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Philam life turns over P1.5m for cancer registry

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Philam Life, the country's premier life insurance company, recently turned over a P1.5M donation to Cancer CARE Registry Philippines Foundation, Inc. (CARE Philippines), the first hospitalbased cancer registry system in the country.



Tennyson Paras (right), Philam Life head of products, turns over the P1.5M check donation to Dr. Beatrice Tiangco, CARE Philippines co-founder and chief executive officer (center) and Max Ventura (left), Philam Foundation president.

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.



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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.

"We are happy to receive this do-

nation from Philam Life as this will go a long way in sustaining the initiatives of the cancer registry. It will be used to build the infrastructure and cover the costs for further cancer research," said Dr. Beatrice Tiangco, CARE Philippines co-founder and chief executive officer.

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. The gathered data are analyzed and serves as a key driver for further research, which can



eventually influence patient care and protocol, public health policies, drug development, and other epidemiological research and activities.

"ALPHA has been making strides in the fight against cancer, with 20 hospital partners joining the program by the end of 2018. Its growth is a concrete manifestation of Philam Life's serious intent to help Filipinos live healthier, longer and better lives," said Max Ventura, president of Philam Foundation.

Philam Foundation will continue to support future initiatives of Alpha CARE Registry to champion

more advocacies that will contribute to better patient care and management this coming year.

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