# Embracing the New Wave

## A New Paradigm in Wellness

**CARMIE PASCUAL DE LEON**
Country General Manager, RadLink Philippines
EHS Lead Philippines, Fullerton Health
President and CEO, SWAN
Chair - Engagement and Wellness, PMAP

# I know my numbers...

35

21

59

38

4

27

5

FULLERTON HEALTH

RadLink

MAP
Management Association of the Philippines

Sustainable World Act Now
SWAN




PMAP
1956

ASIA CEO EVENTS

WOMEN IN BUSINESS
Committee
eccp

AMCHAM PHILIPPINES
The American Chamber of Commerce of the Philippines, Inc.

WELCOA
WELLNESS COUNCIL OF AMERICA






Your Health, Our Priority.

A FULLERTON HEALTH Company

# What is Universal Health?



Expertise of healthcare providers

+



Aligned and in-sync with one another

=



Securing healthcare for all, National Health Insurance Membership

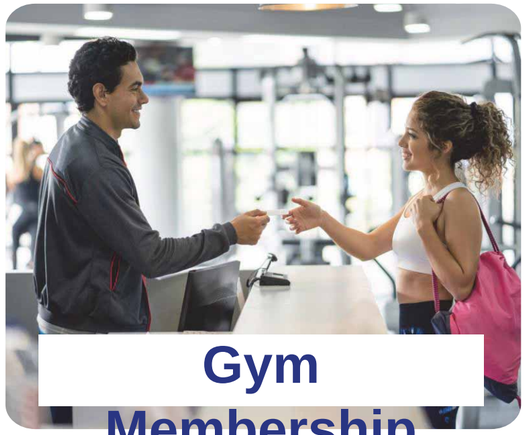


Equitable access to quality health services

*Output*: Ultimately providing accessible and affordable healthcare for all

# THE NEW WAVE

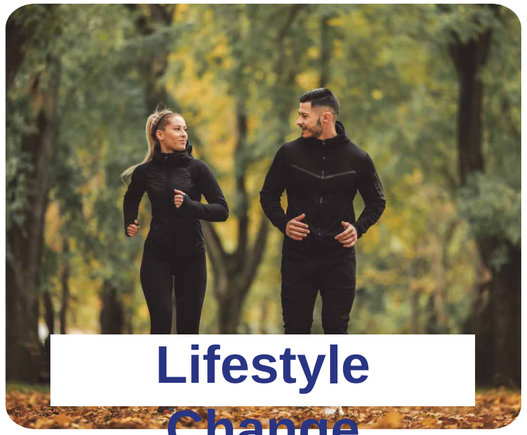
Preventive / Proactive: From treatment, curative to preventive, holistic care



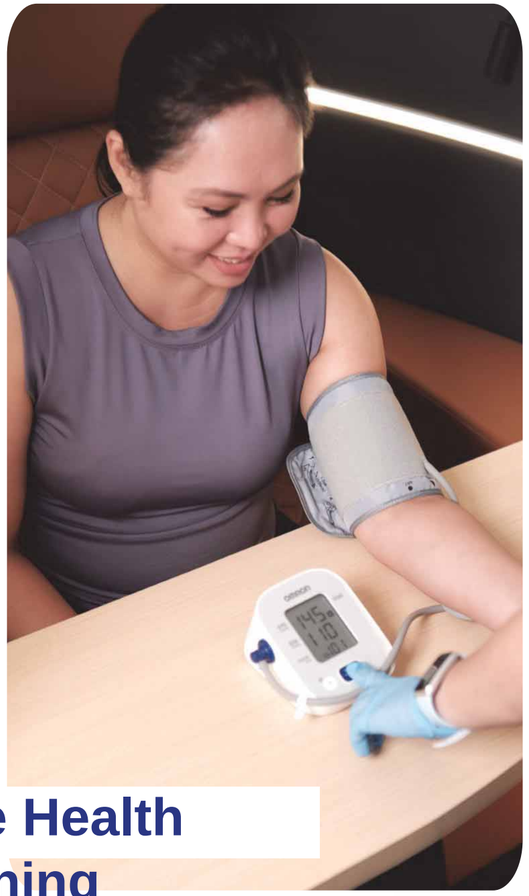
Gym Membership



Diet & Nutrition



Lifestyle Change





Integrative Medicine



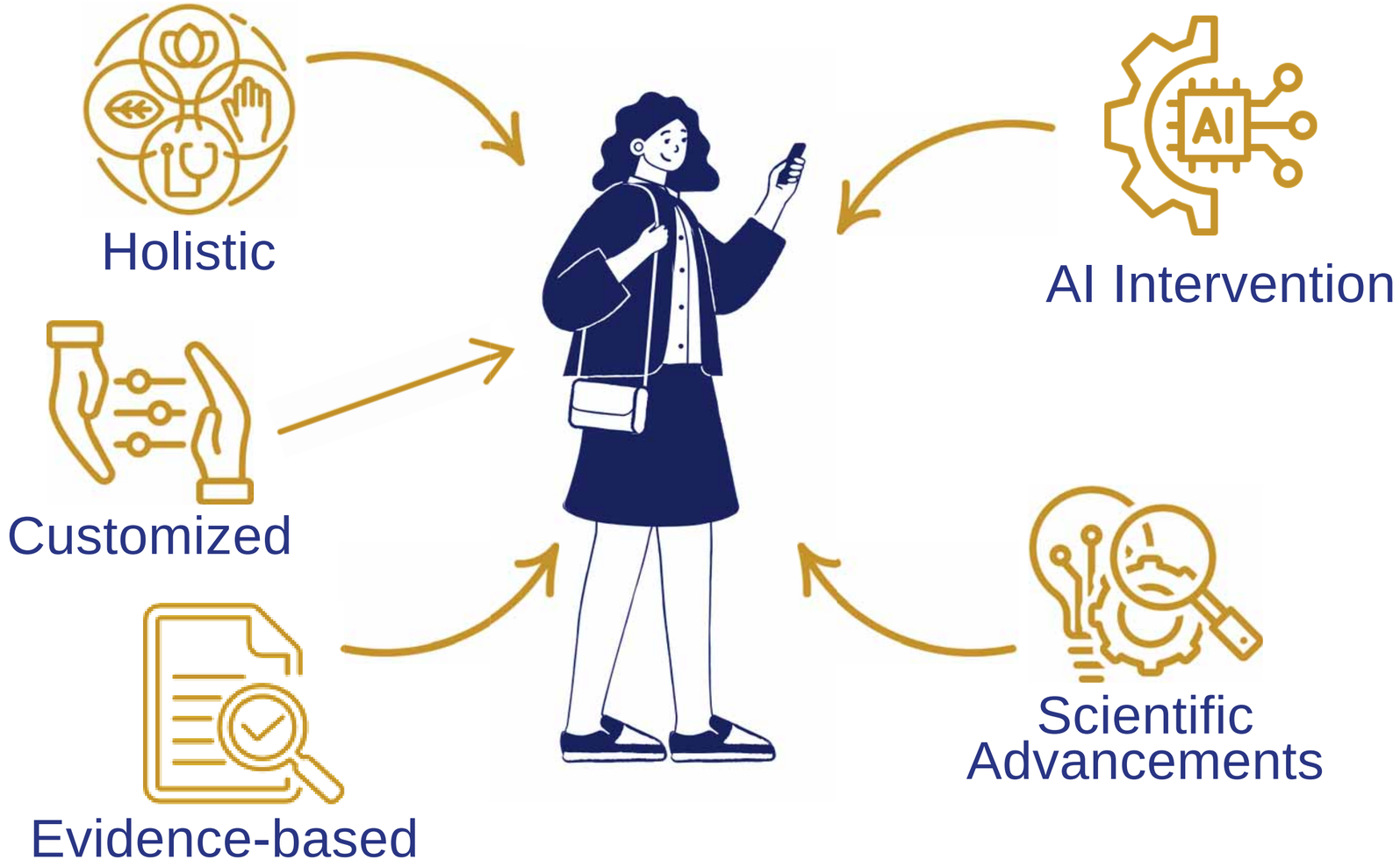
Acupuncture Massage



Executive Health Screening

# THE NEW WAVE

## Precise: Precision Wellness Medicine (PWM), the forefront



# THE NEW WAVE

## Partnership: From fragmented to integrated



Hospital

HMOs

Clinic Wellness Practitioners

Healthcare Professionals

Corporate

Government

Integrative Medicine

# THE NEW WAVE

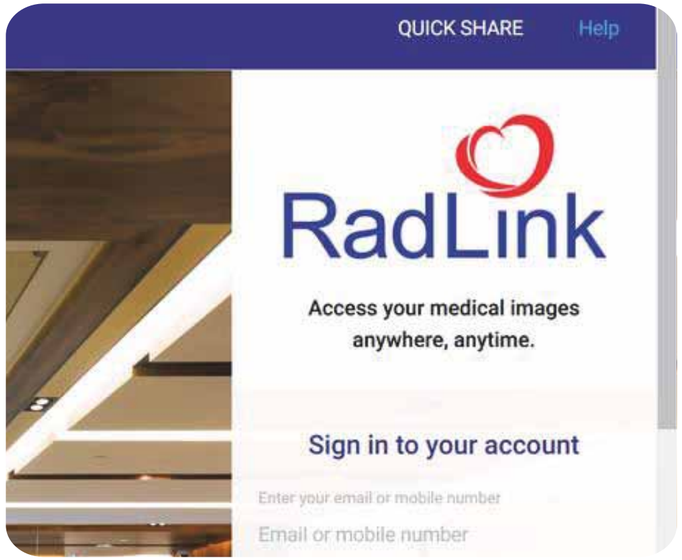
## Predictive and Fast: Technology playing a pivotal role in an emerging landscape




Appointment-setting




Medical Results

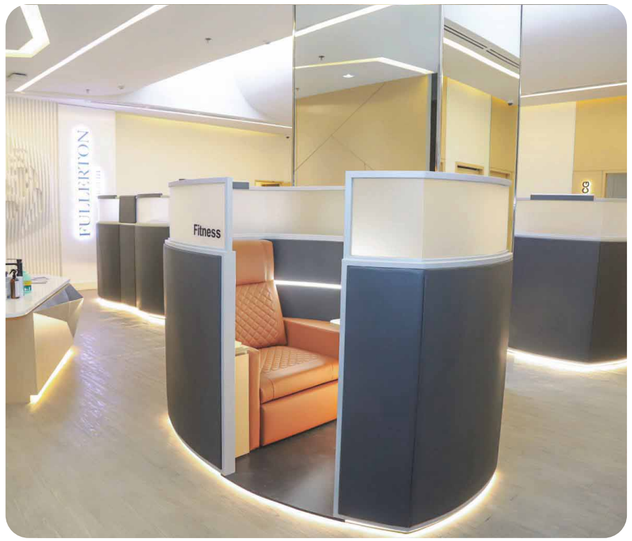



Interpretations in patient and doctor’s portal

# THE NEW WAVE

## Personalized: Not a one-size-fits-all






ex.: Diamond Executive Health Screening at Php 32k with complete blood tests plus CT scans of heart and lungs ++ MD recommendations depending on health profile

# In summary: THE NEW WAVE

1. Creative & Complex
2. Balance between
   - **P**reventive
   - **P**ersonalized
   - **P**redictive
   - **P**leasant experience
3. **IT IS Happening!**

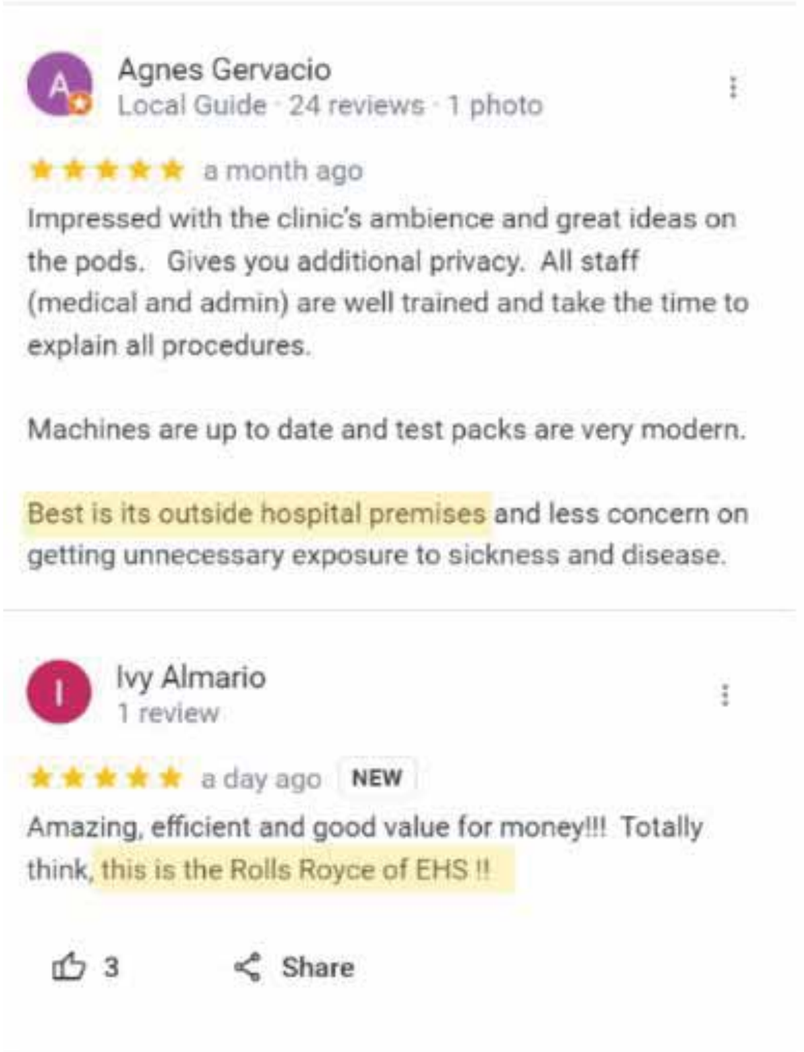
# THE NEW WAVE

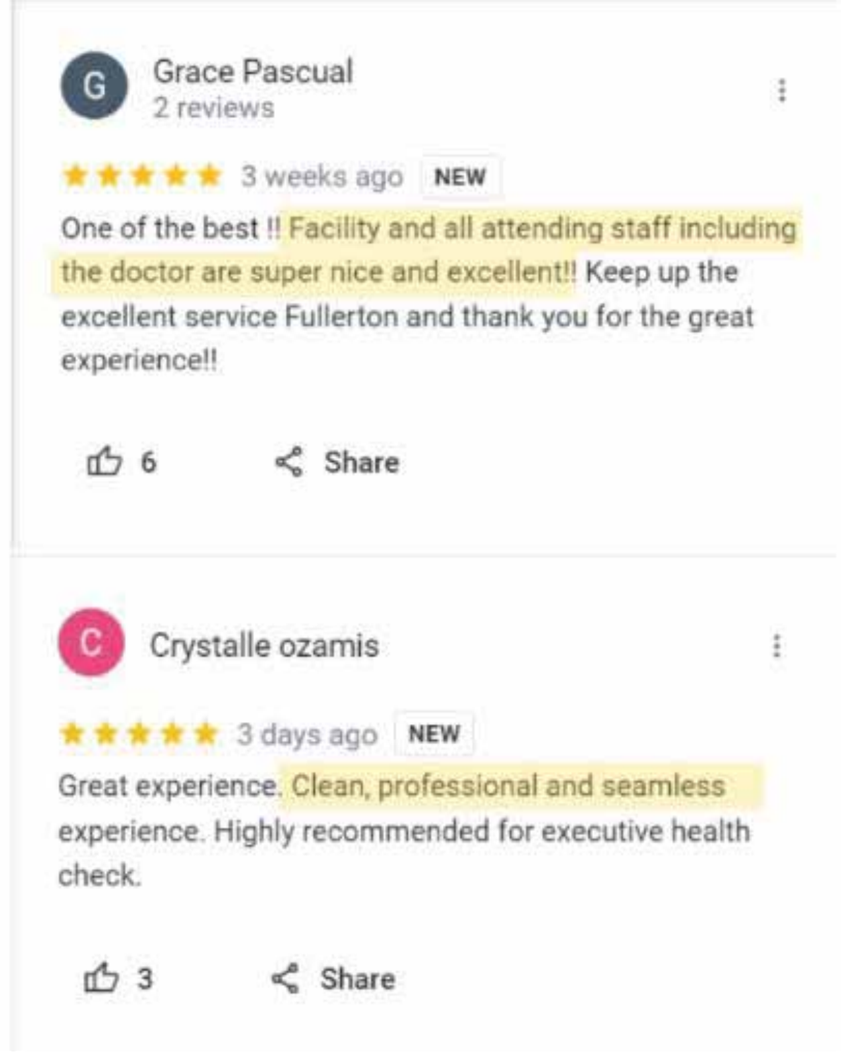
## From Singapore to the Philippines

FULLERTON HEALTH | RadLink

*providing*

**“Affordable and Accessible Care for All in Asia”**



# Game changer’s game plan



Breaking the Barriers



Delightfully Different



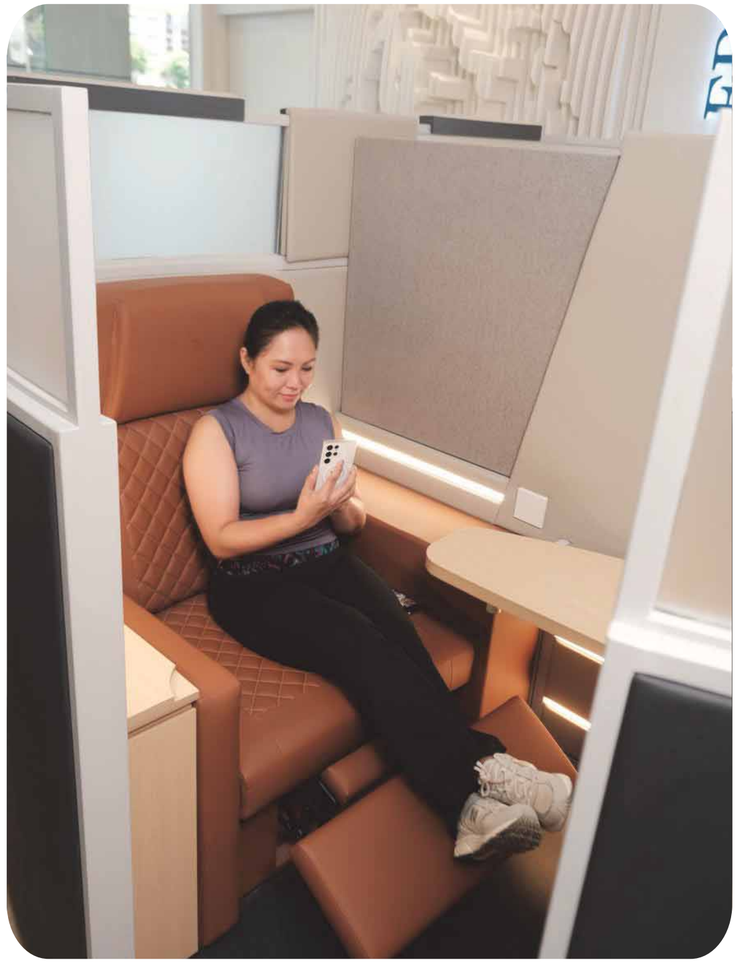
Addressing Gaps



Readily Available 5-star Service Excellence

**We deserve nothing less—that’s why it’s called HEALTH CARE**

# The 5-star experience



- Book in 10 minutes
- No waiting time
- 2-3 hours to finish ALL medical tests
- 2-3 working days for medical results
- Comprehensive report with Health Risk Assessment
- Post-screening by Lifestyle Medicine doctor
- Referral to specialist
- Scan readily available for reading, accessed by patient and referring doctors

# The 5-star experience




Enjoy privacy in our business-class pods



2 to 3 hours to finish comprehensive health screening



Advanced diagnostic imaging modalities

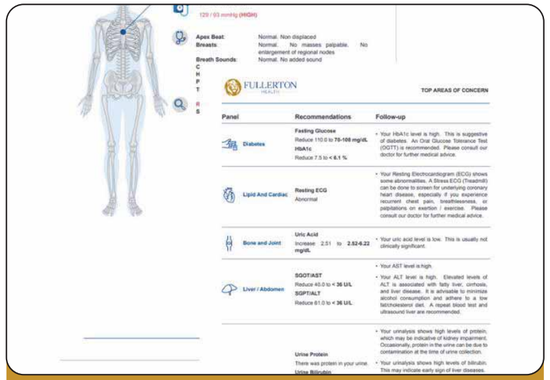
## Take charge of your health, Singapore Technology + Filipino Hospitality



Meal and refreshments included



Health Screening review with Lifestyle Medicine doctor




Medical report with health risk assessment received within 72 hours

# Let’s INNOVATE together for better healthcare

1. Paradigm shift
2. Lifestyle change
3. Enjoy healthier options
4. Don’t be afraid to miss one piece of the pie
5. Customer-centricity is the key




# WE'RE ONLINE!

**Fullerton Health PH**

**fullertonhealthph**

**Fullerton Health PH**