya KPO is a pivotal force in Healthcare Information Management, offering cost-efficient, technologically advanced, and tailored strategies to hospitals, clinics, and group practices worldwide. Our services are characterized by precision, timeliness, adaptability, and security, meeting every essential need of the healthcare sector. As a HIPAA-compliant organization, we prioritize the security and integrity of your information through stringent safeguard adherence, ensuring the highest data protection standards. Our team, composed of A+ medical professionals with extensive experience in both clinical and healthcare operations, is committed to leading your business activities with unwavering dedication.

At Visaya, we aim to seamlessly integrate with our clients' processes, managing them to surpass expectations while confidently providing flexible solutions to healthcare's evolving challenges. Partnering with us translates to significant operational cost savings, reducing expenses by 30% to 60% compared to onshore alternatives without compromising quality or efficiency.

REPRESENTATIVES:

Julian Kyle Lizares Valenzuela
CEO

valenzuela@visayakpo.com ✉

Kristine Marie Gamilla
Associate Director for
Client Success

kgamilla@visayakpo.com ✉

Trafalgar Plaza Building, 105 HV 🏠
Dela Costa, Makati City, 1127
Metro Manila, Philippines

+1 (949) 705 6502 ☎
+632 7 746 6938

sales@visayakpo.com ✉

www.visayakpo.com 🌐

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REPRESENTATIVE:

Emily Osetek
President/ CEO

✉ eosetek@pettigrewmedical.com

🏠 BPO Seats, 3F Metro, Alabang
Town Center, Zapote Rd., Alabang,
Muntinlupa City, 1780 Philippines

2F/3F AMK Building, 68 General
Luna Street, Iloilo City 5000
Philippines

☎ +632 86594296

✉ eosetek@pettigrewmedical.com

🌐 <https://www.worldsourceteam.com>



Pettigrew Philippine Services Inc. (PPSI), also known as **WorldSource**, has been creating value for satisfied clients with world-class RCM services backed by international standards, methodologies, best practices, innovations and highly skilled word-class talents. PETTIGREW Medical Business Services, Inc., the parent company, is an accredited RCM industry leader on a global scale and maintains offices in Atlanta, South Carolina, India and the Philippines serving clients in most of the contiguous 48 states including Hawaii and Alaska.

PETTIGREW's clients span more than 20 specialties including cardiology, dermatology, podiatry, radiology, surgery, urgent care, emergency department, hospitalist, intensivists, behavioral health, internal medicine and federally qualified health centers. The company offers a complete suite of billing products and services for our healthcare industry clients.

PETTIGREW gives clients the advantages they expect and solutions they deserve through attentive customer service, highly competent onshore and offshore labor force empowered by industry leading processes, dependable tools, customized technology solutions and investments in AI for key BPO processes.



ABOUT THE CITY OF SMILES

The capital city of Negros Occidental, Bacolod is a gateway to vibrant economic activity, rich investment opportunities, and peerless tourism events. Bacolod is resolutely pursuing “Super City” status by 2025. Local officials have defined such a place as one promising comfort, opportunity, and play for all.

LIVABLE

Recognized as Philippine Model City and the Most Livable Urban Center in the Philippines in 2017 and 2019 (Manila Times)

BUSINESS-FRIENDLY

Awarded Most Business-Friendly Local Government Unit (LGU) in the Provincial Highly-Urbanized Cities category in 2024 (Philippine Chamber of Commerce and Industry)

BACOLOD LIVE. WORK. PLAY.

There is opportunity for all in Bacolod, with its robust economy and well-balanced lifestyle.

HEALTHCARE CAPACITY

Bacolod is equipped with 59 public health clinics and 700 private clinics.

DEPARTMENT OF LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTIONS

Mae Ferrer-Llamas, PhD.
☎ +63 9209104892

Aisel Joyce Tupas
☎ +63 9612041324

Zabrina Bentley
☎ +63 9173065187

✉ bcdledipoffice@bacolodcity.gov.ph
bcdledipoffice@gmail.com

🏠 3/F Masskara Hall Bacolod City
Government Center, Villamonte,
Bacolod City, Philippines

3/F Bacolod Express Service Office
Ayala Capitol Central, Bacolod City,
Philippines

TP
TATAK·PINOY
·PHILIPPINES·

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DICT
DEPARTMENT OF INFORMATION
AND COMMUNICATIONS TECHNOLOGY



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Healthcare Information Management
Association of the Philippines

Citem

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