

PHC Strategic Planning Refresh: Big Hearts and Great Minds Converged



Big hearts and great minds converged as the Philippine Heart Center Executive Committee, Department Managers, and Division Heads took part in the **Strategic Planning Refresh Workshop** held on March 3-4, 2017 at Quest Hotel, Clark Pampanga.

The Institute for Solidarity in Asia (ISA) facilitated the two-day Strategic Refresh Workshop programmed to identify the organization's strategic goals and impact indicators, to craft strategy map and balanced scorecard, and to articulate the strategic initiatives for the period of six (6) years covering 2017-2022.

Day 1, March 3, 2017 -- The Opening Preliminaries also included the presentations of the PHC's impact indicators to measure the success of the organization's strategic process, aside from the usual invocation, singing of the National Anthem and PHC Hymn.



Dr. Juliet J. Balderas, OIC of the Office of Strategy Management, presented the Performance Governance System (PGS) and PHC Transformation Journey and Roadmap, 2016 Yearend Balanced Scorecard.

“Even with the challenges at present, we still have an overall Outstanding Performance using all our Strategy Measures. The initiative of the Clinical Pathways Program have probably contributed to this, along with our breakthrough goal of establishing the Regional Heart Hospitals which is part of our IGG commitment.” - **Dr. Juliet J. Balderas**



Dr. Gerardo S. Manzo, rightfully recognized the importance and relevance of The Philippine Health Agenda and DOH Strategy Map 2017-2022 to the PHC Roadmap.



“The Mantra for health is ‘All for Health Towards Health for All,’ it is just another way of saying or reminding us or challenging us, ‘Be there but one Filipino sick and uncared for, our mission is not done’ so it will never be done, so we should never stop doing our refresh, we should never stop looking at what we are supposed to achieve and we should not stop trying to help our fellow Filipino patients,” - **Dr. Gerardo S. Manzo**

The current position of PHC was revisited by Ms. Maria Charisse Y. Magallanes, RN as she discussed the topic *‘Where are we now? Governance in Healthcare PHC GEC Audit Assessment, December 2016.’* The 7 categories – 1) Leadership; 2) Strategic Initiative Implementation; 3) Patient Engagement; 4) Internal Audit, Measurement and Monitoring; 5) Relevant Results in Organizational Performance; 6) Operations, Effective Health Care Services and Work Process; and 7) Results were specified under GEC Audit Assessment and were the reference of the Strategic Refresh Workshop.



“The GEC is a complimentary mechanism with PQA which encourages public sector organization to practice and institutionalize business excellence,” **Ms. Maria Charisse Y. Magallanes, RN**

The Part I program proper of the Strategic Planning Refresh was initiated by Christian P. Zaens, ISA Executive Director and the Workshop Facilitator. The Review of Execom's Outputs on the strategic position that goes beyond operational effectiveness were laid down as the foundation of the workshop's discussion and group exercises.

Mr. Zaens expressed his insights on the direction that PHC has to take and the next mountain that it has to conquer, with regards to the cardiovascular healthcare service delivery. He pointed out that doing things that is 'Beyond Better' is doing strategy that is not in the realm of looking for ways to improve current conditions or looking for better ways of doing things. Strategy is not to run the same race faster but to run a different race altogether. By 2022, PHC endeavors to go beyond operational effectiveness, to dream of a better future which will lead to superior impact on the health of the Filipinos- defining **Strategic Position or Goal** that goes beyond better which is linked to the **Superior Impact** when PHC achieve its goals.



"We define the next mountain that the Philippine Heart Center will conquer, as part of the bigger ecosystem which is the Philippine Healthcare System. When we articulate the next mountain to conquer, let's go beyond better" -- Mr. Christian P. Zaens

PHC Executive Director Dr. Joel M. Abanilla presented the PHC's Vision for 2017-2022. The PHC strategic position, goals and impact for 2022 was explained by Dr. Abanilla, based on the pre-work that was meticulously crafted by the Execom.



"To be the leading advocate in cardiovascular and preventive aspect are the challenges that we are currently looking into. We are set to define our role in helping our government in crafting national health policies that may be based on the researches that will be coming from us." -- Dr. Joel M. Abanilla

Part II - Afternoon Session of the workshop focused on crafting of the Strategic Objectives, Indicators and Initiatives, setting annual targets and detailing of the strategic goals and indicators. The participants were then divided into three (3) Breakout Groups: *Group 1-Strategic Objectives; Group 2-Indicators and Initiatives; and Group 3-Strategic Goals and Indicators.* Each Group was joined by a facilitator from ISA and a documentation staff from PHC.



Day 2, March 4, 2017—Mr. Zaens went through the workshop assignments done in the Day 1 breakout session. An alignment of the consolidated outputs was done by Mr. Zaens and the other ISA facilitators. As part of the culminating activity, all three (3) groups presented the annual targets and the details of the strategic initiatives.





In conclusion, the Strategic Refresh Workshop successfully articulated the PHC's strategic position for the next six (6) years covering 2017-2022, designed a Strategy Map, and crafted its Balanced Scorecard which contains nineteen (19) key indicators and targets which will measure the organization's performance and reflect its strategic initiatives, priority projects, and annual targets.

