



Philippines HEALTH & WELLNESS Travel

A Guide to World-Class Healthcare & Travel Destinations in the Philippines

We welcome your articles and comments. Email us at info@himcommunications.com

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The City of Makati is happy to share with our dear readers the latest developments in our city's healthcare and tourism programs in this special section, "Philippines Health and Wellness Travel" of the Philippine Daily Inquirer in partnership with HIM Communications.

As in many other aspects of city administration, Makati is once again leading the way by example when it comes to healthcare and tourism programs and projects—the latest of which are: 1) The Official Makati Travel Map; and 2) The City's initial entry into the process of international accreditation for its hospitals, clinics and wellness facilities.

Ultimately, the beneficiaries of these projects are the residents of our city as well as visitors, businessmen and investors who, together with the city government, are working towards the upkeep and betterment of the way of life that is distinctly Makati's.

Please do read through these pages to learn more about what the City of Makati has to offer and we hope to see you soon in our city.

Welcome and Mabuhay!

JEJOMAR ERWIN S. BINAY, JR.
Mayor
Makati

Travelling for health

MAKE IT HAPPEN IN MAKATI

By Joyce Socao-Alumno and Ramil Guile

Multi-faceted, progressive, tourist-friendly and cosmopolitan—the City of Makati is all of that and more.

Besides being a place for investment, relaxation and recreation, Makati City is also known as a model city when it comes to providing health and wellness to residents and visitors alike.

Pioneer, leader in universal healthcare

Makati's journey towards first world universal health care for its residents began back in 1998, when former Department of Health Secretary Jimmy Galvez-Tan, M.D., was tapped by then Makati Mayor Jejomar Binay to assess the state of Makati's health services and recommend improvements.

Galvez-Tan was very honest about his assessment. "I told the Mayor that while Makati was a center of business, with the stock exchange doing business there and the world-class hotels in the area, it lagged behind healthcare. Essentially, Makati then had a third world healthcare system," he said.

The Mayor took Galvez-Tan's assessment

Makati City is the very first, and still the leading LGU in the entire country when it comes to providing a citywide universal healthcare program for its residents. In addition to that, Makati also has 100 percent membership in PhilHealth as well. When it comes to healthcare for its residents and visitors, no other city in the Philippines comes close.

Makati's programs for health and social services have received many awards from the national government and private organizations. Most notable of these is the award given to the Makati Health Program, known popularly as the "Yellow Card" program. It has been recognized internationally through the Dubai International "Best Practices" Award, for "outstanding contributions towards improving the environment."



TRAVELLING/B3-4

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Editor's Message

We are happy to showcase in this issue the City of Makati. Makati has, without a doubt, the most advanced citywide healthcare system in the country today.

As we will see in our cover story, Makati is indeed a model for all other cities in the country. It has proven that universal healthcare for all is indeed possible—with unity, goodwill, hard work, and commitment on the part of local government, the private sector, and city residents.


In less than 20 years, Makati City has established healthcare system for its residents that is comparable to that of Singapore and other developed cities in the Asian region. This is an accomplishment that the rest of the Philippines must take to heart as a guiding inspiration.

The city's latest thrust is to become the ultimate "health and wellness destination," not only in the Philippines, but also throughout Asia. The city, after all, is host to a rapidly growing number of health and fitness-related establishments.

Indeed, Makati is ready for medical tourism for the best reason: taking excellent care of the public health system that benefits all of its residents and whoever will travel to their city for healthcare.


Makati has made it happen... for sure, the entire Philippines can!


Joyce Socao-Alumno



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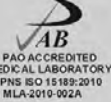



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La Breza Tower: Modern luxury and comfort amid tranquil suburbia

THOSE seeking a relaxed suburban lifestyle, combined with luxurious privacy and comfort will find it in La Breza Tower in idyllic Quezon City. The 22-storey mix-use condotel and condominium property is strategically located in Mother Ignacia Street near EDSA, the main artery of Metro Manila—offering easy access to any point in the metropolis.

La Breza's luxurious amenities offer the peak of exclusive, comfortable and secure living for today's successful professionals. La Breza Tower is ideal for professionals who wish to enjoy the best of both worlds: a comfortable, relaxing and private hideaway that takes them away from the stresses of work-a-day life, while offering them the convenience and excitement of an urban, cosmopolitan existence.

As a condotel, La Breza provides a living experience that is superior to that of a condominium: residents and guests enjoy 24/7 personalized service from the friendly and well-trained staff. La Breza combines the privacy and privilege of being a homeowner with the comfort and convenience of being serviced by the staff of a five-star hotel.

Its strategic location in Quezon City gives residents and guests access to Metro Manila's centers of business, leisure, entertainment, sports, shopping, and healthcare in Quezon City, Ortigas, Makati, and Fort Bonifacio. Transportation is very convenient as the EDSA thoroughfare has abundant taxicabs, buses and the Metro Railway Transit (MRT). La Breza is in close proximity to two of the country's largest media networks, ABS-CBN and GMA-7.

Best of all, La Breza is located in Diliman area that still retains the relaxing, quiet and spacious features of suburbia. There is still ample greenery in the area and there is no crowding, in contrast to places like Makati and Ortigas. It is the perfect place to rest, recharge and make plans for future projects and conquests.

Amenities include the La Breza restaurant serving Filipino and world cuisine; the gym that offers a complete fitness experience with cardio machines, weight machines, and free weights. The gym is adjacent to the open air pool area with a beautiful infinity pool for adults, a kiddie pool and a Jacuzzi, surrounded by refreshing greenery.

There's also a commercial area with restaurants and boutiques, banquet and function rooms. The condotel and residential areas have studio, one-bedroom and two-bedroom units. Residents and guests enjoy ample parking spaces and 24-hour security.

Studio, one-bedroom and two-bedroom units are available to prospective residents and investors.







Dear partners and friends in the industry,

In response to the growing population of foreign nationals and returning Filipino citizens retiring in the Philippines, and the increasing need for us to have a readily available material that has comprehensive information about the Philippine setting for the retirees, the PRA has partnered with HIM Communications, Inc. in publishing the Philippines: The Heart of Asia 2012 Edition "Guide to Living, Retiring and Settling Down in the Philippines".

This new addition to the annual issues of Philippines: The Heart of Asia Travel Guide & Directory will mainly focus on the essential needs and wants of individuals aiming to achieve a new prime in their lives. By joining this project, we will be able to assist you in promoting your organization as a recognized partner-provider of PRA and will be distributed to our primary target market internationally and locally. The handbook will also serve as part of the Welcome Kit for SRRV members and an official guidebook of PRA.

May we all find this endeavor worthy of your support and participation with the end view of creating mutual benefits for this industry.




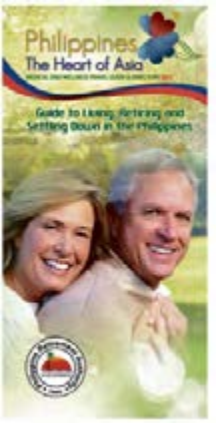
GUIDE TO LIVING, RETIRING AND SETTLING DOWN IN THE PHILIPPINES

Building on the remarkable feat accomplished by the 2008, 2009, and 2010 issues of "Philippines: The Heart of Asia" Travel Guide & Directory in promoting the country for medical and wellness tourism, HIM Communications is publishing for its 2012 edition this handy booklet titled "Guide to Living, Retiring and Settling Down in the Philippines". This travel guide shall serve as a quick reference to the country's premiere medical, wellness and retirement facilities and allied services that are essential to the needs of potential and existing retirees in the Philippines.

To advertise and for other inquiries, contact:

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Medicard Colorectal Clinic: At the Forefront of Colorectal Care


Contact: Baby Mendoza 09178484329

Makati City - The Medicard Colorectal Clinic's surgery team uses a variety of procedure to diagnose and repair damage to the colon, rectum, anus, and pelvic floor caused by diseases such as cancer, diverticulitis, inflammatory bowel diseases, and other benign disorders like hemorrhoids, fissures, fistulae, polyps, and sexually-transmitted anorectal diseases.

Some of the services are outlined below:


Colonoscopy

Both a diagnostic and therapeutic procedure, a long flexible tube is inserted into the rectum and gradually advanced through the colon. This allows the physician to have an unobstructed view of the entire colon to allow him to examine the lining of the intestines, diagnose colon and rectal problems, perform biopsies and remove noncancerous growths (polyps).




Endorectal Ultrasound

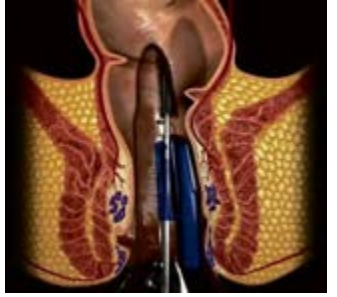
A special ultrasound technique in which a transducer is directly inserted through the anus and into the patient's rectum. The sound wave echoes detected by the transducer are converted by a computer into an image. It is one of the most useful diagnostic tools for diseases of the anal and rectal regions of the body, especially for cancer staging, abscess and fistula treatment, and sphincter (muscles that provide continence) problems.



Transarterial Hemorrhoidal Dearterialization (THD)

Using a Doppler ultrasound, the blood vessel supplying the hemorrhoid is identified and ligated with





stitches. Deprived of its blood supply, the hemorrhoid then shrinks and shrivels. There is no wound outside and is therefore almost painless.


Stapled Hemorrhoidopexy

Using a specially-designed, single-use stapler instrument, the hemorrhoids are returned to their normal anatomic position. The end result is that the surgi-

cal wound is inside, and no wound is visible outside the anus. Scientific studies have proven that this is less painful than traditional surgery. Best recommended for hemorrhoids with prolapse.

Rubber Band Ligation (RBL)

A procedure in which the hemorrhoid is tied off at its base with rubber bands, cutting off the blood flow. The hemorrhoid then shrinks, in about a week, and then falls off.



Medicard Colorectal Clinic is manned by board-certified Fellows of the Philippine Society of Colon and Rectal Surgeons. It always strives to provide comfort, privacy and total quality service to its clientele.

This specialist clinic is located at the 3rd Floor, Medicard Lifestyle Center, #51 Paseo de Roxas Cor. Sen. Gil Puyat (Buendia) Ave., Makati City, with tel. no. 555-0832, cell phone no. 0926-6305759. The clinic is open from Mondays to Fridays - 1:00 p.m. to 7:00 p.m., and on Saturdays - 9:00 a.m. to 3:00 p.m.



City of Makati launches Travel Map for Health and Wellness Tourism

THE CITY of Makati launched its official health and wellness travel map that features the city’s premier hospitals, clinics, spas, and wellness centers, presenting it to stakeholders in Makati’s tourism and healthcare sectors. The Official Map published by HIM Communications provides visitors and residents a handy guide for navigating through the city’s central business district, as well as its shopping, leisure and entertainment centers.

Makati Health Council - NABH International partnership

During the launch, Makati Mayor Jun Binay also revealed that the city has ongoing efforts to assure that Makati’s healthcare providers, from hospitals to clinics to spas, receive international accreditation.

“One of the priorities in the City Health Program is international accreditation for our city’s healthcare facilities, including hospitals, clinics, and eventually, its wellness centers. International accreditation is a proven way for upgrading healthcare facilities and services to conform to global standards, and be at par with the best in the world.”

“For this, we are working closely with NABH International, an official accrediting agency under the International Society for Quality in Healthcare in partnership with our Makati Health Council. With the support of NABH International and our stakeholders in the city’s healthcare, our goal of international accreditation for our healthcare providers will be achieved,” said Mayor Binay.

According to Binay, the international accreditation of Makati’s hospitals, clinics and wellness centers is being undertaken through cooperation with Makati Health Council and NABH International. NABH International is an official accreditor of the International Society for Quality in Healthcare. HealthCORE is the Country Representative of NABH International in the Philippines.

“We understand that it is important to provide world-class medical services that



THE launching of The Philippines’ First Health and Wellness Travel Map and Stakeholders’ meeting for City of Makati’s Medical Tourism Program was successfully held last April 16 at the Makati City Session Hall. Shown in photo (from upper left) are: Lito Anzures (head, Makati Tourism Council), Celine Clemente (president, Tourism Congress), former DOT Usec. Cynthia Carrion (president, AHMA), Vinchu Lapid (president, Makati Tourism Foundation), Agustin Vallejo (president, Anscor Casto Travel), Hon. Mayor Jejomar Erwin S. Binay Jr., Dr. Joel Gutierrez, Dr. Ernie Santos (Centuria Medical Makati), Dr. Jaime Galvez-Tan (head, Makati Health Council), Joyce Socao-Alumno (president, HIM Communications), Dr. Estela Barrios (Makati Health Department), Mitch Genato (LifeScience), Jourdan Sebastian (LifeScience), Joel Alumno (Anscor Casto Travel), Dr. Anselmo Tripon Jr. (Bel-Air Dental Care), Mark Funelas (Makati Medical Center), Dr. Nicky Montoya (president, Medicard Philippines), Kate Cruz-Joaquin (Marketing, Medicard), Dr. Rico Martin Gerochi (Bel-Air Dental Care), Dr. Axel Trecho (Bel-Air Dental Care), Rachel Uy (Hi-Precision Plus), Willelmira Carlos (Hi-Precision Plus) and Dr. Mariano Atacador, Jr. (Hi-Precision Plus)

are affordable to the local population and medical tourists. Setting standards through international accreditation would be good for Makati’s healthcare providers to remain competitive and excellent in their practice,” said Dr. Galvez-Tan.

Leading the way

According to Lito Anzures, head of the Makati City Tourism Office, Makati has the infrastructure to be one of the top tourism destinations in the Philippines.

“I would say that Makati City’s tourism and medical travel infrastructure is at par with similar destinations in the region. We have the best hotels. We are the center of business. We have world-class malls. We are an entertainment center and we have parks as well.”

“Plus, the City’s healthcare system is really advanced. We have tertiary hospitals, world-class specialty clinics that are already treating foreign patients on a regular basis. Really, all we need to do is let the world know the good things that Makati City has to offer. We have them already, so let’s tell people about them,” said Anzures.

Medical travel model city

According to Joyce Socao-Alumno, president of HIM Communications, Makati City

is on its way to fulfilling a vision that, she hopes, the rest of the country will eventually share.

“We had been advocating medical tourism in the Philippines since 2006. Actually, our very first efforts to develop the Philippines as a health and wellness destination began in Makati way back then. Through the years, we’ve learned that there are considerable challenges in realizing that vision for the entire country. Hence, we are developing cities one step at a time and we chose to start with Makati City which we hope will serve as a template model for other cities to follow given its infrastructure, security and strong local governance, not to mention its being the country’s foremost business district.”

“Travelers from overseas who are seeking information about the Philippines healthcare and wellness facilities will find the information they need at the Philippines: The Heart of Asia website. The Makati Travel Map is also available for viewing and for download at the website,” she said.

For more information about Makati City and medical tourism in the Philippines, please visit the Philippines: The Heart of Asia website: www.philippinesheartofasia.ph

STAY IN LUXURY

The City of Makati is home to the finest deluxe, first class and standard hotel accommodations in the country. These include world-famous hotels like the history-rich Hotel Inter-Continental, Shangri-La Hotel, Manila Peninsula Hotel, Mandarin Oriental, the Dusit Hotel and the New World Hotel, among others.

GET YOUR TREATMENT

Makati has excellent healthcare facilities such as the Makati Medical Center which is JCI-accredited and various specialty clinics, including those focusing on aesthetic, cosmetic and dental procedures. These clinics are already providing treatments and services to medical tourists from various parts of the world.

SHOP FOR GREAT BUYS

The Greenbelt, Glorietta, Landmark and SM malls provide a first-class shopping experience to tourists, offering everything from stalls selling knick-knacks at flea-market prices; to low-and-mid-priced clothing stores, to high-end retail outlets carrying signature brands of fashionable apparel and accessories; the latest gadgets and international brands of sporting goods; to big supermarkets for daily necessities. These malls provide everything that one needs for a modern lifestyle.

PAMPER YOURSELF

There are several spas that offer a whole range of wellness treatments, from therapeutic massages to body scrubs; to acupuncture, acupressure and sauna treatments. Deluxe hotels also have their own spa facilities. Before heading home, try the Philippine signature massage “Hilot”.

DINE AND UNWIND

The Greenbelt and Glorietta complex and the deluxe hotels offer a dazzling selection of fine dining and casual restaurants to suit all tastes and budgets. Visitors enjoy cuisines from around the world. Entertainment bars are also spread out in areas like Makati Avenue; Pasay Road; and Jupiter Street. Makati comes alive at night, with all the lighting from these establishments. The deluxe hotels also have their own posh dining establishments and bars.

TOUR AROUND

Travel around Makati City itself and to other parts of the metropolis is not a problem as the city has a lot of transportation options—from car rental services to buses, taxicabs, jeepneys and the MRT and LRT lines. The Ayala Center is interconnected by covered elevated walkways and underpasses so that traveling around the city is very convenient. Of course, one shouldn’t miss riding the e-jeepney in roaming around the streets of the CBD area.

KEEP FIT

Fitness centers are either found inside hotel premises or at other convenient locations. These offer more than just weight training and cardio training—there are also classes in yoga, Pilates, dance, circuit training, and other fitness regimens. Two global gym franchises, Gold’s Gym and Fitness First; plus the local gym chain Shimmers’ World, are also in Makati.



LITO Anzures,
head of the
Makati City
Tourism Office

PLACES for HEALTH, WELLNESS & BEAUTY

A monthly directory of the country's best health & wellness establishments

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 Calayan Surgicentre Unit 1701 Medical Plaza Makati Amorsolo cor. Dela Rosa St., Makati City Tel.: (632) 845-0015 www.calayanmd.com	 LifeScience Center for Wellness and Preventive Medicine 8th Floor ACCRA Law Tower 2nd Ave., cor. 30th St. Bonifacio Global City, Taguig Tel.: (632) 828-5433 www.lifescience.ph
 DermClinic 2/F, The Link Bldg., Ayala Center Tel.: (632) 856-1972 / 856-6292 www.dermclinic.com.ph	 MEDICard Lifestyle Center 51 Paseo De Roxas cor. Sen. Gil Puyat Avenue Makati City Tel.: (632) 894-5720 / 867-1048 www.medicardphils.com
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Travelling for health

From page B3-I

seriously and set about implementing a city health program that has become, after more than 10 years, a model for the Philippines and other countries. “Makati today spends more per capita on health care than any other city in the country. In fact, Makati City spends an amount on healthcare that, when converted to dollars per capita, is equal to that of more developed nations in Asia,” said Galvez-Tan.

Based on 2010 figures, Galvez-Tan computed that Makati spends US\$70 per capita on its residents. This is more than what the Philippines spends per capita on healthcare, which is at about US\$43.

Public health

The very first public health issue that Makati City addressed was the ban on smoking, back in year 2002.

“Smoking, of course, was a very big public health concern. Makati was the first city in the country to enforce a city-wide ban on smoking in public places. At first, people objected and were afraid that it would be bad for business. They said that bars and restaurants and clubs would lose their customers.”

“For a while, customers did stop coming. But later on there were even more people who started coming to these establishments. That’s because non-smokers outnumber smokers. Even the Peninsula lobby started filling up with even more guests despite the smoking ban,” he said.

Another public health concern that Makati City addressed was cardio-vascular illness. According to Galvez-Tan, the city provides a 30 percent discount on laboratory tests for cardio-vascular patients and a 50 percent discount on heart disease medicines. “These medicines are very effective and the city buys them in bulk for a very low price. Makati residents can avail of these medicines for as low as, say, P2.50 per pill,” he said.

Makati has also set several records when it comes to public



THE City of Makati has established a health referral system for a “seamless delivery of healthcare” that promotes smooth integration of preventive, curative, and rehabilitative services so the health of their constituents and clients is not compromised.

healthcare. It has set several records over the years, including zero incidence of leptospirosis cases, zero incidence of rabies cases, and zero cases of preventable maternal deaths. The city also has a subsidized program for helping patients with AIDS and tuberculosis.

Makati is known for providing many healthcare and social benefits to its residents, especially children, the elderly, and the differently-abled. For children, these include health benefits; free pre-school and elementary education; modern, air-condition school buildings; computer education classes; free textbooks and school supplies; and cash incentives for honor students.

For the elderly, these benefits include health services; monthly cash allowances; and even free birthday cakes and free passes to cinema screenings. The differently-abled also have benefits like free health services; fare discounts in the MRT, LRT, provincial buses and other public transportation; free rehabilitation therapy for indigent differently-abled residents; free movie passes; and many others.

According to Galvez-Tan, Makati’s robust and progressive universal healthcare program makes it the most medical tourism-ready city in the Philippines.



RAMPS for wheelchairs in buildings and on the streets show the city’s concern for those who are physically-challenged.

“The question of public equity has already been settled in Makati. With its universal healthcare program to all residents, we can say that we are ready to accept medical tourists for treatment because we are already taking care of public health.”

“With other cities, perhaps, one can ask, ‘Why are you taking care of foreign patients when your own residents are having health problems?’ No one can say that about Makati. That’s why I’m saying that Makati is the most prepared for medical tourism—beyond just having world-class accommodations and other tourism infrastructure, Makati is already providing world-class health-



LANDSCAPED pocket parks in the mall areas offer a relaxing respite from the stresses of work and travel and allow visitors to unwind, reflect and enjoy their day.



PHILIPPINE handicrafts and products reflect Filipinos’ ingenuity.

care to its own residents,” said Galvez-Tan.

City government support

None of these, of course, would be possible without the support of the city government. Mayor Jun Binay told everyone that his administration is doing all it can to regularly improve the city’s tourism infrastructure as well as its healthcare program.

“As you know, all of these health services and social benefits are being funded by the city government through its revenues. The city’s main sources of revenues are City License fees and Real Property Taxes and there’s really little else that we can tap as additional sources.”

“So we appreciate the help of our partners in the private sector in developing the city’s tourism and healthcare programs. The new travel map is the first of, hopefully, many more partnerships we will undertake with the stakeholders in the city’s tourism and healthcare sectors,” said the mayor.

According to Binay, the Makati Travel Map shows how Makati is not only a center for business, commerce, leisure, and even national and foreign policy-making;



“MAKATI’S robust and progressive universal healthcare program makes it the most medical tourism-ready city in the Philippines”, says former Department of Health Secretary Dr. Jimmy Galvez-Tan, now consultant to City of Makati’s Health Council.



THERE are small parks in various areas outside the mall complex, including the verdant and lush Ayala Gardens located at the back of the Philippine Stock Exchange.

and that it is also one of the most developed cities in the country; home to the country’s most advanced, world-class healthcare and wellness facilities.

“The City of Makati is where we can find medical facilities, clinics and wellness centers that are comparable to other developed countries. We are glad to say that quality healthcare for all, both residents and visitors

of Makati, is a priority project of the current city administration. This is done through the Makati Health Program,” Binay added.

So come and visit the place where you can now more easily find fun, relaxation, business opportunities, and health and wellness. Experience how you can make it happen—whatever it is that you want to happen—right in the City of Makati.

FIGHT TOOTH DECAY WITH THE NATURAL POWER OF NEW LISTERINE® NATURAL GREEN TEA

If you have ever had the misfortune of suffering from tooth decay, you understand exactly how excruciating the pain is. But you are not the only one who is familiar with that mind-numbing ache. Roughly 95 million other Filipinos feel your pain – literally. Tooth decay affects 92.4% of the Philippine population, making it one of the most common oral problems in the country.

The common solutions to preventing tooth decay are those we have heard since our youth: (1) do not eat too much sugary food, (2) brush your teeth after eating, and (3) see your dentist regularly. Though these all help in preventing cavities, there is now a new and natural way of fighting tooth decay.

The new LISTERINE® Natural Green Tea fights tooth decay because it contains natural green tea and two times more fluoride. Green tea has transcended beyond just the flavor of your favorite drink. The natural goodness of green tea is now in a mouthwash, because LISTERINE® has discovered the natural tooth decay-fighting prop-

erties of green tea:

It contains catechins, an antioxidant that inhibits the activity of cavity-causing bacteria

It contains tannins that helps prevent the build-up of plaque, which is a precursor to tooth decay



It naturally contains fluoride, which is well-known and recommended by dentists to strengthen teeth against tooth decay.

When green tea and fluoride are combined with the long-established effectiveness of LISTERINE®, the result is a mouthwash that is natural, yet still effective enough to kill 99.9% of germs that brushing alone leaves behind.

However, it is not enough to simply kill the bacteria that cause tooth decay. Just as important is to prevent new cavities from forming. With the new LISTERINE® Natural Green Tea, your teeth are coated with a protective shield that strengthens your teeth against new tooth decay.

So although 95 million Filipinos may currently be suffering from tooth decay, fighting tooth decay can actually be as simple as a 30-second gargle. Now, Filipinos can fight tooth decay with the new LISTERINE® Natural Green Tea.

This product is available in leading supermarkets, drugstores, and department stores for Php70.25 (80ml) and Php166.50 (250ml).

FEATURE

Face thread lifting without the stitch

WHETHER your pressing concerns are your nasolabial lines and/or any of these-worry lines, glabellar lines, periorbital lines, or chin lines or crease-the ultimate solution is the same: thread lifting or power cell lifting.

According to an authority on anti-ageing and aesthetic solutions to the concerns tackled above, Dr. Mary Jane “MJ” Torres of the Zen Institute, this is a new lifting technique which injects multiple threads for strong lifting effect and for enhancing cell engraftment to the treatment areas.”

The thread itself is both safe and effective and, considering that what is used is not a single thread but multiple threads, the effect is much better. In fact, the strong lifting effect by multiple threads—its differentiated lifting effect—is much stronger than single thread products, yielding a high satisfaction as a lifting treatment even without cell therapy. It has a scaffold effect for stem cells and PRP, Platelet Rich Plasma; actually, the multiple threads serve as



BEFORE



AFTER

scaffolding for cell therapy by injecting stem cells and/or doing PRP”

She notes the advantages: “There is a high possibility of cell viability and engraftment as the multiple threads perform a role as scaffolds, with strong lifting effects.”

“Other similar solutions were designed without considering cell therapy, but what we have had gone through maximized improvements, so the procedure yields both effective lifting and cell regeneration and there’s been reported high satisfaction due to immediate positive effects on patients wherever it’s been used in other countries,” Dr. MJ shared.

“Even if at some time, skin aging tremendously progresses, creating creases and wrinkles as the elastin and collagen tissue of the skin’s epidermis are destroyed, the damage done can still be reversed through this power cell lifting solution with cell regeneration, elastin and collagen tissue becoming densely composed. With these, the skin is kept healthy or made healthy again.”

We’re lucky this is now in the Philippines, and we at The Zen Institute can rightfully claim to have the confidence to do the procedure competently and safely,” she added.

To know more on The Zen Institute (A Medical Spa), please visit www.thezeninstitute.com.



DR. MARY Jane “MJ” Torres of The Zen Institute (A Medical Spa)

STA.LUCIAResidenze

Monte Carlo Tower construction in full swing

Live at your comfort zone!



The Monte Carlo, which is Tower One of the five-tower, master-planned condominium development known as The Residenze, will be ready for occupancy by 2014 while its built-in, two level mall will be ready by 2013. The property is meant to be the residential heart—the jewel in the crown—of the Sta. Lucia Center, located at the juncture of progressive cities of Marikina, Pasig, Antipolo, and the municipality of Cainta. The Sta. Lucia Center complex includes a three-phase mall; The Brickroad, a restaurant strip for both casual and fine dining; and The Residenze.

The Monte Carlo is one of the more exciting projects we are completing today. Construction is at just the right pace and we're thrilled that it will finally be ready for occupancy in two years. Our residents can expect the best living experience once we have finished the tower," said Matilde P. Robles, president, Royale Homes Marketing Corporation.



The main Sta. Lucia mall is also located within the same complex of the Residenze. This assures residents that they are able to shop for all their necessities within the property complex itself, sparing them from the stresses of having to travel to some other place for shopping, dining and recreation.

The Monte Carlo has 21-storeys offering 258 units composed of studio, one-bedroom and two-bedroom units. The limited number of units on each floor prevents crowding.

Two Bedroom Unit



Units at the 17th to 21st floors of The Monte Carlo are one- and two-bedroom units that open to a panoramic view of the Antipolo and San Mateo hills rising on the east and the Marikina and Pasig valley at opposite sides. Studio units are located at the 3rd to 16th floors. Studio units at the 3rd floor recreation area have their own gardens that face the common landscaped garden grounds. All units at The Monte Carlo come fully finished with complete kitchen and bathroom.

Monte Carlo residents will be provided 24-hour security with security guards, CCTV cameras and smoke detectors. For business and recreation, there will be Wi-Fi connectivity and a function hall. Residents will also enjoy the landscaped gardens and swimming pool as well as the open gazebo.

Would-be unit owners at The Monte Carlo may avail of the very light payment terms that allow up to 36 months to pay for the down payment. Balance may be paid through bank financing.



Convenience and Class

The Residenze is perfect for successful young urban and mid-career professionals looking for privacy, convenience and class in their place of residence. Studio units are still available for them and these units could be combined to create a bigger living space. They will surely enjoy the Residenze lifestyle that provides the most modern attractions and conveniences in a very accessible, strategic location. The Residenze has a modern, elegant design that pays homage to its source of inspiration: the classic beauty of Mediterranean cities.

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The Residenze's amenities include a built-in retail, commercial, dining and recreation area, that is part of the high-end component of the Sta. Lucia Mall. Sta. Lucia Mall, which is located within the same complex, will occupy the ground floor to part of the third floor of the Residenze. With Sta. Lucia Mall located within the same complex as the Residenze, residents are assured that they can find all their necessities within the property complex itself—whether for shopping, dining or recreation. Everything they need is already within close reach.



The Residenze is also conveniently close to hospitals and clinics, centers of recreation and entertainment, as well as to churches, universities and colleges. It is owned and developed by Sta. Lucia Realty and Development, Inc., one of the pioneering and most trusted developers in the Philippines. Architectural design is by W.V. Coscolluela and Associates while interior design is by Songsong & Periquet.

Sta. Lucia Realty and Development, Inc., has developed and now operates numerous residential towers and hotels, including La Breza in Quezon City, Splendido in Tagaytay and Sotogrande in Cebu, among others.

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Workshop for clinics and small healthcare organizations on international accreditation standards

WITH the growing population and aging people on the rise all over the world, comes bigger demand for healthcare. WHO declares that in order to avoid huge hospital bills, people are encouraged to be more cautious of their health even before chronic illness strikes. Aesthetic centers are also booming as more people search for youthful looks and longevity.

Primary care clinics, ambulatory and aesthetic centers provide part of the solution. This situation bodes well for the healthcare business. But how does the healthcare organizations keep up with the rising demand? How can they make their organization and people work more efficiently? Can

health risks be reduced to provide better and quality patient care? What systems need to be in place in order for these organizations to effectively run their business and increase their bottom line?

International accreditation provides assurance on patient safety and quality of care, which are main concerns for patients and health insurance companies. It stimulates continuous improvement for healthcare organizations and promotes efficiency.

On May 7-8, , NABH International in partnership with HealthCORE will conduct for the first time in the Philippines a comprehensive 2-day Workshop on Implementing International

Accreditation Standards for Small Healthcare Organizations. Small healthcare organizations are defined as hospitals with bed strength of up to 50 beds. It also includes day care centers and ambulatory clinics that perform surgery and procedures that will require 24-hour observation in the facility.

Learn the global benchmarks accredited by the International Society for Quality in Healthcare (ISQua) to be conducted by international experts and assessors themselves. NABH International is accredited by the International Society for Quality in Healthcare (ISQua) under its International Accreditation Program—one of the few ac-

crediting organizations in the world to achieve this recognition. ISQua is an international body which grants approval to healthcare accreditation programs around the world as a seal of excellence.

Among the important topics to be discussed in the workshop are standards on continuous quality improvement, good governance, facility safety, human resources, and information management system. Standards on access, care of patients, management of medication, patient rights, and infection control will likewise be covered, as part of the criteria set by ISQua and implemented by NABH International.

Hospital and clinic owners and ad-

ministrators, medical directors, quality personnel, medical professionals, nursing supervisors, professionals, and practitioners in the healthcare industry are invited to participate in the training.

To register, please call Rowena Eusuya at 910-8030 / 0917-8938762 or visit www.healthcore.com.ph



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MakatiMed is the first private hospital designated by the DOH as an HIV treatment hub

Here in the Philippines, the prevalence of individuals infected with the human immunodeficiency virus (HIV), the disease that causes the failure of the immune system to function properly, is, thankfully, considerably low at less than 1%. But with HIV cases being reported to the Department of Health (DOH) daily, government and health institutions are intensifying efforts directed towards fighting the disease.

"HIV is no longer fatal if discovered and treated early," Dr. Vilma M. Co, head of Makati Medical Center's Infectious Disease Section reveals. MakatiMed is the first private hospital designated by the DOH as an HIV treatment hub in 2010, providing effective anti-retroviral (ARV) drugs to HIV-infected patients. The premier health institution, having realized that the HIV epidemic in the Philippines is rapidly accelerating and that early treatment lowers the risk of HIV transmission, began managing affected patients in the early 90s.

"At MakatiMed, we provide prevention, treatment, care and support services to people living with HIV," Dr. Co says. "Our institution puts a premium on the well-being of every patient, regardless of his or her condition."

MakatiMed's Infectious Disease consultants are armed with enhanced skills and knowledge on HIV management, and have developed innovative strategies to address the sensitivity in delivering the available services to this vulnerable group of HIV-infected patients.

"We recognize the growing number and burden of caring for those infected and affected with HIV," says Dr. Ma. Tarcela Gler, HIV/AIDS Core Team (HACT) chair. "That's why we immediately made the move to train more people and expanded our staff roster. We also upgraded our equipment to provide a more holistic quality treatment."

MakatiMed also shares a strong political commitment to help prevent the fast-paced increase of HIV cases in the Philippines with government health institutions, the DOH and PhilHealth. The DOH provides MakatiMed the necessary drugs for HIV treatment, including ARVS such as zidovudine, lamivudine, efavirenz, and nevirapine among others; while PhilHealth aids patients via access to their health fund.

Additionally, to be able to reach more patients who need treatment and care, MakatiMed is committed in its partnership with the DOH for information dissemination, provision of health services, and advocacy for compliance to policy and guidelines on HIV management.

"We are honored to be working hand in hand with the DOH and PhilHealth," says Dr. Co. "We believe that this milestone public-private partnership—the first of its kind for healthcare—is a good strategy to ensure that those affected by the disease remain productive members of society."