

CATEGORY	:	Strategic Communication Recognition Award
ORGANIZATION	:	PhilHealth Regional Office III (PRO III)
CONTACT PERSON	:	<p>Monifer S. Bansil Head, Public Affairs Unit PhilHealth Regional Office III</p> <p>Email: <a href="mailto:bansilm@philhealth.gov.ph">bansilm@philhealth.gov.ph</a> Contact Number: 0919-060-6654</p>
NAME OF PROJECT	:	“Alagang PhilHealth” Program of Region III: Moving Stories of life, health care, and inspiration
OBJECTIVE AND NATURE OF PROJECT	:	<p>“<b>Alagang PhilHealth</b>” which means “<b>Care</b>” is the media program initiated by <b>PhilHealth Region III</b> in its Facebook Live Streaming, radio, local TV, and short video information materials anticipated and followed by members, partners, and stakeholders in Central Luzon. Through its social media platform via Facebook page, it reaches other parts of country particularly NCR, and Filipino communities in United Arab Emirates, Saudi Arabia, Canada, Vietnam, United States, Taiwan, Hongkong, Qatar, and Australia. (Source: <i>PhilHealth Region III Facebook Page Insights</i>)</p> <p>It aims to expand the communication and engagement of <b>PhilHealth benefit programs, services, and health care to every community in Central Luzon, nationwide, and even other parts of the world.</b> PhilHealth is a social health insurance corporation which aims to provide financial risk protection for every Filipino at times of need, and through this program, Filipinos will be aware of their rights on health care.</p> <p>The Public Affairs Forum (PAU) started the media program in 2020 during the COVID-19 pandemic with its title “<i>Ikaw, Ako, at ang PhilHealth</i>” and continued in 2022. With the program improvements, the title was changed into “<i>PhilHealth para sa Lahat</i>” in 2023 to advocate Universal Health Care (UHC) for all Filipinos. For the year 2024, in its <b>5<sup>th</sup> year</b> of providing continuous PhilHealth information and education to the public, PhilHealth Region III adopted the nationwide program title “<b>Alagang PhilHealth</b>”.</p> <p>Inspired by the moving stories of members, partners, and stakeholders, as well as the dedication and commitment of</p>

	<p>PhilHealth employees to improve the services, PhilHealth Region III initiated and developed its <b>enhanced Alagang PhilHealth</b> TV and FB Live Program into <b>PhilHealth D.R.I.P.</b>, an acronym for strategic communication of benefits and services:</p> <ul style="list-style-type: none"> <li><b>D.</b> “Dinig” (Hear/Listen)</li> <li><b>R.</b> “Ramdam” (Feel)</li> <li><b>I.</b> “Insurance” (Financial Risk Protection)</li> <li><b>P.</b> “Proteksyon” (Protection/Security for health needs)</li> </ul> <p>This new <b>TV and FB Live program</b> started on September 17, 2025, with its new time slot 7:00 pm – 8:00 pm, to be able to capture the audience at home or during their relaxing time after all day work. This regular TV program is being aired live via CLTV 36 channel and Facebook live. Part of the program is the discussion on benefits and services, information materials (commercials), and PhilHealth <b>LUSOG (Health) Diaries</b> a combination of vlog and documentary style of capturing actual experiences and stories of members, partners, and stakeholders. In the pilot episode of PhilHealth D.R.I.P. the program had a <b>975,000 views</b>, 7,900 like, 464 comments, as of September 24, 2025. See link below:  <a href="https://web.facebook.com/cltv36official/videos/1448218476450378">https://web.facebook.com/cltv36official/videos/1448218476450378</a>.</p> <p>The “<b>Alagang PhilHealth</b>” of PRO III has also the following initiatives:</p> <ul style="list-style-type: none"> <li>• Facebook Live Streaming</li> <li>• Facebook Reels and Stories</li> <li>• Radio blocktime</li> <li>• Radio spots</li> <li>• Special Report (a life-glimpse (<i>lakbay sa totoong buhay</i>) documentary short video)</li> <li>• Billboards, Newsprint, and e-copy</li> <li>• Media, Academe, Influencers, Vloggers, and Artists partnership</li> <li>• Blended and face to face orientation and caravan</li> </ul> <p>The “<b>Alagang PhilHealth</b>” of PRO III program will continue its services by <b>land, air, across the water, and mountains</b> to reach all communities, to learn and share different <b>life</b> stories, to ensure that no one is left behind in the provision of quality <b>health care</b>, and to <b>gain inspiration</b> in achieving the Universal Health Care.</p>
<p><b>WHY IT SHOULD BE RECOGNISED</b></p>	<p>: <b>This Media Program of PhilHealth Region III is the only program nationwide with consistent TV block, radio block, print advertisement and e-copy, social media platform, and blended information and education campaign activities of PhilHealth benefits and services in 6 years from 2020 (pandemic) to 2025. It was also recognized by the ISO external</b></p>

		<b>auditors during Quality Management System (QMS) audit of PhilHealth nationwide.</b>
<b>SUMMARY OF THE PROJECT</b>	<b>:</b>	<b>(Please see below)</b>
<b>PHOTOS/ IMAGES OF THE PROJECT, WHEN POSSIBLE</b>	<b>:</b>	<b>(Please see below)</b>

### **SUMMARY AND PHOTOS OF THE PROJECT**

#### **“Alagang PhilHealth” of Region III: Moving Stories of life, health care, and inspiration**

*By: Monifer S. Bansil, Head – Public Affairs Unit*

**“Alagang PhilHealth”** which means **“Care”** is the media program initiated by **PhilHealth Region III** in its Facebook Live Streaming, radio, local TV, and short video information materials anticipated and followed by members, partners, and stakeholders in Central Luzon. Through its social media platform via Facebook page, it reaches other parts of country particularly NCR, and Filipino communities in United Arab Emirates, Saudi Arabia, Canada, Vietnam, United States, Taiwan, Hongkong, Qatar, and Australia. *(Source: PhilHealth Region III Facebook Page Insights)*

**It aims to expand the communication and engagement of PhilHealth benefit programs, services, and health care to every community in Central Luzon, nationwide, and even other parts of the world.** PhilHealth is a social health insurance corporation which aims to provide financial risk protection for every Filipino at times of need, and through this program, Filipinos will be aware of their rights on health care.

The Public Affairs Forum (PAU) started the media program in 2020 during the COVID-19 pandemic with its title *“Ikaw, Ako, at ang PhilHealth”* and continued in 2022. With the program improvements, the title was changed into *“PhilHealth para sa Lahat”* in 2023 to advocate Universal Health Care (UHC) for all Filipinos. For the year 2024, in its **5<sup>th</sup> year** of providing continuous PhilHealth information and education to the public, PhilHealth Region III adopted the nationwide program title **“Alagang PhilHealth”**.



## The Birth of PhilHealth D.R.I.P. and Lusog Diaries in year 2025

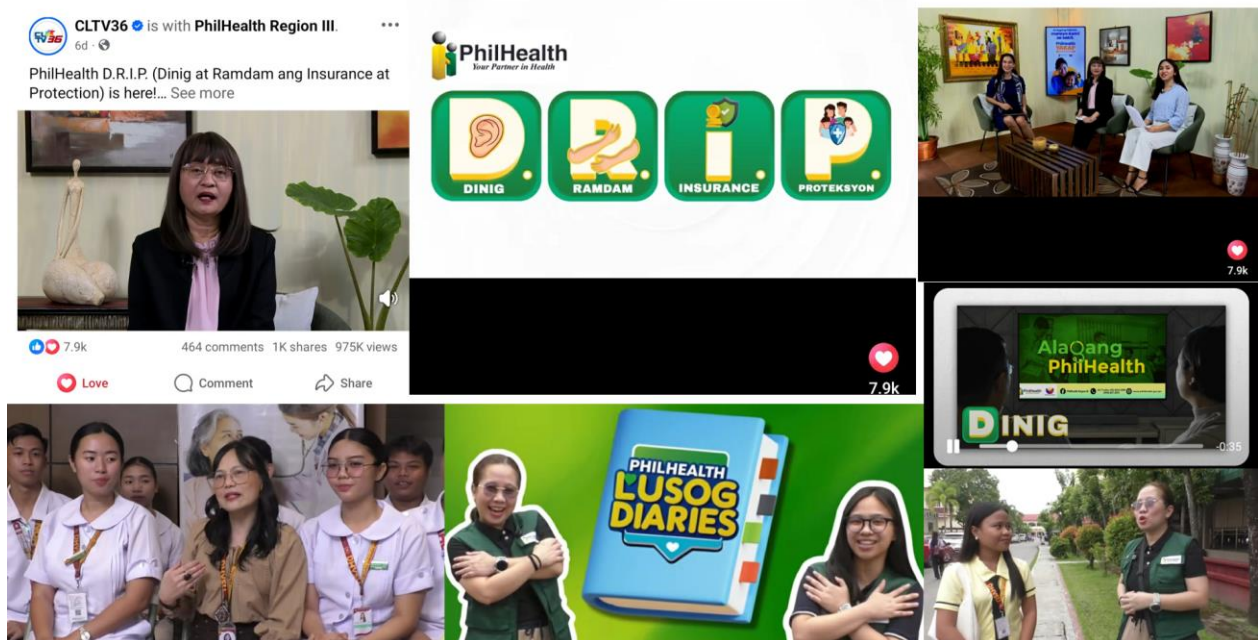
Inspired by the moving stories of members, partners, and stakeholders, as well as the dedication and commitment of PhilHealth employees to improve the services, PhilHealth Region III initiated and developed its **enhanced Alagang PhilHealth** TV and FB Live Program into **PhilHealth D.R.I.P.**, an acronym for strategic communication of benefits and services:

- D.** “Dinig” (Hear/Listen)
- R.** “Ramdam” (Feel)
- I.** “Insurance” (Financial Risk Protection)
- P.** “Proteksyon” (Protection/Security for health needs)

This new **TV and FB Live program** started on September 17, 2025, with its new time slot 7:00 pm – 8:00 pm, to be able to capture the audience at home or during their relaxing time after all day work. This regular TV program is being aired live via CLTV 36 channel and Facebook live. Part of the program is the discussion on benefits and services, information materials (commercials), and PhilHealth **LUSOG (Health) Diaries** a combination of vlog and documentary style of capturing actual experiences and stories of members, partners, and stakeholders. In the pilot episode of PhilHealth D.R.I.P. the program had a **975,000 views**, 7,900 like, 464 comments, as of September 24, 2025.

## 2025 – PhilHealth D.R.I.P. and LUSOG Diaries





## PhilHealth via Radio, Local TV, and FB Live Streaming from 2020 to 2025

For 2025, PhilHealth Region III maximizes the use of all communication platforms via social media, TV, radio, newsprint, face to face/ virtual/ and blended information and education campaign (IEC) to promote the benefits and services of PhilHealth for all Filipinos.

2025



Radio program

Facebook post

Facebook Reels

Newsprint and e-copy



*PRO III Acting Vice President Henry V. Almanon, Acting Branch B Manager Arlan M. Granali, Casiguran MHO Dr. Merill A. Danay, and PhilHealth team serving 200 indigenous peoples (IP) of Brgy. Cozo, Casiguran, Aurora on August 13, 2024*

In the early years of 2020 to 2022, the media program was started via facebook live streaming, radio, and local TV featured information and education on PhilHealth benefits, frequently asked questions, updates, events, and interviews with internal PhilHealth spokespersons (e.g. Regional Vice President, Branch Managers, Office Heads or Representatives). In 2023, PAU conceptualized the media program to include actual interviews with external members (e.g. Senior Citizens), partner health care providers (e.g. Angeles University Medical Foundation Incorporated, Young Minds Therapy Center), and partner agencies (e.g. Department of Social Welfare and Development) to expand discussions on benefit accessibility and availment.

In 2024, the Alagang PhilHealth media program soared, when it included special coverage of the actual experiences, stories, services and different locations of the featured guests and services: person with disability (PWD), Kapampangan Development Foundation (KDF), National Commission on Indigenous Peoples (NCIP), Overseas Filipino Workers (OFW) Hospital, and Jose B. Lingad Memorial Hospital-Mental Health Facility.

The media program covered the PhilHealth membership and benefits (e.g. for OFW, PWD, Senior Citizens, Indigents, Employed, Self-paying, Professional, Students and dependents), immediate eligibility *“agarang paggamit ng benepisyo”*, registration and updating of records, use of new and expanded benefit packages (e.g. inpatient, outpatient, Konsulta or the primary care, sustainable development goals benefits, and Z benefits), mental health, outpatient hemodialysis and kidney transplant, animal bite, cancer, online services and applications, accreditation of health care providers, anti-fraud mechanisms, premium contribution, accredited collecting partners, and other members and stakeholders concerns.





*PhilHealth San Fernando Head Ma. Elizabeth B. Capuli, OFW Hospital Medical Center Chief Dr. Ralph Julius Mendoza, Christine Ann L. Roque and Public Affairs Unit Head Monifer S. Bansil providing PhilHealth membership and benefits information @ CLTV 36 and Facebook Live*

Also included in each episode discussions were: “*Ano ang bago sa Universal Health Care UHC?*”; health care and prevention; “*Mare, ano ang latest? (Maretas)*” to inform the public of the month’s health awareness and benefit package (e.g. breast cancer month, others); PhilHealthy Tips and Thoughts to Ponder (e.g. health guide, quotes, and tips) and PhilHealth infomercials (information commercials).

PRO III, through the Public Affairs Unit, was able to complete **10 local TV episodes**, 1 hour per episode of “*Alagang PhilHealth*” and with PhilHealth infomercials in 2024. It was aired by CLTV 36 every Thursday, 2:00pm – 3:00pm, with Facebook Live Streaming and replays, for 2020-2023 it was aired by GNN TV 44 with FB live.



*CLTV 36 team together with PhilHealth Accreditation and Quality Assurance Section (AQAS) Dr. Analee Y. Reyes, Health Care Delivery and Management Division (HCDMD) Dr. Liza D. Magno, Public Affairs Unit Head Monifer S. Bansil and team on Benefit Coverage for Outpatient Mental Health at CLTV 36 on December 12, 2024*

For **radio**, PRO III completed **18 episodes**, 1 hour per episode of “*Alagang PhilHealth*” with FB live streaming and radio spots to reach more population. It was aired by RW 95.1 FM every Friday, 4:00 pm – 5:00 pm, since 2020 until 2024.



*Public Affairs Unit Team Christine Ann L. Roque and Angela Salonga, DJ Ellie, and PhilHealth Bataan Head Edmond M. Manuel discussing Konsulta benefit package for all members at RW 95.1 FM on November 28, 2025*

## Launching of Alagang PhilHealth Special Report

In 2024, the Alagang PhilHealth **Special Report** was launched, with the objective of developing a life-glimpse (*lakbay sa totoong buhay*) documentary short video, highlighting the stories and actual experiences/ services of members, partners, and stakeholders. It also tackled the environment and situation wherein policy/ process improvements can be studied and implemented towards achieving Universal Health Care.

Four Alagang PhilHealth Special Report were aired via local TV and Facebook live streaming: Story of Gracelyn A. Polinada from Aurora, a PWD warrior and beneficiary of Z MORPH benefit package for leg prosthesis; Regional office in Pampanga and services of National Commission for Indigenous Peoples (NCIP) reaching farthest and underserved communities in Central Luzon; facility and health care services of OFW Hospital, City of San Fernando, Pampanga, reaching our OFWs and their dependents; and Outpatient Mental health services of Jose B. Lingad (JBL) Memorial Hospital, City of San Fernando, Pampanga, to address the mental health challenges faced by Filipinos regardless of age and status.





*Gracelyn A. Polinada – PWD warrior from Aurora and a beneficiary of PhilHealth expanded Z MORPH package for leg prosthesis provided by Kapampangan Development Foundation (KDF) Inc., City of San Fernando, Pampanga*



*Jashmin S. Torres of PRO III-Public Affairs Unit special report on OFW Hospital health care services located at the City of San Fernando Pampanga. OFW Hospital is also an accredited Konsulta provider.*

## PhilHealth in Facebook Story and Reels

In 2024, with the creation of the PhilHealth Region III **Social Media Team** and hiring of additional personnel in the **Public Affairs Unit**, more engaging short videos of PhilHealth services and events were posted in the PRO III PhilHealth page story and reels. Thus, reaching more viewers and increasing public awareness on services in various locations: Local Health Insurance Office (LHIO) frontline services, Konsulta Caravan in every city/municipality/barangay, PhilHealth orientation, registration and provision of IDs and MDR to members.

PRO III and partners such as LGUs, DOH, DSWD, NCIP, City and Provincial/City Health Office, health care providers, OSCA, orphanage, organized groups, OFWs, DepEd, and CHED, Bureau of Management and Penology (BJMP), were able to bring the health services closer to all members of the population, including those located in the geographically and isolated disadvantaged areas (GIDAs), persons deprived of liberty (PDL) and their dependents, Filipino overseas, academe, and others sectors.



*More than 80 PhilHealth FB Reels were posted by PRO III in 2024 to provide updates on benefits, programs and activities for members, partners, and stakeholders*

## **PhilHealth in Billboards, Newsprint, and e-copy**

Part of the Social Marketing and Communication Plan (SMCP) is to provide enticing, updated, and visual information materials and artcards for easy understanding of viewers and readers about PhilHealth benefits and programs. In 2024, PRO III were able to display PhilHealth billboards in NLEX highway Candaba viaduct and Bocaue, Bulacan; People's Center Bataan; PRO III building and 11 Local Health Insurance Offices (LHIOs) in Central Luzon; Municipal Hall Plaza, Guagua, Pampanga; Holy Angel University, Angeles City, Pampanga; Highway and Boat Display during Fluvial Festival in Apalit, Pampanga; LGUs San Marcelino and San Antonio, Zambales; and McArthur Highway, Bulacan.



*PhilHealth billboard static and led wall displays in Region III*



PRO III information press releases, stories, and artcards were also published in various local newspapers (e.g. Sunstar Pampanga, Punto Central Luzon, and others), in addition to the e-copy published in the FB page of PRO III media partners.

*PhilHealth print advertisements and FB page e-copy publication by Sunstar Pampanga*

*PhilHealth press releases and stories publication by GNN TV 44, PIA Gitnang Luzon, RW 95.1 FM, and Punto Central Luzon*

## PhilHealth partners with DepEd and CHED

PhilHealth strengthen partnership with **DepEd** Central Luzon for the inclusion of the **PhilHealth Learners' Material (PLM) in the Grade 8 curriculum** in Region III on October 21, 2024. This PhilHealth initiated event was participated by DepEd Regional Director Dr. Ronnie S. Mallari, 21 Schools Division Superintendent (SDS), MAPEH Curriculum Supervisors and Teachers. DepEd also posted in their portal the PLM for the information and dissemination within their communities. DepEd also participated in the PhilHealth **Reel-Making** Contest for students with the theme **"Nag 4MKNB?"** (4M: Mag-parehistro, Mag-update ng record, Magbayad ng kontribusyon, at Mag-claim ng benepisyo).

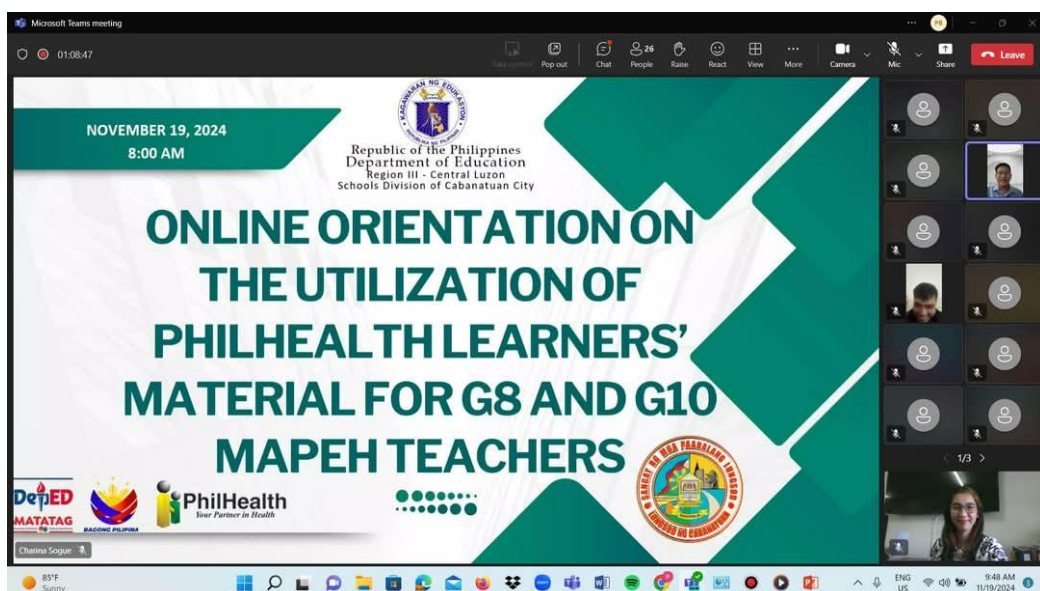




*Winners of the PhilHealth Reel-Making Contest in Central Luzon*



*DepEd Regional Director Dr. Ronnie S. Mallari, 21 Schools Divisions Superintendents, MAPEH Curriculum Supervisors, MAPEH Teachers, and PhilHealth Team partnership to include the PhilHealth Learners' Material (PLM) in the MAPEH curriculum for Grade 8 students*



*Public Affairs Unit Head Monifer S. Bansil as Resource Speaker during the Online Orientation on PhilHealth Learners' Material (PLM) for Grade 8 and 10 MAPEH teachers of DepEd Schools Division of Cabanatuan City on November 19, 2024*

In addition, **CHED** supported PhilHealth's Regional **Digital Poster Making Contest** for college students with the theme "**Kapanatagan**" on the presence of PhilHealth benefits to every Filipino at time of health needs. The winning digital poster material created by **Edson R. Lingad of the Maritime Academy of Asia and the Pacific (MAAP) from Bataan**, was also included in the **nationwide** entries and was announced as the **Grand Winner** of the Digital Poster Making Contest.



*CHEDRO3's Education Supervisors Dr. Maria Teresa S. Salta and Mr. Francis Dominic de Guzman meeting with Ms. Monifer S. Bansil, Head – Public Affairs Unit and Ms. Christine Anne L. Roque – Public Relations Officer on February 8, 2024 to support the PhilHealth Digital Poster Making Contest for College Students*



*PhilHealth Region III awarding to Edson R. Lingad of the Maritime Academy of the Asia and the Pacific (MAAP), Bataan as the grand winner for the Digital Poster Making Contest for college students in Central Luzon*



## **PhilHealth Active collaboration and partnership with PIA, Media, Influencers, Vloggers, and Artists**

With the Universal Health Care (UHC) advocacy of Region III Philippine Information Agency (PIA), media partners, influencers, vloggers, and artists to share PhilHealth information for the benefits of every Filipino, PRO III strengthen their partnership and commitment through conduct of Kapihan (Press Conference), Parangal at Pasasalamat (Appreciation), interviews, press releases, stories, articles, PhilHealth orientation and services, marketing activities, and other assistance needed to ensure that PhilHealth is accessible and responsive to members, partners, and stakeholders.







**CabalenHoops**  
7 Jun 2024 · 🌐  
Maraming Salamat Po!  
Philhealth 🇵🇭... See more



**CABALENHOOPS**

**RW 95.1 FM**  
28 Nov 2024 · 🌐  
RW 95.1 FM Recognized as a Universal Health Care  
Champion... See more





### **PhilHealth blended and face to face orientation and caravan**

PRO III Public Affairs Unit participated in various blended (with virtual/online participants) and face to face PhilHealth orientation, caravan, assistance, and marketing activities in 2024 to cover all areas in Central Luzon (Pampanga, Bataan, Tarlac, Zambales, Bulacan, Nueva Ecija, and Aurora).

Indeed, the ***“Alagang PhilHealth”*** of PRO III program will continue its services by **land, air, across the water, and mountains** to reach all communities, to learn and share different **life** stories, to ensure that no one is left behind in the provision of quality **health care**, and to gain **inspiration** in achieving the Universal Health Care (UHC). – end -