

Banking on Healthcare

The health status of Filipinos has progressively improved over the last few decades. Despite various and numerous constraints, the Philippine government along with health institutions and even the business sector continue to carry out measures to address the concern that all Filipinos should have easy and equal access to healthcare. Most healthcare practitioners and consumers in Western countries generally assume that medical technology and practice in a

developing country like the Philippines lag greatly behind those in Western countries. That assumption is not completely accurate as the Philippines houses leading medical centers not only in Asia but the world. With medical tourism, the Philippines has been growing as a health and vacation destination because of our world-class physicians, modern technology and our unique Filipino brand of caring and hospitality, all at a fraction of a cost in developed countries.

A New Formidable Player Emerges

The Equicom Group, headed by Antonio L. Go, realizes this potential and aims to maximize our country's expertise in healthcare. The group started with Maxicare, a leading HMO that was established in 1987 and acquired by the group in 2008. With the foresight of Antonio Go, this business group

expanded its interests in healthcare and now endeavors to provide world class healthcare services in the Philippines with MyHealth Clinic and Metro Dental Clinic. A mission to directly serve patients born three years ago is now finally coming to fruition. With top-notch physicians and dentists, diverse

specializations and modern technology, you can be sure to receive only the best treatment possible – whether it be a specialized consultation at a MyHealth clinic or a teeth whitening treatment at Metro Dental. Antonio Go believes that medical services need not be availed

abroad because it can as well be done here with the same quality of service and cuts down on airfare costs too. With their clinics, the Equicom Group continues to lend a hand in raising the level of healthcare in the country and making it more accessible to more Filipinos.



EQUICOM

G R O U P

Mr. Antonio Go Speaks Out



At the helm of the Equicom Group's forays into the field of healthcare is Antonio Go, a seasoned, well respected banker and businessman that pioneered the credit card industry in the Philippines. Now he leads them towards breaking new ground as the Equicom Group utilizes its wide area of expertise in banking, financial leasing and IT to improve service delivery in healthcare. Let's take a closer look and learn more about the Equicom Group and their mission to improve healthcare in a conversation with Chairman Antonio Go.

Q: Your roots are in banking, how do you see this as a strength going into the health care sector?

A: Banking is financial intermediation between depositors and borrowers. It is a service to channel the funds of the community to productive endeavors. Beyond money matters, we have a role to play in promoting well being and good health. I believe that the Filipinos deserve world class medical and dental care. I believe that this

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quality medical service should be accessible to all in terms of location and value for money. We should all be aware that undertaking a personal wellness program will be a deterrent to getting sick. I believe that if you need bankers you can trust, you also need health professionals you can trust. Financial health has to be accompanied by good health to enjoy the fruits of one's labor. Personally, I want to take care of my health and want to awaken others to do the same.

Q: Can you tell us a bit about the Equicom Group?

A: The Equicom Group is composed of various businesses which are focused on IT, healthcare and banking and finance. Aside from a strong focus on the markets that they serve, the common thread among the member companies is the strong belief that IT and automation will enable efficient service delivery and drive costs down to benefit customers.

Q: What are the companies that comprise the Equicom Group?

A: Our companies extend to various businesses that focus on information technology, banking and finance and healthcare. Under the group are Equitable Computer Services, Inc. (ECS), a progressive computer solutions provider in the Philippines established in 1973;

Equicom Savings Bank Inc. (EqSB), a bank acquired in January 2008,



presently a principal member of Vista International and despite being only three years old is one of the fastest growing financial institutions today; ALGO Leasing and Finance Inc., a medium-sized non-bank, non-quasi bank incorporated in June 2007 to



best serve small and medium enterprises; Maxicare Healthcare Corporation (Maxicare), one of the pioneer health maintenance organizations (HMO) in the country established in 1987. We also have the Go Kim Pah Foundation Inc., a company engaged in philanthropic and charitable causes that provide education to underprivileged youth.



Q: Tell us a bit about Metro Dental? How similar or how different is this from MyHealth Clinic?

A: Metro Dental is another major step by which the Equicom Group seeks to provide Filipinos with more than adequate dental health services. It is a partnership that we have with a young but very reputable dentist, Dr. Steve Mark Gan. Like the MyHealth clinics, we intend to have most of the locations inside the malls or at least near them. Even more importantly though, our dental clinics will be

equipped with state of the art equipment like lasers and will be manned by highly trained and proficient dental practitioners. Currently, we already have five operational locations and by the end of the year, we expect to have at least 20 locations. A few years down the road, there is an option to integrate them. But today, we want to show our patients the value of going to experts in each field, housed in separate clinics though most MyHealth and Metro Dental clinics are within the proximity of one another.

Q: Having established yourself as a premier HMO, would you say that it is only natural to go into healthcare with MyHealth Clinics?

A: Yes, MyHealth Clinic was a natural consequence and actually complements Maxicare as an HMO. We want both Maxicare members and the general public to experience the advantage of being served by modern and fully equipped clinics that are accessible at convenient locations. MyHealth Clinic prides

itself with the first full service ambulatory clinic in the country that carries state-of-the-art medical equipment. Our staff is composed of highly trained and qualified medical professionals from different fields who are passionate about providing unparalleled service to our growing number of customers. And this is what we have been pushing for, world-class healthcare that is just within reach. Now you can have it at MyHealth Clinic.

have achieved our goal. Aside from its established branding in the industry, Maxicare is able to capitalize on its strong financial resources and nationwide presence. It currently has the largest networth at over P300 million. When you are a company or an individual looking for an HMO to cover your medical needs, one of the first things you will look for is financial strength to ensure that it will deliver on what it has committed. Maxicare also has a very extensive network of accredited hospitals, clinics, doctors and dentists all over the country. Even members who travel abroad can also be covered for their healthcare requirements through SOS which is an international healthcare organization. Maxicare also has Primary Care Centers (PCCs) in major hospitals such as Makati Medical Center, St. Lukes Hospital (QC and Global City), Medical City and others – these PCCs are ready to welcome and assist members who may have need for services of these hospitals. By next month, Maxicare will open its newest PCC at Chinese General Hospital. I believe that these major strengths of Maxicare coupled with its friendly and efficient service are responsible for its very sizeable market share in various large corporate such as financial institutions, BPOs and call centers and multinationals. It is also growing aggressively its customer base with SMEs, families, and individuals.



A Group United In One Goal

His self-descriptions of simple and uncomplicated are accurate because Antonio Go is a man who always looks for the shortest distance between two points – a faster, better and automated way of doing things. It is a fact evidenced by the group's firm belief that IT and automation can bolster efficient service delivery and benefit customers by driving costs down. By addressing the more routine tasks, automation consequently allows people to perform more meaningful and

higher value tasks. With the power of auto-mation, HMO, medical and dental clinics together with qualified doctors, dentists and health professionals, patients can be served in the fastest, most effective and most cost-efficient manner available.

The Equicom Group under the stewardship of Group Chairman Antonio L. Go and Vice Chairman Rene J. Buenaventura will be a crucial player in the Philippine market over the next several years. They will serve corporate

and individual clients in the diverse fields of information technology, financial services and it's latest venture - health care.

As its emergence continues, you can always bank on the Group to be united in one goal: to constantly provide better services to satisfy even more customers and help improve more lives. Banking on healthcare – the Equicom Group will improve its customers' wealth and health.