



**The Philippine American Life and  
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## PRESS RELEASE

### **PHILAM FOUNDATION LAUNCHES CANCER REGISTRY PROGRAM THROUGH ALPHA CONSORTIUM**

**QUEZON CITY, PHILIPPINES** – Philam Foundation, the corporate social responsibility arm of Philam Life, spearheaded the expansion of the country's first ever hospital-based cancer registry program. This initiative was made possible through the Alliance for the Philippines' Health and Advocacy (ALPHA), in partnership with Cancer Registry Philippines (CARE).

As the first initiative under ALPHA, the web-based cancer registry program of CARE was utilized to collect and analyze data from Filipinos diagnosed with cancer from various public and private hospitals nationwide. The aggregate data can eventually be analyzed and serve as a key driver for further research that can eventually influence patient care and protocol, public health policies, drug development, and other epidemiological research and activities.

Patients from partner hospitals are invited to provide their medical information and history in the website ([www.cancerregistryph.com](http://www.cancerregistryph.com)). The system has the capacity to share the anonymized data to the Department of Health (DOH) and the general public with a secure and encrypted central database, and the summary of all consolidated entries will be shared in the CARE website for research purposes.

"The Foundation hopes that through the registry we will be able to address the cancer problem more effectively with better screening and prevention, as well as provide information and champion advocacies that will contribute to better patient care and management," said Philam Foundation President Max Ventura.

#### **Advocates for health promotion**

Launched in December 2017, ALPHA was created to address the health challenges faced by Filipinos through data-driven and evidence-based health advocacies and projects. This is in line with Philam Life's on-going #LiveBetter campaign that aims to make healthy living accessible to Filipinos, and bridge the gap between their health goals and their actions.

"ALPHA was inspired by Philam Life's current mission of helping Filipinos live healthier, longer and better lives. It is our hope that with the combined efforts of our partners and other stakeholders in the health sector, we will be able to achieve our collective goal of seeing Filipinos live life to the fullest," added Ventura.

ALPHA will focus on the preventive aspects of health promotion and data gathering through the establishment of different registries of leading causes of death among Filipinos. The Initiative will be three-fold with areas of concentration, namely lifestyle cancers, metabolic syndrome and non-communicable diseases, and degenerative diseases.

## First ALPHA training

This February, ALPHA and CARE Philippines brought together the first batch of private and public hospitals under the hospital-based Cancer Registry System for its first General Assembly and Training Session. A total of 50 participants from 17 hospitals from Luzon, Visayas, and Mindanao attended the activity.

The session educated doctor champions and tumor registrars on the functions of the app and how to operate it through simulation activities and in-depth discussions. Representatives from the Department of Health, Philhealth and the National Privacy Commission were also present and gave short talks as a sign of support for CARE Philippines and ALPHA. Also present was the current president of the Philippine College of Physicians (PCP), Dr. Kenneth Hartigan-Go, who gave an inspirational speech to the participants, and expressed the support of the PCP to the project.

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Participants from 15 hospitals from Luzon, Visayas, and Mindanao join the first General Assembly and Training Session of the ALPHA Consortium for its hospital-based Cancer Registry System, in partnership with CARE Philippines. Leading the program were Dra. Trixie Tiangco, Co-Founder and CEO of CARE Philippines, Dr. Kenneth Hartigan-Go, President of the Philippine College of Physicians, and Max Ventura, President of Philam Foundation.



Leading the first General Assembly and Training Session of the ALPHA Consortium for its hospital-based Cancer Registry System, in partnership with CARE Philippines program were, (from left to right) Dra. Mel Santillan OIC-Senior Manager, Benefits Development and Research Department of Philhealth, Dra. Trixie Tiangco, Co-Founder and CEO of CARE Philippines, Dr. Clarito Cairo, Program Manager of Department of Health, and Max Ventura, President of Philam Foundation.

#### About Philam Life

The Philippine American Life and General Insurance Company (Philam Life) is the country's premier life insurance company. Established on June 21, 1947, Philam Life has earned the trust of customers for its financial strength, strong brand name, and ability to deliver on its promises.

Philam Life has P245.9 billion in total assets as of December 31, 2016, and has served more than 700,000 individual policyholders, and over 2,500,000 insured group members.

Philam Life understands the real life needs of its customers and provides the right plans and the right solutions including life protection, health insurance, savings, education, retirement, investment, group and credit life insurance. It also offers bancassurance and fund management products and services through its subsidiaries—BPI Philam Life Assurance Company (BPI-Philam) and Philam Asset Management Inc. (PAMI).

Philam Life is a member of AIA Group Limited, the largest independent publicly listed pan-Asian life insurance group.

#### About AIA

AIA Group Limited and its subsidiaries (collectively "AIA" or the "Group") comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand,



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Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, Cambodia, a 97 per cent subsidiary in Sri Lanka, a 49 per cent joint venture in India and a representative office in Myanmar.

The business that is now AIA was first established in Shanghai almost a century ago. It is a market leader in the Asia-Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$216 billion as of 30 November 2017.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 30 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code "1299" with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: "AAGIY").

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