

Philam Foundation forms alliance with medical institutions

PHILAM Foundation, the corporate social responsibility arm of Philam Life, has recently formed the Alliance for the Philippines's Health and Advocacy (Alpha), together with the Philippine College of Surgeons (PCS) and Philippine College of Physicians (PCP).

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 the Philam Group's ongoing "Live Better" campaign that aims to make healthy living accessible to Filipinos and

bridge the gap between their health goals and their actions.

For its initial salvo, the Alpha consortium in partnership with Cancer Registry Philippines (CARE) under Alpha 1.0, will undertake the establishment of a hospital-based cancer-registry program in the country, with the goal of

gathering data on cancer in the Philippines.

"Through the registry, we will be able to create a cancer database that will help our doctors generate information for better patient care and management," said Max Ventura, Philam Foundation president.