



October 24 - 25, 2024  
 9:30AM to 5:00PM  
 Bonifacio Hall, Shangri-La The  
 Fort Manila, 30th Street corner 5th  
 Ave. BGC Taguig City

THEME: HIMSCON PH: Staying Ahead for a Thriving Healthcare Ecosystem

## PROGRAMME

Time	DAY 2 - Friday October 25, 2024	
AM	<b>Plenary Sessions</b>	
8:30AM	<b>Registration</b> Play of Sponsor Video-on-loop	
9:30AM	<b>Plenary</b> The Growing Healthcare Ecosystem Bonifacio Hall B and C	<b>Breakout</b> Prohance Powered CEO Forum Bonifacio Hall A
	<p style="text-align: center;"><b>Opening Ceremonies:</b> Philippine National Anthem and Doxology</p> <p style="text-align: center;"><b>Opening Remarks:</b> Nora Terrado, Vice President - HIMAP</p> <p style="text-align: center;">Plenary Talk 7  <b>Understanding the Critical Role of Business Enablers to Sustain the Growth of HIMS</b>  <i>The success of any IT-BPM business operations relies not only on its skilled resources and good leadership but also on the dependable support services coming from business enablers and vendors allowing the business to carry out its activities efficiently using platforms, applications and other technology solutions.</i>            Rich Loveland, Managing Director Global Operations and Country Manager EVP Operations</p> <p style="text-align: center;">Panel Discussion 6  <b>Sustaining HIMS Business with the Enablers and Movers of the Thriving Healthcare Ecosystem</b>  <i>Technology platforms and applications, SaaS solutions, connectivity and communications providers are critical elements and tools in modern healthcare delivery. Its sustainability depends on the synergistic efforts of various enablers and movers within the healthcare ecosystem. These enablers and movers also include healthcare providers, government agencies, technology developers, insurers, and patients, all of whom play a</i></p>	<p style="text-align: center;"><b>Opening Ceremonies:</b> Philippine National Anthem and Doxology</p> <p style="text-align: center;"><b>Opening Remarks:</b> Vincent Remo, President - HIMAP</p> <p style="text-align: center;">Breakout Talk 1  <b>Unlocking Productivity Excellence in the Global Business Services</b>  <i>Team productivity has always been the area of focus for most service-oriented businesses. The IT-BPM companies look for ways and means to achieve excellence in productivity and drive the team to produce a service level which is competitive in the global market.</i>            Biddappa "Sachin" Machanda, Country Manager &amp; VP - ProHance</p> <p style="text-align: center;">Breakout Panel Discussion 1  <b>Growing and Sustaining Business by Unlocking Productivity Excellence in the Global Business Services</b>  <i>How Global Business Services (GBS) unlocks productivity excellence in a hybrid workforce and addresses issues such as disjointed processes and multiple handoffs, use of tools for productivity, benchmarking and process improvements.</i></p>

	<p><i>key role in fostering an environment where HIMS can thrive.</i></p> <p>PANELISTS:</p> <ul style="list-style-type: none"> <li>• Rich Loveland, Managing Director Global Operations and Country Manager EVP Operations</li> <li>• Ed Gador, Associate Director - LEECHIU Property Consultants</li> </ul> <p>MODERATOR: Genny Marcial - Consultant - IBPAP</p>	<p>PANELISTS:</p> <ul style="list-style-type: none"> <li>• Irish Beley, Managing Director and Innovation Lead - Carelon Global Solutions Philippines</li> <li>• Christine Caburian, Managing Director - Accenture</li> <li>• Haidee Enriquez, Chief Executive Officer - Microsourcing</li> <li>• Don Sausa, VP and Country Manager - Cardinal Health Philippines</li> </ul> <p>MODERATOR: Biddappa "Sachin" Machanda, Country Manager &amp; VP - ProHance</p>
<p>10:45 AM</p>	<p>Plenary Talk 8 <b>The Power of Trust: Unlocking Patient Loyalty</b> <i>Accenture's study reveals that the true drivers of patient loyalty extend beyond cost, centering on what patients truly value. A seamless experience built on trust significantly shapes their behavior and engagement. Discover how reinvention can foster an empathetic approach that enhances access, experience, and outcomes, creating a personalized health journey grounded in trust.</i> Julie Atendido, Health industry Lead - Accenture Philippines</p> <p>Panel Discussion 7 <b>Cultivating Workplace Culture, Values and Patient Loyalty to Achieve Operational Excellence in HIMS Business</b> <i>The dynamic and fast-evolving healthcare information management system (HIMS) sector hinges on more than just technological innovation, but also on a strong foundation of workplace culture, shared values, employee trust and patient loyalty to achieve operational and business excellence.</i></p> <p>PANELISTS:</p> <ul style="list-style-type: none"> <li>• Julie Atendido, Health industry Lead - Accenture Philippines</li> <li>• Jericho Go, Senior Vice President &amp; General Manager -Robinsons Offices (TBC)</li> <li>• Dr. Carlos Ongaco, President and Co-Founder - Medcode</li> </ul> <p>MODERATOR: Nora Terrado, Vice President - HIMAP</p>	
<p>11:30 AM</p>	<p>Plenary Talk 9 <b>Outlook and Opportunities for Clinical Research in the Philippines</b> <i>Identify the ever increasing opportunities in the clinical and data services space for Life Sciences and Pharmaceuticals which can benefit the Philippines</i> Rodmar Pulido, Consultant - National Clinical Trial and Translation Center</p>	

	<p style="text-align: center;">Panel Discussion 8</p> <p style="text-align: center;"><b>Understanding the Opportunities and Challenges of the Expanding Services for Pharma and Life Sciences for Philippine Companies</b></p> <p style="text-align: center;"><i>Pharma and Life Science companies face unique and complex challenges in their business due to the stringent FDA regulations, shortage of qualified clinical workforce and emerging complex technology and solutions which affect the way clinical research is conducted.</i></p> <p style="text-align: center;">PANELISTS:</p> <ul style="list-style-type: none"> <li>● Rodmar Pulido, Consultant - National Clinical Trial and Translation Center</li> <li>● Philip James Sayo, Acting Managing Director - Harvest Integrated Research Organization (HiRO)</li> <li>● Rosanno Dacanay, Manager for Statistical Programming - ICON Philippines</li> </ul> <p style="text-align: center;">MODERATOR: Charles Suarez, Senior Manager, Clinical Affairs ASIA - Dexcom Inc</p>	
12:00 N	<p><b>Lunch Break</b></p> <p>AVP Presentation over Lunch</p>	
1:00 PM	<p style="text-align: center;">Plenary Talk 10</p> <p style="text-align: center;"><b>The Crucial Role of Cybersecurity in Protecting BPO Operations and Data</b></p> <p style="text-align: center;"><i>Understanding the most dangerous Healthcare Cyber Attacks and how they impact both business and data. What constitutes a robust cybersecurity program and how it ensures data security and continuity of business operations.</i></p> <p style="text-align: center;">Jan-Michael Espino, Co-Founder &amp; CEO - Vanguard Screening Solutions, Inc.</p> <p style="text-align: center;">Panel Discussion 9</p> <p style="text-align: center;"><b>Cybersecurity and Healthcare: Threats, Risks and Solutions for an Industry Increasingly at a Hackers' Top List</b></p> <p style="text-align: center;"><i>Data security in the BPO industry is of paramount importance as large volumes of sensitive client information, some are even health-related data, are being processed daily requiring robust cybersecurity measures to safeguard both operations and data integrity. With the latest hacking trends targeting healthcare facilities in the US, what are the latest cybersecurity protection trends which companies can adopt to protect both data and business.</i></p> <p style="text-align: center;">PANELISTS:</p> <ul style="list-style-type: none"> <li>● Jan-Michael Espino, Co-Founder &amp; CEO - Vanguard Screening Solutions, Inc.</li> <li>● Rene Canlas, Cybersecurity and Privacy Consultant</li> <li>● William Emmanuel Yu, PhD, MCP, CISM, CISSP, CSSLP, CRISC, CTO- Novare Technologies</li> </ul> <p style="text-align: center;">MODERATOR: Atty. Leleen-V L Lamorena-Bunyi, Associate Director- Legal, Cognizant</p>	
2:00 PM	<p><b>The Next Steps for HIMS</b></p>	

Multi-Sectoral Dialogue: Conversation between private companies, Industry players and government, addressing the pressing issues affecting momentum of HIMS growth

HIMSCON Poll 3

**Top Country HIMS Issues and Concerns**

FACILITATOR: John Dave Duenas, Board of Trustee - HIMAP

Panel Discussion 10

**Solving the HIMS Puzzle - Putting the Pieces Together  
to Build the Thriving Healthcare Ecosystem**

*Key leaders of three big IT/BPM associations, HIMAP, PSIA, and iBPAP, side-by-side with champions from partner government agencies, DTI, DICT and PEZA, discuss opportunities for growth, addressing challenges and next steps on how the Philippines will maintain its consistent trajectory in powering global health information management services.*

PANELISTS:

- Rafaelita M., Aldaba, Undersecretary - Philippine Department of Trade and Industry
- Emmy Lou Delfin, Director for ICT Industry Development - DICT
- DDG Joy Alguso, Deputy Director General - PEZA
- Vincent Remo, President - HIMAP
- Frankie Antolin, Executive Director - iBPAP

MODERATOR:

Jonathan De Luzuriaga, President - PSIA

**The Closing Plenary Panel for HIMSCON 2024**

A multi-company C-Suite level discussion of leaders in IT-BPM discussing the next steps for the Philippine HIMS Industry

HIMSCON Poll 4

**Top Management Issues and Concerns**

FACILITATOR: John Dave Duenas, Board of Trustee - HIMAP

Panel Discussion 11

**HIMSCON PH: Staying Ahead for a Thriving Healthcare Ecosystem**

*Get the bold perspectives from powerhouse C-level executives in keeping ahead of the game amidst technology and skills challenges as well as the increasing threat of the use of AI in IT-BPM Operations*

PANELISTS:

- Nicki Agcaoili, Chief Country Executive - Carelon Global Solutions Philippines
- Biddappa Machanda, Country Manager & VP - ProHance
- Marick Miraflor, Vice President - Clinical Operations - Teleperformance
- Anshum Sinha, COO and Country Manager - Shearwater Health
- Rich Loveland, Managing Director Global Operations and Country Manager EVP Operations
- Ma. Victoria Basinang, CTO/Head of Digital Services - Pointwest Innovations Corporation
- Marianne Castillo, Managing Director - Accenture Inc.

MODERATOR:

Jomari Mercado, Consultant - IBPAP

3:00 PM

4:00 PM	<b>Key-Takeaways and Closing Remarks</b> Vincent Remo, President - HIMAP
4:10 PM	<b>Raffle of Prizes</b> Raffle Master - Gail Macapagal, Board of Trustee - HIMAP