

Philam Life donates to cancer registry



Paras (right) turns over the P1.5-million to Dra Beatrice Tiangco, CARE Philippines co-founder and chief executive officer (center) and Max Ventura.

PHILAM Life, the country's premier life insurance company, recently turned over a PHP1.5M donation to Cancer CARE Registry Philippines Foundation, Inc. (CARE Philippines), the first hospital-based cancer registry system in the country.

This initiative was made possible through the Alliance for the Philippines' Health and Advocacy (ALPHA), the health-based consortium of Philam Life's corporate social responsibility arm, Philam Foundation, together with the Philippine College of Surgeons and the Philippine College of Physicians.

The donation comes from a committed amount based on the sales of Active Joint Critical Protect, Philam Life's landmark protection product, the first health and life insurance

for two in the country which allows customers to safeguard themselves and a loved one against untoward events and critical illness.

"This reflects our commitment to help address the protection gap in the country, one step in the fight against one of the top killer diseases in the country," said Tennyson Paras, Philam Life head of Products.

The web-based cancer registry system of CARE was created to collect and analyze data from Filipinos diagnosed with cancer from various public and private hospitals nationwide. Last year, the partnership with ALPHA was established to further grow hospital membership, as this was key in widening the source of data that will be included in the CARE system.