



ANGELES UNIVERSITY FOUNDATION

College of Nursing

Summer Term - A.Y. 2024-2025

2009 Angeles City, Philippines

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**NURSING CARE MANAGEMENT (NCM) 0110 Nursing Informatics**

# **Entrepreneurial Nursing Pitch Deck Presentation “Data Privacy Act”**

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BSN 2-B

Group 6

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## I. HISTORY OF ENTREPRENEURIAL PLAN

*"Protecting patient privacy is not just a legal requirement, it's a moral obligation in the digital age."* — Anonymous

As healthcare services continue to evolve with digital innovations, Electronic Medical Records (EMRs) have become integral to modern clinical practice. In the Philippines and worldwide, the digitization of patient data has improved access, accuracy, and continuity of care. However, these advancements also expose hospitals and clinics to increasing risks, particularly regarding data privacy, cybersecurity threats, and unauthorized access to sensitive medical records (Informatics in Medicine Unlocked, 2023). These issues are not theoretical. Studies confirm that one of the most pressing challenges in digital health systems is the lack of focus in user-centered privacy safeguards, especially in settings with limited cybersecurity infrastructure (Abdullah & Abdelaziz, 2021).

Nurses, who are primary users of EMRs, often find themselves in the difficult position of maintaining both clinical efficiency and compliance with data privacy protocols. In practice, this means managing patient care in fast-paced environments while preventing data misuse, leaks, or unauthorized access (ICT Express, 2023). Unfortunately, many existing EMR systems do not offer flexible security measures tailored to nurses' dynamic workflows, which may result in unintentional privacy violations or workflow disruptions. Additionally, the implementation of the Data Privacy Act of 2012 in the Philippines has placed more responsibility on healthcare workers and institutions to ensure accountability and transparency in data access and usage (PubMed, 2020). These pressures point to a critical gap in current health IT systems, a gap that PriviCare seeks to address.



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The significance of PriviCare extends far beyond its technological features. It promotes a paradigm shift in healthcare security—one that positions nurses as frontline defenders of digital ethics and patient confidentiality. By empowering nurses with an easy-to-use yet powerful security tool, PriviCare addresses real workflow needs while helping institutions maintain legal compliance and ethical standards. This innovation directly supports the national push for smarter, safer, and more secure healthcare systems amid increasing cases of data breaches in both public and private hospitals (ICT Express, 2023). Moreover, PriviCare contributes to sustainable digital transformation in healthcare by lowering the risk of reputational damage, legal penalties, and patient distrust associated with privacy violations.

## **II. ENTREPRENEURIAL PLAN NOVELTY**

The PriviCare business plan introduces a highly original and timely solution to the pressing issue of safeguarding sensitive patient information within electronic medical systems. Its uniqueness lies in the way it combines essential security features, such as two-factor authentication, request-based data access, real-time visibility of user profiles, and auto logoff after inactivity, into one integrated, nurse-focused application. These features are designed to align with the daily workflow of healthcare professionals, making PriviCare a standout innovation in the field of digital health security.

The plan demonstrates a strong grasp of nursing entrepreneurship, emphasizing how nurses can actively lead in solving healthcare system challenges through technology. Nurses are not only the primary users but also key agents of implementation. Their responsibilities include securing access, authenticating their identity, requesting permission to view patient records, and monitoring compliance through audit logs. This approach strengthens their role in



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protecting patient privacy and maintaining ethical standards in healthcare delivery. Moreover, the business plan identifies possible challenges, such as user resistance, compatibility issues, and workflow interruptions, and provides thoughtful strategies to overcome them, reflecting a well-developed understanding of real-world clinical environments.

### **III. MANAGEMENT AND GOVERNANCE**

The following outlines the vision, mission, goals, objectives, and organizational structure that drive the company's strategic direction. This structure not only reflects the collaborative effort of a dedicated team but also defines the specific roles and responsibilities that each member undertakes to ensure the success and impact of PriviCare in the healthcare sector.

#### **Vision**

To be the leading innovator in digital healthcare security, empowering nurses and healthcare professionals to ensure patient data privacy through user-friendly, effective, and regulation-aligned solutions.

#### **Mission**

Our mission is to provide healthcare institutions, especially private hospitals, with an intuitive and reliable data privacy solution that enhances the security of Electronic Medical Records (EMRs) while maintaining seamless healthcare workflows. We aim to ensure that healthcare professionals can access and manage patient data with confidence, knowing that their actions are aligned with the highest standards of privacy and ethical responsibility.



### **Goals:**

1. To develop and deploy a secure and accessible solution that empowers healthcare professionals, particularly nurses, to safeguard patient data.
2. To ensure compliance with the Data Privacy Act of 2012 and other relevant regulations.
3. To expand the reach of PriviCare within healthcare institutions, ultimately transforming patient data management practices across the Philippines.
4. To enhance the operational efficiency of healthcare workers by reducing data access-related disruptions while maintaining rigorous privacy protocols.

### **Objectives:**

1. To integrate PriviCare into a variety of EMR platforms, ensuring adaptability across different healthcare systems.
2. To offer regular training sessions and workshops for healthcare staff to ensure proper usage and understanding of the system.
3. To maintain an active support team for troubleshooting, updates, and feedback collection to continuously improve PriviCare's functionality.
4. To continuously monitor and adapt PriviCare's features in response to new data privacy regulations, cybersecurity threats, and technological advancements.

### **Organizational Structure**

The PriviCare team is structured to ensure efficient operations and strategic growth, with each member taking on a specialized role that aligns with their expertise. The following outlines the team's structure and responsibilities.



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**1. CEO - De Guzman, Christian Joshe**

As the CEO, Mr. De Guzman provides strategic leadership, overseeing the company's direction and making key decisions to guide PriviCare towards achieving its vision and mission.

**2. COO - Alonzo, Aleah Sheree D.**

Ms. Alonzo, as the COO, manages the day-to-day operations of the company, ensuring smooth execution of plans and alignment with overall organizational goals, while also coordinating between departments to optimize performance.

**3. CTO - Bulario, Maria Yvette P.**

Ms. Bulario leads the technological development of PriviCare, ensuring the system is secure, innovative, and meets the privacy and functionality needs of healthcare providers.

**4. CFO - Catacutan, Keesha Noreen C.**

Ms. Catacutan is responsible for financial planning and management, ensuring the sustainability of the business through effective budgeting, investment management, and financial forecasting.

**5. Marketing Director - Betita, Junie Marie R.**

Ms. Betita also manages the marketing strategy, promoting PriviCare to healthcare institutions and building the company's brand image across various platforms.



**6. Product Manager - Enriquez, Samantha Anne M.**

Ms. Enriquez oversees the product development and ensures that PriviCare's features and functionalities are aligned with the needs of the target users and consistently improved based on user feedback.

**7. Legal and Compliance Officer - Galang, Wilena-Owe B.**

Ms. Galang ensures that PriviCare operates in full compliance with the Data Privacy Act of 2012 and other relevant legal frameworks, safeguarding the company and its users from legal risks.

**8. Customer Support Manager - Manalastas, Ramon Luis P.**

Mr. Manalastas manages the customer service team, ensuring that clients receive timely support, troubleshooting assistance, and clear communication regarding system usage.

**9. Training and Development Officer - Marimla, Jhon Dominic C.**

Mr. Marimla is responsible for the creation and implementation of training programs for healthcare professionals, ensuring they are equipped to use PriviCare effectively and efficiently.

**10. Business Development Manager - Regala, Katherine G.**

Ms. Regala identifies new business opportunities, manages partnerships with healthcare providers, and works on expanding PriviCare's reach in the market through strategic collaborations.



#### **11. Project Coordinator - Tan, Marv Joshua P.**

Mr. Tan coordinates all project tasks, ensuring deadlines are met, resources are effectively allocated, and project goals are achieved. He also acts as a liaison between different departments to maintain alignment.

### **IV. GENERAL OPERATIONS AND SERVICES**

This section outlines the key services offered by PriviCare, the guidelines for institutions to acquire the service, and the clear sanctions for non-compliance to ensure the integrity of the system. Through this approach, PriviCare ensures that the security of patient data is maintained without interrupting critical workflows in the healthcare environment.

#### **A. Services Offered**

PriviCare offers a comprehensive digital privacy solution individualized for healthcare environments, particularly Electronic Medical Record (EMR) systems used by nurses and other authorized healthcare professionals. Its core services include:

- 1. Automated Privacy Lockdown** – Automatically activates screen lock after a set period of inactivity (default: two minutes), preventing unauthorized on-site access.
- 2. Screenshot and Screen Recording Blockers** – Prevents copying, printing, or recording of sensitive patient information through real-time monitoring and blocking tools.
- 3. Two-Factor Authentication (2FA)** – Requires users to verify their identity using both their Registered Nurse ID and a mobile authentication token.





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4. **Request-Based Access System** – Enforces managerial approval before granting access to confidential patient data, ensuring layered access control.
5. **Live Audit Logs and Access Trail** – Tracks who accessed what data, when, and for what purpose, creating real-time logs accessible to system administrators.
6. **Role-Based Permissions** – Assigns access rights based on user roles (e.g., nurse, physician, nurse manager), ensuring only authorized personnel can modify or view patient records.

These services are designed to work seamlessly with existing EMR platforms and comply with the Data Privacy Act of 2012 and global digital security standards.

## **B. Guidelines for Admission / Acquisition**

Private hospitals, Clinics, and Healthcare Institutions that wish to integrate PriviCare must undergo the following process:

1. **Initial Assessment & Compatibility Check** – PriviCare support staff will evaluate the client's current EMR infrastructure to ensure compatibility and recommend system adjustments if needed.
2. **Service Agreement & Data Protection Compliance** – Institutions will sign a service contract outlining the scope of use, privacy policies, and compliance with Republic Act 10173 (Data Privacy Act of 2012).



- 3. Account Setup & Role-Based Registration** – Nurses and authorized personnel will be registered into the system using verified credentials, and assigned their specific roles (e.g., Nurse, Admin, Supervisor).
- 4. Staff Onboarding & Training** – A short, hands-on training session will be provided to all end-users, especially nursing staff, to ensure ease of use and full operational understanding.
- 5. System Deployment** – Once configured, PriviCare will be deployed into the institution's system. Onboarding assistance and 24/7 technical support will be provided during the transition phase.

Updates and patches will be delivered routinely to keep up with regulatory changes and cybersecurity threats.

### **C. Sanctions for Non-Compliance**

To maintain the system's integrity and safeguard patient data, the following sanctions will apply to personnel who fail to adhere to PriviCare's usage protocols:

#### **1. First Offense (Minor Violations)**

- Examples: Failure to log out properly; delaying system activation.
- Sanction: Verbal warning and refresher training on privacy protocols.

#### **2. Second Offense (Moderate Violations)**



- Examples: Attempting to bypass 2FA, accessing records without prior approval.
- Sanction: Written warning placed in personnel file and a temporary suspension of access to PriviCare until re-training is completed.

### 3. Third Offense (Major Violations)

- Examples: Sharing login credentials, disabling privacy features, unauthorized access to confidential records.
- Sanction: Formal administrative investigation, with possible revocation of access rights, suspension, or termination in accordance with hospital HR policies and Data Privacy Act regulations.

All violations will be recorded in the audit log system and may be escalated to data privacy officers or legal teams depending on the severity of the breach.

## V. FINANCIAL OPERATIONS AND PHYSICAL PLANT/FACILITY

PriviCare is a software-as-a-service (SaaS) product tailored for healthcare institutions seeking to improve patient data privacy. Its financial operations include capital outlay, monthly operational costs, and projected revenue.

### 1. Capital Outlay (Startup Cost – Year 1):

Category	Estimated Cost (PHP)
Software Development & Testing	₱300,000



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Legal and Registration Fees	₱50,000
Marketing and Promotions	₱80,000
Office Equipment & Laptops	₱120,000
Training Materials & Manuals	₱25,000
Miscellaneous Expenses	₱25,000
<b>Total Capital Outlay</b>	<b>₱600,000</b>

## 2. Monthly Operational Costs:

Expense Category	Monthly Cost (PHP)
Personnel Services (11 team members; honoraria basis)	₱110,000 (₱10,000 each)
Software Maintenance & Updates	₱15,000
Cloud Hosting & Security Tools	₱8,000
Marketing & Client Support	₱12,000
Utilities & Internet	₱5,000
Miscellaneous	₱5,000
<b>Total Monthly Cost</b>	<b>₱155,000</b>
<b>Total Annual Operational Cost</b>	<b>₱1,860,000</b>



### 3. Projected Revenue:

Revenue Model	Monthly Estimate (PHP)
Hospital Subscriptions (₱15,000/month x 10 clients)	₱150,000
Technical Support Package Add-ons (₱2,500 x 5 clients)	₱12,500
Training Sessions (₱5,000 per session x 4/month)	₱20,000
<b>Total Estimated Monthly Revenue</b>	<b>₱182,500</b>
<b>Total Estimated Annual Revenue</b>	<b>₱2,190,000</b>

*Net Profit Estimate (Year 1): ₱2,190,000 - ₱1,860,000 = ₱330,000*

### Physical Plant/Facility

Since PriviCare is primarily a digital service, it requires no traditional brick-and-mortar facility. However, the core team will operate remotely, supported by a small central operations hub located in a shared workspace or co-working facility in a city with robust internet infrastructure (e.g., Angeles City or Quezon City).

### Proposed Layout of Operations Hub:

- **Workstations:** For development and client support (3 seats)
- **Meeting Space:** For virtual coordination and onboarding webinars
- **Equipment:** Laptops, routers, printer, and a backup power supply
- **Storage:** For training kits, documentation, and promotional materials



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This remote-first setup keeps fixed overhead costs low while maintaining accessibility, professionalism, and support for clients.

## **I. BUSINESS PLAN DESCRIPTION**

### **A. PROBLEM AND SOLUTION**

- **Problem**

Patient data is highly sensitive and needs to be protected against unauthorized access. Despite regulations, the risk of accidental exposure or intentional breaches remains prevalent in many healthcare settings. Many EMR systems lack effective, easy-to-use privacy safeguards, leaving sensitive patient data vulnerable, especially when accessed across different devices and by multiple users. Nurses and healthcare workers also face the challenge of balancing patient care with data security.

- **Solution**

PriviCare is a comprehensive data privacy and access control application that enhances the security of patient information within Electronic Medical Record (EMR) systems. This application, when activated, turns the computer into "safe mode", preventing unauthorized access. It blocks screenshots, screen recording, and copying/pasting, and automatically locks after two minutes of inactivity.

In addition, PriviCare ensures that only registered nurses can access sensitive patient data by requiring two-factor authentication and the nurse's ID for registration. For authorized access, nurses must request



approval from a nurse manager to view or modify patient records, ensuring data privacy is maintained. The app also tracks and logs access history, including timestamps and the user accessing the information, to create a secure audit trail in compliance with the Data Privacy Act of 2012.

## B. UNIQUENESS

- **Active Session Security**

PriviCare goes beyond simple access controls by automatically securing the system after periods of inactivity. This feature prevents unauthorized access and protects patient data even when healthcare professionals step away from their workstations. Its seamless integration with EMR interfaces ensures that security does not disrupt workflows, making it an important tool for continuous patient care.

- **Two-Factor Authentication (2FA)**

PriviCare takes data security to the next level by incorporating two-factor authentication (2FA). This ensures that only authorized nurses can access sensitive patient information, providing an added layer of protection that goes beyond traditional passwords. By requiring both something the nurse knows (password) and something the nurse has (a second factor, like a mobile authentication app), PriviCare significantly reduces the risk of unauthorized access.

- **Access Logging and Audit Trail**

Every interaction with patient records is tracked through access logging. PriviCare creates a detailed audit trail, including timestamps and user information, to ensure that all data access is monitored and transparent. This functionality not only helps healthcare institutions stay



compliant with the Data Privacy Act of 2012 but also enables quick identification of any irregularities or unauthorized access, strengthening the overall security framework.

- **Request-Based Access**

In a hospital environment, access to patient data needs to be controlled. PriviCare uniquely allows nurses to request permission from a nurse manager before accessing sensitive information. This request-based access ensures that only authorized personnel can view or edit patient records, creating a monitored and controlled environment. It adds a layer of accountability, ensuring that no one can access patient information without proper approval.

- **Access Tracking and User Profile Visibility**

One of PriviCare's most distinctive features is its ability to track who accesses patient data, much like the profile feature in Google Docs. When a nurse or healthcare professional views or edits patient information, their profile is visible in the document, providing real-time transparency and accountability. This allows administrators and other healthcare staff to monitor data interactions in real time, further enhancing the security and trustworthiness of the system.

## **C. NURSES' ROLES**

- **Primary Users**

Nurses are the primary users of the PriviCare application. The nurses are responsible for activating and managing the system whenever they access the Electronic Medical Records. Platform. This ensures that all patient data interactions are implemented within a secure digital





environment. In addition, the nurses are responsible for initiating the application before viewing any patient information, which reinforces a culture of accountability and adherence to data privacy protocols. The nurse's consistent and proper use of PriviCare plays a major role in protecting confidential health records and supporting institutional compliance with the privacy regulations.

- **Request Access for Patient Information**

Prior to accessing confidential patient data, the nurses are required to submit a formal request to access through the PriviCare platform. Their request must be approved and accepted by the proper nurse manager, making sure that only the authorized healthcare personnel are allowed to access or modify important patient information. This system of checks and balances maintains a high standard of confidentiality and greatly reduces the risk of unauthorized data breach. By following this procedure, nurses help uphold a controlled and secure data access environment that follows the professional ethical standards and legal requirements.

- **Authentication**

To confirm their identity and promote secure access, nurses will be required to authenticate their identity utilizing their Registered Nurse ID combined with the two-factor authentication. This two-step verification process ensures that only legitimate and credentialed healthcare professionals can access and interact with the confidential information within the PriviCare system. With the rigorous authentication process, the platform can significantly reduce the risk of data leaks and enhance the trust in the security of the digital health system.



- **Audit and Monitoring**

Furthermore, nurses are also required to engage in the continuous monitoring of the access logs. This includes monitoring the detailed records of those who accessed patient information, when the access occurred, and for what reason did the access occur. By regularly examining the logs, nurses help confirm that the data interactions follow the provisions of the Data Privacy Act. The active participation of nurses in monitoring is necessary to reinforce institutional accountability and uphold the early identification of any inconsistencies or possible breaches in data handling practices.

#### **D. RISKS AND ISSUES**

- **User Resistance**

Nurses and other healthcare staff might be hesitant to use the app if they feel it slows them down or is difficult to learn. This kind of resistance can slow down adoption. To help with this, it's important to provide clear, hands-on training and demonstrate how the app can actually save them time and improve security.

- **System Compatibility**

Hospitals use many different electronic medical record (EMR) systems and devices (Windows PCs, tablets, etc.). PriviCare must be able to run smoothly on all of them. This may require custom integration work and technical support to make sure the app is compatible with each system used in the hospital.



- **Privacy Law Compliance**

Healthcare data is highly sensitive, and laws like the Data Privacy Act of 2012 set strict rules about how patient information should be handled. These laws can change over time, so PriviCare will need regular updates to stay in full compliance. If it doesn't follow the law, the hospital could face legal issues or fines.

- **Technical Problems**

If the app malfunctions, such as freezing, crashing, or locking a user out by mistake, it could interrupt a nurse's ability to access patient information quickly. This can directly impact patient care. To avoid this, the app must be thoroughly tested and monitored to ensure it works reliably at all times.

- **Inactivity Lock**

The app may lock the computer automatically after a short period of inactivity. But in hospitals, nurses often step away briefly, like to quickly check on another patient in a nearby room or to collect medications from the supply area. If the app locks the screen too soon, it can interrupt their work and cause delays. To avoid this, the app should allow adjustable timeout settings so it matches the fast-paced and unpredictable nature of hospital workflows.



## II. PRODUCT NAME, LOGO, AND DESIGN

### A. Product Name

PriviCare is a health-oriented digital solution that seamlessly blends privacy and compassionate care—rooted in the Filipino values of *malasakit*, *tiwala*, and *pagkalinga*. Its name combines “Privi” for privacy and “Care” to highlight its commitment to secure, patient-centered service. Designed to protect sensitive health information while fostering personalized healthcare experiences, PriviCare serves as more than just a platform—it is a promise of safety, empathy, and trust. With its culturally grounded approach and emphasis on both security and human connection, PriviCare embodies the modern standard of ethical and compassionate healthcare for Filipinos and beyond.

### B. Logo Design



The Privicare logo is a thoughtful blend of medical and protective symbols, reflecting the brand’s commitment to patient privacy and compassionate healthcare—values deeply rooted in Filipino culture. The red shield surrounding part of the word “Privi” stands for protection and vigilance, conveying the strong safeguard of personal information, much like how *pamilya* protects one another. The stethoscope creatively forms the letter “i” in “Privicare,” reinforcing the



message “I care”—a reflection of malasakit that Filipino healthcare workers are known for. The flowing line of the stethoscope connects the ideas of care and protection, while the heart symbol embedded in the “a” of “care” adds a nurturing and empathetic touch. The use of bold yet rounded typography and the harmonious color palette of red, deep blue, and white reflects both professionalism and warmth—mirroring the pagkalinga and tiwala essential in Filipino caregiving values.

- **Red Shield behind “Priv”**
  - Symbolizes protection and security, representing the safeguarding of personal health information. Reflects responsibility and vigilance, much like how a Filipino pamilya looks after its members. Also evokes the urgency and alertness associated with healthcare emergencies.
- **Stethoscope forming the letter “I” in “Privicare”**
  - Represents medical care, professionalism, and direct patient interaction. The use of the stethoscope as the “I” in “I care” reflects personal commitment, embodying malasakit—the Filipino trait of deeply caring for others. The flowing tubing also creates visual continuity, symbolizing the connection between privacy and care.
- **White Dot (Diaphragm of the Stethoscope)**
  - Suggests purity, cleanliness, and clarity, aligning with the standards expected in both healthcare and data privacy. Adds visual focus to the stethoscope, subtly emphasizing listening and attention—important in Filipino nursing care.



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- **Heart Shape inside the “a” in “care”**
  - Symbolizes compassion, love, and nurturing—echoing pagkalinga, the Filipino cultural value of tender care. Reinforces the emotional and human aspect of the brand, showing that care is at the heart of its mission.
- **Bold, Rounded Typography**
  - Reflects strength and stability, appropriate for a privacy-centered service. The soft curves balance this with approachability and warmth, aligning with Filipino values of respect and kindness in communication.
- **Color Palette (Red, Deep Blue/Purple, White)**
  - Red: Energy, care, protection. Commonly associated with healthcare and emergency support.
  - Deep Blue/Purple: Trust, integrity, and professionalism—conveying the platform’s commitment to ethical healthcare and data protection.
  - White: Cleanliness, honesty, and peace—symbolic of transparency and trustworthy service.

### C. Logo Description

The Privicare logo encapsulates the spirit of Filipino healthcare—where malasakit, tiwala, and pagkalinga meet technology and professionalism. It communicates a strong message: that patients are cared for not just clinically but personally. “Privicare” combines “Private” and “I care,” symbolizing a secure yet human approach to healthcare—one that mirrors the deep empathy Filipinos extend to one another. The red shield evokes a sense of responsibility and protection, just as a pamilya or barangay protects its members. The stethoscope as the “l” in “I care” embodies the hands-on concern typical of Filipino nurses and



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caregivers, while the heart in the word “care” affirms the nurturing nature at the core of the brand. Altogether, the logo reflects a healthcare identity that is professional yet warm, secure yet personal—rooted in Filipino values that honor both privacy and the dignity of every individual.

### III. SWOT ANALYSIS

#### A. Strengths

<b>Enhanced Data Security</b>	This product aims to increase data security by blocking unauthorized access, screenshots, screen recordings, copy-paste operations, and use of other applications while EMR is opened.
<b>Seamless Integration</b>	Works smoothly with EMR systems and ensures minimal disruption to workflow.
<b>Compliance Assurance</b>	Provides an easy way to track patient data access, ensuring compliance with the Data Privacy Act of 2012 by real-time notification on EMR activity and history.



<b>Two-Factor Authentication</b>	Adds another layer of security to confirm the identity of the user by the use of individualized password and user's finger print through scanner.
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## B. Weaknesses

<b>User Compliance</b>	Nurses must consistently activate the app before accessing patient data, and failure to do so could compromise security.
<b>Dependency on System Integration</b>	PriviCare needs to be compatible with various EMR platforms and operating systems, which could be technically challenging.
<b>Auto-Lock During Inactivity</b>	The two-minute auto-lock may interrupt workflow if a nurse briefly steps away or momentarily shifts to another task, requiring re-authentication upon return.





<b>Resistance from Senior Staff</b>	Older nurses with minimal tech training may avoid using the app, preferring manual recordkeeping or printed logs.
<b>Overwhelming Audit Logs</b>	Daily logs of access history for each file could flood the system with data, requiring extra manpower to review and store securely.
<b>Affordability Concerns</b>	The monthly subscription cost may be too high for budget-constrained hospitals, particularly those in rural or government-funded settings, which could hinder widespread adoption.

### C. Opportunities

<b>Rising Privacy Concerns in Healthcare</b>	Addresses the growing demand for data protection in Philippine hospitals by offering a reliable solution that ensures compliance with the Data
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	Privacy Act of 2012 amid increasing cyber threats.
<b>Adaptation for Other Healthcare Professionals</b>	Enhance hospital-wide data security by expanding access to other healthcare workers like physicians and administrators through role-based permissions.
<b>Partnership with EMR Providers</b>	By integrating with widely used EMR systems in the Philippines, PriviCare can become a standard security feature that protects patient data without disrupting existing workflows.
<b>Global Expansion with Local Customization</b>	Tailored to meet the Philippines' privacy regulations, making it a highly relevant and compliant tool for local healthcare institutions.
<b>Cost Savings for Healthcare Providers</b>	With its ability to prevent data breaches and streamline security processes, PriviCare offers hospitals a



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	cost-effective way to protect patient data and reduce long-term expenses.
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#### D. Threats

<b>Competition</b>	Larger, established security firms may enter the healthcare privacy space.
<b>Cybersecurity Threats</b>	New vulnerabilities or hacking techniques may arise, requiring constant monitoring and updates of the app.
<b>Regulatory Changes</b>	Changing data privacy laws could necessitate frequent updates to ensure compliance.



#### IV. SALES PITCH / PITCH DECK (PROMOTIONAL AD)

##### Sales Pitch

***PriviCare: “Your privacy, our priority in care.”***

PriviCare is a culturally grounded health technology solution that seamlessly blends privacy protection with compassionate Filipino healthcare. Combining “Privi” for privacy and “Care” for patient-centered service, it reflects the core values of *malasakit*, *tiwala*, and *pagkalinga*. In a time when data protection is essential, PriviCare empowers nurses to uphold patient confidentiality through built-in features like auto-lock after two minutes of inactivity, screenshot and screen sharing restrictions, two-factor authentication, and nurse ID verification. By aligning with the Data Privacy Act of 2012, it allows healthcare workers to ensure compliance effortlessly while focusing on what truly matters—providing safe, secure, and empathetic care. PriviCare isn’t just an app—it’s a promise of ethical and dignified healthcare, rooted in trust and delivered with heart.

##### A. Target Customers

- Private Hospitals, Clinics, and Healthcare Institutions focused on securing patient data and complying with healthcare data privacy regulations.
- Nurses and healthcare workers who need a straightforward tool to help them ensure patient data privacy while managing electronic records.

##### B. Customer Problems

- Unprotected patient data leading to potential breaches or legal issues.
- Difficulty tracking who accessed patient information and when.
- Insufficient security features in existing EMR systems to protect against common vulnerabilities (e.g., screenshots, unauthorized access).



### C. Benefits

- **Automatic Security**

The app's automatic locking and access control features protect patient information without manual intervention.

- **Seamless User Experience**

Nurses can continue their workflow without hassle, while PriviCare works in the background ensuring privacy.

- **Compliance**

Stay compliant with the Data Privacy Act and other regulations by ensuring full control over patient information access.

### V. FINAL THOUGHTS

Our PriviCare system combines strong security with easy use, making it a perfect fit for busy nurses. By offering features like two-factor authentication and access logging, it keeps patient data safe while helping nurses get quick access when they need it. This balance means private hospitals can protect sensitive information without slowing down care. Plus, PriviCare is designed to grow and adapt, so it will keep meeting new security challenges as they come. Choosing PriviCare means choosing a reliable, efficient, and future-ready tool that supports healthcare teams and safeguards patients.



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## VI. PEER EVALUATION

NAME	General Attitude	Collaboration	Contribution	Task & Management	Total
Alonzo	3	3	2.5	1.5	10
Betita	3	3	2.5	1.5	10
Bulario	3	3	2.5	1.5	10
Catacutan	3	3	2.5	1.5	10
De Guzman	3	3	2.5	1.5	10
Enriquez	3	3	2.5	1.5	10
Galang	3	3	2.5	1.5	10
Manalastas	3	3	2.5	1.5	10
Marimla	3	3	2.5	1.5	10
Regala	3	3	2.5	1.5	10
Tan	3	3	2.5	1.5	10



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## AUF HONOR CODE

As an Angelenean who lives by the core values of pagiging mabuti, magaling at may malasakit sa kapwa, I hereby commit that I complete my academic work with integrity. This means that I shall accomplish my academic work without receiving or giving unauthorized assistance. My work also observes scholarly and intellectual standards, rules on proper citation of sources, and appropriate collection and use of data.