

healthful

the official CebuDoc Group publication
volume no. 1 issue no. 1
December 2018

Leading the Pack

**PHA names CebuDoc as
Most Outstanding
Hospital**
page 5

An Eye for the Future

**A modern CebuDoc
to serve you better**
page 6

**NorthGen Mother and
Child Center welcomes
first born baby**

page 16

**25 Years of
Mactan Doctors
Hospital**

page 4

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our maiden issue has arrived

Our family is getting bigger and we're excited to introduce a new addition - *Healthful: The Official Publication of the CebuDoc Group*.

This magazine, a project of the Corporate Marketing Team, will chronicle all the events, happenings, milestones, and a lot more around CebuDoc community.

We reach out to you as we see the importance of bringing you closer to our latest projects, developments, and breakthroughs. Yes, we'd like to keep you on the loop of how we are geared to improve in providing you with excellent healthcare.

Should you have story suggestions, feel free to shoot us an email at marketing@cebudocgroup.com.

C O N T E N T S

- 04** **25 YEARS OF MACTANDOC**
Providing excellent healthcare to Mactan residents
- 05** **LEADING THE PACK**
CebuDoc is named Most Outstanding Hospital by the Philippine Hospital Association
- 06** **AN EYE FOR THE FUTURE**
The New CebuDoc unveiled
- 09** **CEBUDOC AESTHETICS & LASER CENTER**
The newest wellness hub
- 10** **FORGING AHEAD**
What's on the horizon for CebuDoc Group
- 13** **PROFILES**
Up close and personal with Dr. Miguel Mancao
- 16** **ON MED RECORD**
NorthGen's Mother & Child Center delivers firstborn baby
- 19** **IN THE AGENDA**
CebuDoc runs community outreach and more

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a message from the chairman

In the past month, Cebu Doctors University Hospital has been conferred with an honor as the Most Outstanding Hospital for Level 3-Private among more than 2,000 hospitals in the country. Based on a comprehensive evidence-based audit, the Philippine Hospital Association gave us an overwhelming rating on all criteria considered.

Since I started as chairman of CebuDoc Group, it has been my commitment to you, our clients, to deliver only the excellent healthcare that you truly deserve – one which is compassionate, quality, and innovative.

To do this, we have laid out long-term development plans and in just a year, we've already realized several projects that led to a more sustainable CebuDoc Group.

As you read along the pages of this magazine, we will walk you through in discovering the all new CebuDoc. We share the progress of our three-phase expansion in MactanDoc and the opening of the first of its kind and affordable Mother and Child Center in NorthGen.

We wish for you to experience the wonderful journey of CebuDoc Group through the stories we've gathered here. Furthermore, we are excited to showcase our milestones like the ongoing Hospital Health Information System integration among our member hospitals and



the latest equipment acquisitions such as the highly advanced radiologic machine in SouthGen.

As we unfold the coming months for CebuDoc Group, we are looking forward to fulfill our visions. To mention a few are the upcoming special ward for indigents and additional private rooms in SanCarlosDoc and the Medical Arts Facility in OrmocDoc. These facilities will cater to more patients across the Visayas region.

And for CebuDoc, be delighted with our latest technology upgrades as we open more specialty centers next year to strengthen our wellness brand. We kicked off the Wellness Complex with the opening of Center for Aesthetics and Laser and soon the Center for Hyperbaric Medicine, Center for Dental Health, and Center for Digestive Endoscopy.

These are just few of the many projects we are geared to accomplish. Know that we are keeping an eye for a healthful future in CebuDoc Group. Happy reading and enjoy the New CebuDoc!

dr. yong larrazabal

chairman / president
CebuDoc Group of Hospitals



25 YEARS OF MACTANDOC

Mactan Doctors Hospital has commemorated a significant milestone. The pioneer of excellent medical services in Mactan Island just marked 25 years of compassion, quality, and innovation.

Activities were lined up to celebrate the Silver Anniversary and among them was the grand dinner party held at the Crown Regency Hotel and Suites that gathered at least 300 people.

Dr. Potenciano “Yong” Larrazabal III, the president and chairman of CebuDoc Group (CDG), also joined the MactanDoc team during the special occasion.

“Mactan Doctors will always have a special place in my heart. This is where I first practiced my medical profession,” said Dr. Yong, who turned quite emotional when he reminisced his late father Dr. Potenciano Larrazabal Jr., the founder of CDG.

For his part, MactanDoc Hospital Administrator Antonio Labrador said: “Celebrating 25 years is a fulfilling milestone for the whole team and if it weren’t for the hard work of

the hospital staff and physicians, MactanDoc would not have reached its goal.”

MactanDoc recognized the people who made valuable contributions to the hospital’s success. It awarded employees for their commendable work performance and loyalty. Twenty seven individuals were given Service Awards while 11 employees were awarded for their Perfect Attendance.

The beginning

MactanDoc’s 25 years started with the idea of CDG founder Dr. Larrabal Jr. to construct a hospital that could meet the health needs of the people in Mactan and its neighboring areas.

On March 12, 1991, an organizational meeting was held to lay down the plans. Few months later or August 5 of the same year, the actual construction began.

Fast forward to December 19, 1992, MactanDoc was already able to provide outpatient services and on August 22, 1993, the dream of having a medical center in Mactan was finally materialized. A day after, the hospital opened its doors to patients.

To date, MactanDoc implements a three-phase hospital expansion. This as they continue to innovate in line with its aim to serve patients better.

The construction of the hospital’s three-storey medical arts building has kicked off and is expected to be operational early next year. It will be housing doctors clinics to meet the increasing demand for healthcare in Mactan.

Next in line is the development of the two-storey concierge facility in the hospital and the last is the expansion of MactanDoc’s bed capacity.

Medical Mission

Over a thousand residents in Lapu-Lapu City received free surgical and medical services from volunteer nurses, doctors and senior consultants during the Medical Mission held at the barangay hall and gym of Basak, Lapu-Lapu City as part of MactanDoc’s 25th Year Anniversary Celebration.

“The main motivation of the Medical Mission was in recognition to the memorial of our late President and Chairman of the Board, Dr. Potenciano V. Larrazabal, Jr., who founded the CebuDoc Group of Hospitals,” said Labrador.

MactanDoc, headed by its Medical Director Dr. Joselito Montesclaros, offered complete services including dental, optometry, medical consultation (pedia, adult, OB-Gyne, surgery) and laboratory procedures (FBS, cholesterol, triglyceride, blood uric acid and bone density) to the patients. Those who needed more check-ups were immediately referred to the hospital for an appointment.

Aside from the consultations, the MactanDoc team also gave free medicines and reading glasses.





Dr. Potenciano Larrazabal III, CebuDoc Chairman, and Dr. Jose Antonio Quiteves, Assistant Medical Director of CebuDoc, received the Most Outstanding Hospital Award from PHA officials and DOH Assistant Secretary Elmer Punzalan

No less than the Philippine Hospital Association (PHA) named Cebu Doctors University Hospital (CebuDoc) as Most Outstanding Hospital - Level 3, Private in an awarding held November 14 at the Fiesta Pavilion, Manila Hotel.

The hospital was recognized with the basis of excellence in the fields of service, training, research, and governance as an inspiration to over 2,000 member hospitals during the PHA 69th Annual National Convention.

"It is high time that the PHA gives recognition to its members who operate with excellence and aspire to be counted among outstanding hospitals. This award will be

Leading the Pack

CEBUDOC RECOGNIZED AS MOST OUTSTANDING HOSPITAL BY THE PHILIPPINE HOSPITAL ASSOCIATION

bestowed to its members who share and live by the organization's vision of leading, enabling, assisting, and protecting world class hospitals," said Dr. Edgardo V. Salud, chairman of PHA Awards Committee on his opening remarks.

Throughout the year, PHA seeks to recognize the three coveted recognitions, namely: the Most Outstanding Hospital Award, the Most Outstanding Chapter, and the Most Outstanding Council Award with thorough evaluation and assessment.

The judging was based on the different categories such as Corporate Social Responsibility, Excellence in Governance, Accreditations, Infection Control, Disaster Preparedness, Green Hospital Initiative, Social and Sports Development Program, Staff Meetings, Safety and Patient



Care, Continuity of Care, Patient Engagement and Education, and Transparency in reporting Sentinel Events of adverse reactions.

Commitment to Healthcare Excellence

Within just a year, under the leadership of its new Chairman, Dr. Potenciano "Yong" Larrazabal III, the hospital has been upgrading remarkably in response to the patients' healthcare and wellness needs.

With its continuous commitment to compassion, quality, and innovation, CebuDoc embarked on brand new perspective in healthcare through the opening of its Wellness Complex and Centers kicked off by the Center for Aesthetics and Laser, Concierge Office, and to be followed by Center for Hyperbaric Medicine, Center for Dental Care and among other developments – additional parking spaces.

"They can expect better facilities and better services. That's our goal. Our goal is really perfection and of course, for the general well-being of the patient; everything that we can make better for the patient, we will do it," said Dr. Yong.

He also emphasized that the award will be the motivation of CebuDoc to be better and deliver better experience for the patients not only for CebuDoc but for all member hospitals of CebuDoc Group.

Aspiring to Inspire

Despite fast paced competition in healthcare industry, CebuDoc is still grounded to its values of extending quality service and reaching out to the community through joining and organizing medical missions.

"Congratulations to the people working with me and behind me. This wouldn't be possible without you guys. This is a team effort. From cleaner to nurses, to the people in the corporate team, to the governance board, everyone is involved here. My success is your success," said Dr. Yong.

AN EYE FOR THE FUTURE



A very modern hospital that is affordable to all brackets of society and always ahead by providing the best technology available. This is how Dr. Potenciano “Yong” Larrazabal, III envisions the new CebuDoc Group (CDG).

“We have six hospitals and we try to make each hospital unique. So each hospital has its own plans and goals,” said Dr. Yong. “In the years to come, I see these hospitals to continue to expand with more beds but are closely interlinked.”

Cebu Doctors University Hospital (CebuDoc) is the mother hospital, thus should be complete. “I want the other hospitals to be complete too, but with a unique identity,” he added.

As the second largest hospital and currently expanding, the CDG top executive wants MactanDoc to cater more to medical tourism while SouthGen will have Cebu’s first private Trauma Center.

“Since NorthGen is situated amongst gated and barangay communities, we established a Mother and Child Center as well as Drug Rehab Center there,” said Dr. Yong.

He continued that while OrmocDoc is one of the premier hospitals in the islands of Leyte, they will be providing specialty centers there and SanCarlosDoc shares the same goal too.

No transition, only changes

Taking over the tasks of his father, Dr. Potenciano “Jun” Larrazabal Jr., came so suddenly for the younger Larrazabal.

“There was no transition at all. Everything was so sudden. I took over just like that. My father passed away unexpectedly. But I have been in the board for 18 to 19 years and so I know the ins and outs of the hospital,” said Dr. Yong.

And because he has his own

practice, running four clinics under the Larrazabal Eye Group and attracting a lot of patients, it came naturally for Dr. Yong to manage six hospitals.

“Basically, the way I run the hospital is the way I run my clinic,” Dr. Yong said.

“The first thing I did was to lower the rates. And because I’m a doctor, I know the doctors. I talk to them and make them happy. Happy doctors make happy patients and happy patients attract more patients,” he quipped.

Dr. Yong further shared that because taking over as chairman was sudden, he has to learn everything, that means all the specialties, so fast.

“
Happy doctors make happy patients and happy patients attract more patients
”

“
It's okay to make
mistakes, but
make the right
decisions. That's
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have a good team.
”

Empowering new leaders

Asked how he is different from his father's management style, Dr. Yong said he tries to empower his team. “My dad was more of a one-man team while I rounded up a group of leaders for my own team. I have my marketing team, which helped me a lot and I have a Special Assistant to the President. Soon, I'll form my own Financial Team too.”

Dr. Yong admitted that when he sees an employee with potential, he builds them up and empowers them to do projects. He found out they become progressive. In a year that he has been the CDG chairman, he realized the key is to make quick, fast decisions.

“If you don't make a decision, wait 5-10 mins after and there's another thing in the other hospital. You will be stuck behind. So it's okay to make mistakes, but make the right decisions. That's why you need to have a good team,” he said.



When it comes to leadership, Dr. Yong listens more to the staff and is aggressive in terms of projects. He also loves architecture, thus presentation is always a priority to him.

Like his father, Dr. Yong is workaholic too. “While I handle stress better than him because I’m a marathoner, we are both workaholics. I work at least 12 hours a day. Dad

and I are same in that when we want something, we never give up.”

What to expect

With more people wanting to live longer, stay healthier and live life fully, the new direction is now wellness. CDG is getting ready for this and has launched its Wellness Complex.

For Dr. Yong, modernity is

important and technology plays a crucial role. “An equipment that is 3 or 5 years old is considered obsolete,” he said. Take for instance his Eye Clinic, which has been known to have the most advanced Ophthalmology equipment in the country.

Since medicine is dynamic, CDG is giving its full support to training and values research. “We send them (our people) abroad or in Manila for training or attend conferences,” said Dr. Yong, who hinted plans of putting up a Residents Complex to ensure the wellness of its residents and offer a conducive place for learning.

Furthermore, the new CDG is eyeing to open a hospital in the north of Cebu. “The distance more or less is the same with Cebudoc to Naga. Hopefully, we can finalize the location. Next one is a charity hospital where we offer free services to patients and we’re planning to build such in a mountainous barangay,” he added.

For the people working under his leadership, Dr. Yong would like to ensure them that they are in good hands.

“I will improve your working conditions, listen to your complaints and recommendations. I would want CebuDoc to be something that you will be proud of. More than anything else, I give importance to loyalty,” he said.

“Please bear with me when at times, I become too strict or demanding. It is just because I always strive for excellence. Rest assured, my intentions are always for betterment of the CDG family,” added Dr. Yong.

Like an inherited genetic template, CDG may have evolved through the years but the values of compassion, quality, and innovation remains at its roots. All of these were born out of purpose. And on and on it goes with a vision in mind.

A New Aesthetics and Laser Center in Cebu

CEBUDOC WELLNESS COMPLEX

Motivated by our passion to provide you a holistic and wellness health package, CebuDoc Group is proud to launch our seventh flagship project of the 10-point development plan this year - the Center for Aesthetics and Laser.

Forget the days when you just see a doctor when you're sick. Today, you may frequent clinics for the sake of wellness too. Did you know that more people are open to invest in dermatology and reconstructive surgery services? Yes, wellness is but the new trend.

The recently-held inauguration of CDG's Wellness Complex marks another milestone for the homegrown hospital brand as it pioneers the first hospital-based aesthetics center in Visayas and Mindanao.

Safe aesthetic

Living up to its quality service, the new specialty center ensures to provide future clients (patients) safe aesthetic approaches. This marked the beginning of fulfilling every person's desire to pamper and keep

themselves healthy and feel good too.

Our Aesthetics and Laser Center features an elegant blue and white interior design. It has four (4) operating rooms where two (2) of these are dedicated for dermatology with laser machines. The other two (2) are for plastic surgery procedures.

This will cater to comprehensive array of minimally invasive treatments using innovative techniques in skin care such as skin lightening, acne scar treatment, body sculpting, and tattoo removal.

It also specializes aesthetic surgical principles using state-of-art-technology and modalities, which include rhinoplasty (nose reshaping), blepharoplasty (eye fold revision and eye bag removal), otoplasty (ear surgery), and chin augmentation among others.

No less than top-notch board-certified surgeons and fellows of the Philippine Dermatologic Society and Philippine Association of Plastic Reconstructive and Aesthetic Surgeons will facilitate all procedures at the Center for

Aesthetics and Laser.

The team of experts is headed by one of Cebu's best plastic surgeon Dr. Fremont John Base and dermatologist Dr. Maria Antoinette Cabahug. They are ready to walk their patients through a journey of new, improved, and more powerful versions of themselves.

Wellness destination

Cebu hosts hundreds of tourists per month and this alone makes the province a potential wellness destination.

CDG President and Chairman Dr. Potenciano 'Yong' Larrazabal III has attributed its venturing into wellness as in line with the promotion of Cebu's medical tourism, which is a promising development for foreign clients.

The company further plans on extending the Wellness Complex by developing centers for dental health and weight control soon.

In the meantime, the Center for Aesthetics and Laser is now serving dermatological and reconstructive surgical procedures. Visit them on the 5th floor of the Medical Arts Building 2 at Cebu Doctors University Hospital. For inquiries, you may call +63 32 255 5555 loc 2250.



Launching of the new Center for Aesthetics and Laser last August 2018



Dr. Fremont Base (left) - chairman of the Center for Aesthetics and Laser and his co-chair Dr. Maria Antoinette Cabahug

FORG A

MACTANDOC EXPANSION

MactanDoc's three-phase-expansion kicked off with the construction of a Medical Arts Facility to house more specialists. The second phase will increase bed capacity, making MactanDoc a 300-bed hospital while the construction of a Concierge Facility and additional parking spaces will complete the project.



Bannering innovation in CebuDoc ways to make our services and f out to more patients, here are s emb

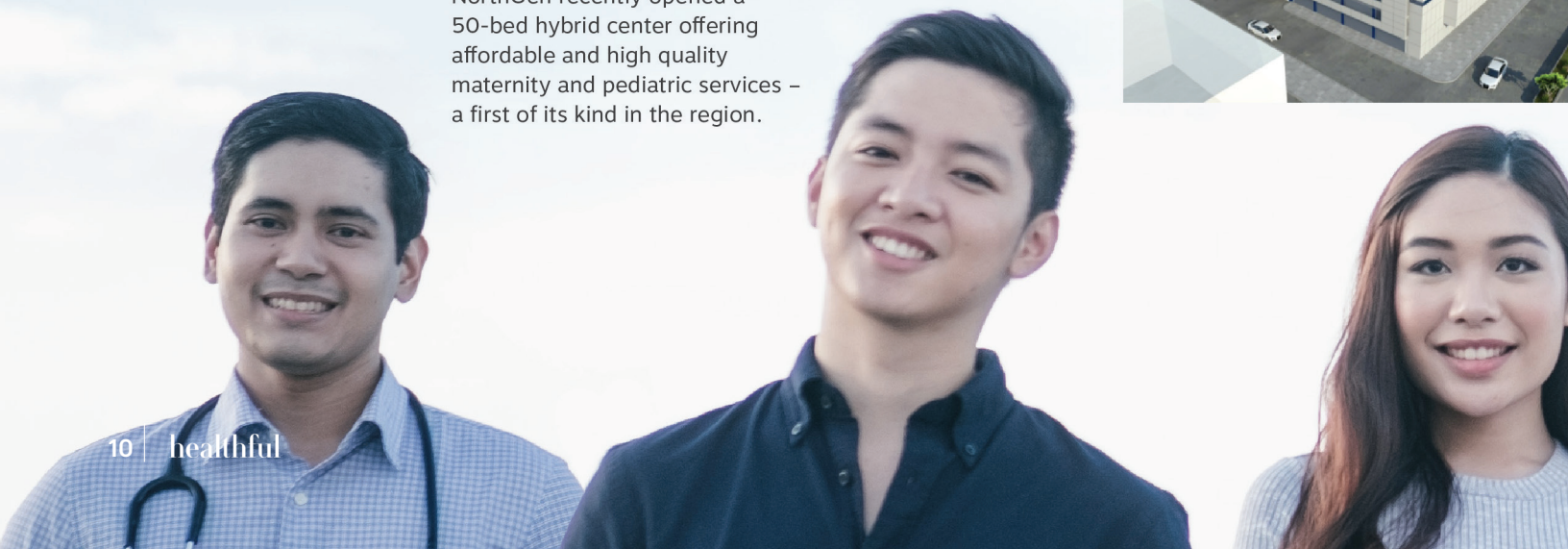
MACHINES UPGRADE

CebuDoc Group invests on modern and advanced medical equipment such as the new Digital Mammogram in Mactan, Ultrasound in SouthGen, additional Catheterization Laboratory and PET CT Scan in CebuDoc. The latter also introduces the latest prostate laser used for Transurethral Ultrasound-guided Laser-induced prostatectomy.



MOTHER AND CHILD CENTER

NorthGen recently opened a 50-bed hybrid center offering affordable and high quality maternity and pediatric services – a first of its kind in the region.



ING HEAD

CebuDoc Group, we continuously find ways to make our facilities better. To further reach our patients, here are some of the quality ventures we have marked:



CAPACITY EXPANSION

Growing demand means growing our service capacity as well. In SouthGen, we will be opening a Trauma Center while OrmocDoc and SanCarlosDoc are positioned to have its Medical Arts Building soon to make these regional hospitals a premier choice of healthcare in their respective areas.



HOSPITAL INFO SYSTEM

In our pursuit to make patient journey seamless, we are investing in a fully integrated Hospital Information System that will connect all member hospitals and centers of CebuDoc Group.

WELLNESS COMPLEX

The latest addition to the growing brand line of CebuDoc Group is the Wellness Complex that aims to promote holistic and preventive health approach through the different specialty centers - Center for Dental Health, Center for Digestive Endoscopy, Center for Aesthetics and Laser, and Center for Hyperbaric Medicine.



CEBUDOC EXPANSION

To accommodate the growing demand of healthcare, CebuDoc will be adding 100 beds, 2 birthing rooms, 2 operating rooms, a larger hemodialysis & Rehabilitation Center, and an expanded ICU Complex for Adult, Pediatric, & Intermediate Care. We also look forward to the expansion of our Emergency Room and parking spaces.





FIRST OF ITS KIND IN CEBU

CebuDoc Acquires Multi-place Hyperbaric Chamber

To meet the growing demand of the wellness industry, Cebu Doctors University Hospital now offers a multi-place hyperbaric chamber making them the first hospital-based and most advanced hyperbaric facility in Visayas and Mindanao.

CebuDoc is all set to provide you a bigger and better Center for Hyperbaric Medicine, which is a breakthrough treatment for healing decompression sickness.

Dr. Hilario S. Cabaitan II, a distinguished member of the UHMS (Undersea Hyperbaric Medical Society) who trained for HBOT (Hyperbaric Oxygen Therapy) Course,

leads the hospital's Hyperbaric Team.

"The doctor and nurses in the Center are professionally skilled in ACLS (Advanced Cardiac Life Support). For us nurses, updates on our trainings relative to our areas of expertise should be a requirement. We have to update our skills before we start our treatments," said Leizel Gako, the nurse supervisor at the Center for Hyperbaric Medicine.

Single and multi-chamber setting

Hyperbaric medicine has been in existence for centuries, aiding men in recuperating from a wide array of conditions. As the demand for HBOT increases, it will soon be a requisite

for every medical institution.

With CebuDoc having acquired the latest multi-chamber hyperbaric machine, it can now accommodate more than seven (7) patients at a time. It is the only hospital as well to offer both single and multi-chamber setting.

"No longer will the patients have to squeeze in and out of the mono-chamber. Just go in, take a seat, wear the headgear and that's it," said Gako. "Precautions will also be exercised to avoid any accidents."

The multi-chamber offers the same benefits as that of a mono-chamber but only differs in the comfort level of the patients.

"For patients unable to sit inside the multi-chamber, they have the option to use the mono chamber. It has been in operation since 2011, changing lives for the better," said Emmanuel Kevin Nosdo, an HBOT nurse.

Patient journey

Meantime, patients will be assured only the excellent care available when they visit the Hyperbaric Center. The treatments inside the chamber could feel a little like a first-class airplane flight. "We will provide patient's safety first, cost effectiveness and their security," said Nosdo.

HBOT is 100% safe for the approved patients. According to the nurses, patients with ear or nose problems like sinusitis and ruptured eardrum have to address it before going through hyperbaric treatment.

Dr. Cabaitan first determines the treatment plan suited for each patient. "Comprehensive screening for all patients will be undergone before treatments because patient safety is our top priority," said Gako.

For inquiries, call Center for Hyperbaric Medicine at +63 32 255-5555 local 185.



Profiles

DR. MIGUEL MANCAO

A PASSIONATE PHYSICIAN
INSIDE OUT

They say a medical career is a long and difficult path to take. However, Dr. Miguel Mancao chose to ignore this to become one of the best and reputable general surgeon here in Cebu. His dedication that spans over decades serving patients at CebuDoc Group was passed on to his children, most especially to his son, Dr. Peter Mancao. Dr. Miguel recently celebrated his 90th birthday and has retired from his practice.

Healthful had a chance to sit down with the older Mancao and here's to share our conversation.

Q: Who was your biggest influence why you chose a career in medicine?

A: My father Pedro Mancao was a school supervisor of the Department of Education during the American Occupation. He was our biggest influence to study and be professionals. My brother took up law while the other one took up engineering.

Q: Can you describe your relationship with your children? How about your relationship with Peter?

A: I have seven (7) children. I am very close to all of them because in spite of my busy schedule when I was in active practice, we always got together on weekends. With Peter,

he was the only one here with me in Cebu when his siblings migrated to the US and I can say that I was part of the training he underwent in surgery here in CebuDoc.

Q: Did you ever wish to have a son to follow in your footsteps? Or to have him take another profession?

A: It is always our wish that one of our children will follow our footsteps. It is a bonus that three (3) of them (my children) decided to take up medicine. I am happy they decided to take up medicine. The joy a parent feels when a son or daughter decides to take up medicine is immeasurable.

Q: What kind of a dad are you?

A: I am the kind of dad that leads life by example; showing my children that working hard and being happy at work are things that can go hand in hand.

Q: Was it hard to have another doctor in the family? How did you manage to take time off even while in active practice?

A: It made things easier for me

especially for the transition to eventually retiring from active practice. When I was in active practice, I usually took time off every October to attend the American College of Surgeons meeting in the US and visit my children in California, Atlanta, Florida, Alabama and New Jersey.

Q: As a doctor, how do you adapt to this modern world?

A: I had to take up additional courses in laparoscopic surgery in the 1992 and I was in my 60's. I just keep up with the new developments in surgery.

Q: You've been with CebuDoc Group since it started, how was it different then?

A: I was with CebuDoc Group from Day 1 and have seen how it grew to what it is today. And as they say "what a journey it has been" from the time Dr. Jun Larrazabal Jr. arrived from the US and joined CebuDoc and now under the leadership of his son Dr. Yong.

Q: What for you is a good doctor? Any tips you can give to new doctors? How about to Peter?

A: A good doctor is one who can communicate with the patient. One who treats the patient not the disease. My advice to the young doctors is to listen and talk to your patients. Peter I think has learned that from me. I have seen how he handles his patients in the hospital and the clinic

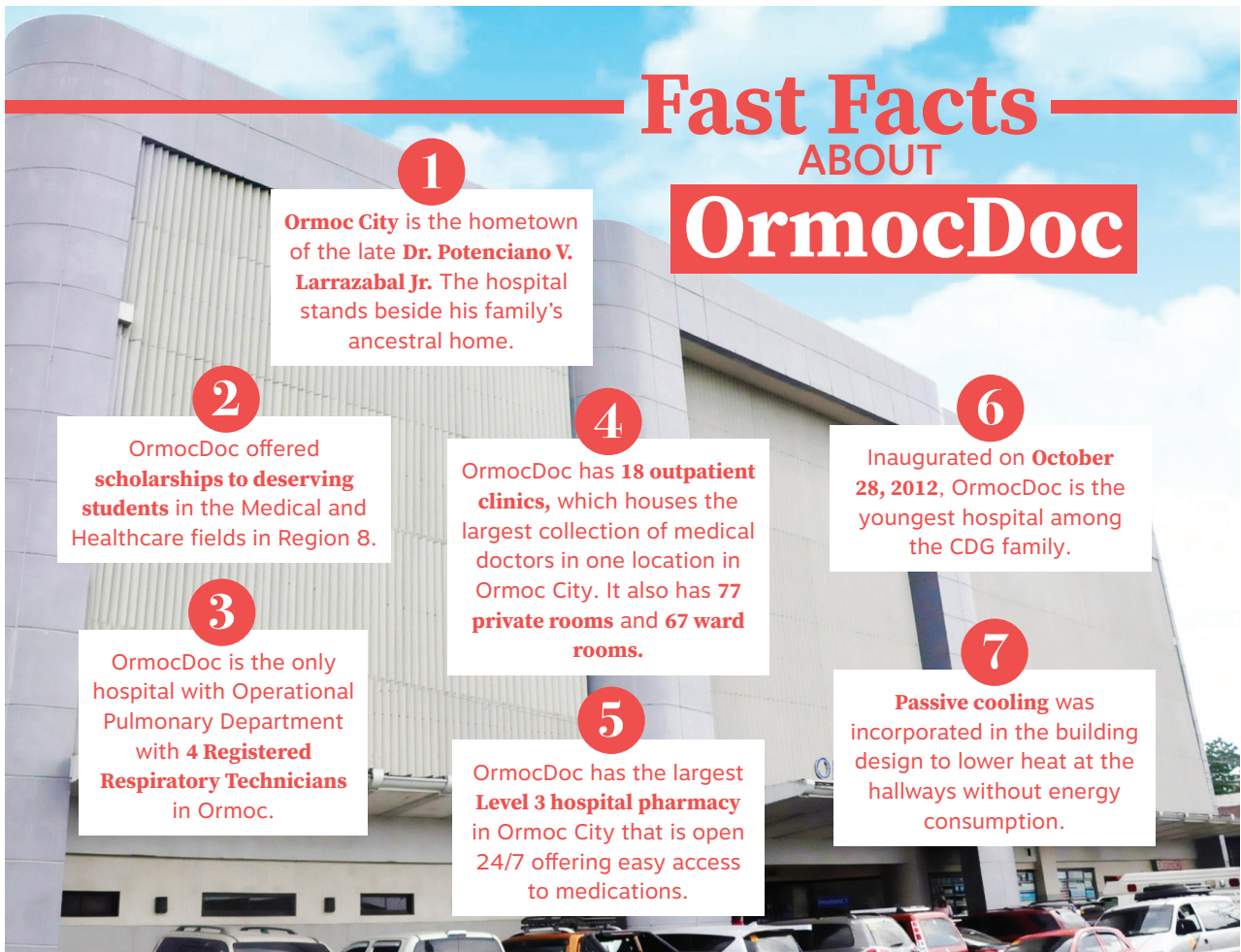
Q: What is your most outstanding accomplishment as a doctor? And what does success mean to you?

A: Being able to train our young doctors thru my work as a surgeon. And success to me means when you are confident to have them (the younger doctors) treat you.

“

Success to me means when you are confident to have the younger doctors treat you.

”



Fast Facts

ABOUT

OrmocDoc

1

Ormoc City is the hometown of the late **Dr. Potenciano V. Larrazabal Jr.** The hospital stands beside his family's ancestral home.

2

OrmocDoc offered **scholarships to deserving students** in the Medical and Healthcare fields in Region 8.

3

OrmocDoc is the only hospital with Operational Pulmonary Department with **4 Registered Respiratory Technicians** in Ormoc.

4

OrmocDoc has **18 outpatient clinics**, which houses the largest collection of medical doctors in one location in Ormoc City. It also has **77 private rooms** and **67 ward rooms**.

5

OrmocDoc has the largest **Level 3 hospital pharmacy** in Ormoc City that is open **24/7** offering easy access to medications.

6

Inaugurated on **October 28, 2012**, OrmocDoc is the youngest hospital among the CDG family.

7

Passive cooling was incorporated in the building design to lower heat at the hallways without energy consumption.

SanCarlosDoc Opens Doors to Indigent Patients

While health comes with a price, an initiative of San Carlos Doctors Hospital will somehow bridge this gap as we bring healthcare closer to people who may not have the funds to afford medical attention.

The hospital's management is currently formulating guidelines to open a special ward for indigents. It will be a 25-room introductory accommodation that will serve indigent patients from the locality and various neighboring areas.

'Zero-balance billing'

The concept was conceived to study the viability of a "zero-balance billing" using only all the Philhealth benefits of a qualified patient as a counterpart to their bill and by



applying the "charity bed rules".

SanCarlosDoc further looks into widening its linkage to any private, non-government organization or a government-funded agency that could extend financial support for our patients.

With this development, we are hoping to serve more patients. This is our way to widen our reach to the community especially those who might have been deprived of quality medical service due to financial status.

SouthGen Gives Back, Helps Naga Victims

The commitment to serve goes beyond and gets tested in times of tragedy. Following the landslide incident that claimed the lives of many in the City of Naga, your medical and non-medical staff at SouthGen were quick to respond and held relief operations.

A CebuDoc-wide effort, which was spearheaded by SouthGen, the Naga relief was able to gather donations from generous individuals who dropped their shares at CebuDoc hospitals all over the province.

Other than distributing relief goods, SouthGen also provided the rescuers and landslide victims with masks and oxygen.

But the heart to bring healthcare closer to the people in the south wasn't just about helping Naga.

Prior to the tragedy, the hospital held a separate medical mission where patient beneficiaries received free medicines as well as medical, dental and eye check-ups.



A Medical Condition Called Achalasia

At least one in 1,000 people is suffering from Achalasia - a condition that removes the ability to take in food or drink properly leading to dysphagia or difficulty in swallowing.

The rare disease is a debilitating functional disorder of the esophagus (food tube) that prevents people from ingesting enough nutrients to thrive. It is commonly mistaken for gastroesophageal reflux disease (GERD) or psychological disorders such as anorexia.

Inability of food to pass into the stomach manifests with various symptoms such as dysphagia, heartburn, chest pain, regurgitation, and sometimes weight loss. Achalasia is a benign functional disorder where the esophagus loses

its ability to propel food into the stomach. At the same time, the lower esophageal sphincter (LES), the muscular ring that divides the esophagus and the stomach, fails to relax in response to swallowing.

The cause of this disease is still unknown. However, a team of researchers in KU Leuven in Belgium, the University of Bonn in Germany and other European institutions have suspected that this occurrence is rooted when the autoimmune response of the body mistakenly targets the esophageal nerve cells for a viral infection.

POEM for immediate solution

A study from American College of Gastroenterology recommends a tailored approach to treating

achalasia. Treatment should be focused on relaxing the LES to allow food to pass into the stomach.

CebuDoc now offers Per-Oral Endoscopic Myotomy (POEM), an innovative minimally-invasive technique to treat patients with achalasia. At present, we are the only hospital in the whole Visayas and Mindanao with a physician who is capable of performing this procedure safely.

"When I saw patients who couldn't tolerate any solid meals or even liquid meals, it really piqued my interest. That made me really want to find a way to help these patients," said Dr. Joshua E. Tuason, a Laparoscopic and Endoscopic surgeon at CebuDoc.

He completed his one-year clinical fellowship in therapeutic endoscopy under Prof. Haruhiro Inoue, a renowned pioneer of this procedure in Tokyo, Japan.

RESEARCH AND DISCOVERY

SAY HELLO TO BABY ANTON!

NORTHGEN MOTHER AND CHILD
CENTER DELIVERS FIRST BABY



Eva gave birth to baby Anton at 6:11 pm of September 8, 2018

Our newly-opened Mother and Child Center at the North General Hospital was blessed to have their first born baby on the same day we commemorate the birth of Mama Mary.

While most Catholics were in the Church, the matriarch of the Combis Family was at the hospital getting ready to meet her new baby. Eva Combis at 6:11 P.M. of September 8, 2018, gave birth to a bouncing baby boy Anton.

Baby Anton is the third child of the Combis couple. Eva also gave birth to her two other kids at NorthGen. "I am grateful to be part of NorthGen's history. I see this a blessing to my family," said Eva.

Significant dates

Eva admitted that she was hoping to give birth on Mama Mary's birthday and her wish was granted. Earlier that day, she was supposed to have a prenatal visit but surprised that her OB Dr. Maria Soledad Tumagan-Manosur advised her for admission.

It also seemed that Baby Anton is particular with dates. Eva said she was happy to find out she was on her way to having a third child few days after her 32nd birthday. "It (the pregnancy news) was the best birthday gift for me and my family."

Eva shared it wasn't their plan to conceive another baby, but said they were very thankful and blessed for such is God's plan for their family. For her, pregnancy even while it comes with a cost is still the most fulfilling moment a woman can ever experience.

“
I was told that
I am the first
one to deliver a
baby there. I was
thinking, my baby
must be very
lucky.
”

Maternity packages

Taking note about the cost of pregnancy, Eva and her husband decided to avail the hospital's Package Maternity Service (PMS). She did the same for her two older children too.

Maita and Amor accommodated the Combis couple at the OPD. For

her part, Eva did everything to follow her prenatal schedules.

"Dr. Tumagan-Manosur and the nurses took really good care of me and my baby. I am really grateful. I did not feel like I was a customer instead I felt I was being cared by a family," said Eva.

History, lucky

Since the child delivery operations were transferred to the new Mother and Child building, Eva was among the first to use the said facility.

"I was told that I am the first one to deliver a baby there. I was thinking, my baby must be very lucky," she said.



Medical staff who attended to Eva and baby Anton during labor and delivery



NorthGen's Mother and Child Center is a 50-bed facility that offers prenatal services to infant care. It provides different packages for pregnant women at affordable rates and even considered the cheapest in the Visayas region.

For inquiries and to learn more about its packages and services, you may visit the hospital located at Kauswagan Road Talamban, Cebu City or call +63 32 343 7777 (local 138).

It's

not every day that we witness epic love stories. We are used to crossing paths with people from different walks of life. Patients come and go and they have their own stories to tell. But there are encounters that leave a mark in our hearts.

The story of the Imbong couple is just one of those that we will never forget.

Mario Jay, a government employee, was confined at Mactan Doctors Hospital last June 2018. He was already in and out of the hospital for treatments. He was diagnosed with liver cancer.

As days passed by, Mario's condition only got worse. His wife Leonila never left his side. She continued to be hopeful for a positive prognosis, but this never happened.

Having observed the couple's special bond, their primary attending physician Dr. Osita Nimis, suggested they might want an emergency wedding to renew their vows and relive their sweet moments. This idea was supported by their families.

Ex-neighbors

The lovebirds grew up in the same neighborhood. Theirs wasn't an ordinary love story. Leonila got married to her first husband and had kids of their own while Mario chose to live the single life and was helping out his parents.

Love no matter what will find its way. The first marriage of Leonila



did not work and she cut ties with her former husband who later passed away.

free from pain. She will forever cherish the kind of love they shared.

Weeks after the passing of their father, the Imbong children visited the hospital's Station 1A.

With joyous smiles on their faces, the children brought cupcakes and handed out thanksgiving cards.

They personally thanked all the medical staff for extending great care and kindness to their father until his last breath.

A Love Story 'Til The End

An Emergency Wedding in MactanDoc

After some time, Mario and Leonila met again. There was a spark of romance and the rest was history. They tied the knot in a civil wedding.

Magical experience

Unlike their civil wedding, the renewal of vows that happened at Mactan Doctors Hospital was something magical.

Fr. Martin Chijioko Umunnakwe, CSSP, the hospital's resident priest, presided over the wedding attended by the couple's immediate families and was witnessed by the nursing head and medical staff.

On their wedding day, Mario was so weak and couldn't undergo further laboratory tests. Then again, love is stronger. He might have been weak



Mario Jay and Leonila renew their wedding vows before his passing



Working at CebuDoc

CebuDoc Group has thousands of employees. As an organization, we try to provide our people the best work environment as much as possible. Read on what a few of them say about our community and our culture.

“Young people might be wondering where to go after college. I was also confused before as to what to do after graduation. Then, I found myself here in CebuDoc Group of Hospitals. I believe that CebuDoc is a great place to jumpstart your career.”

Eric Laredo Jr.
Radiologic Technologist

“Being away from the hospital environment for eight years, I just felt like this is the place I belong. I believe that this hospital will help me improve my skills and will help me become a better version of myself.”

Maria Luisa Gavilano
Staff Nurse

“Since we are known to be a top healthcare training institution, CebuDoc Group has given us training opportunities that have made us more efficient. You always put emphasis on excellence in our training and a stress-free environment. Here, you are treated like family who needs guidance in the medical industry.”

Jane Patindol
Cardiology, Unit Head

“CebuDoc also expands educational assistance to our family members who want to study at Cebu Doctors University, the home of the top medical professionals in the country. We are blessed to have benefited from such opportunity.”

Arline Filomeno
Cardiology Unit, Receptionist

“This being my first job exposed me to the world outside the classroom and it is helping me develop my profession.”

Heather Mariblanca
Medical Technologist

“Wherever in the world our career will bring us, CebuDoc will always be our home. And we’re thankful to the institution that honed our skills and talents as health professionals. This also proves that the training in CebuDoc is truly world-class. Our former employees who have grown professionally are well-celebrated in their practice in several parts of the world.”

Ms. Raphaela Suzara
DR-NR/NICU

“Being in CebuDoc Group allowed us to teach in the University aside from working in the hospital. In this way, we can share our years of experience and contribute to the shaping of the future of healthcare.”

Aurora Rodriguez
Pulmonary Unit Head

“CebuDoc is very supportive in continuous learning so we can grow professionally. The company allows us to pursue further studies so we also become better in our work. CebuDoc supports us in pursuing greater heights in our careers.”

Jose Trangia
Senior Physical Therapist

“Having been with CebuDoc for 33 years allowed me to enjoy benefits and incentives from trainings, to a healthy working environment, to benefits, to employee engagements, I must say that CebuDoc fulfill its commitment to its employees that as we take care of our patients, CebuDoc never forgets to take care of us.”

Edna Caballero
Nursing Director

#StartYourStoryWithUs



In The Agenda

All year round, we run advocacy campaigns, community outreach activities and events in line with CebuDoc Group's aim to reach out to more patients wherever they are. Here's a list of what transpired few months earlier.

1 SCOLIOSIS AWARENESS DAY

Scoliosis Awareness Day is an advocacy of an independently-organized group Scoliosis Philippines that CebuDoc supported through co-organizing Scoliosis Awareness Week for Visayas offering free scoliosis screening and discounts on X-ray services. 124 Participants were screened for free for possible scoliosis while 21 joined the Aqua Yoga for Scoliosis patients.



2 BIG LATCH ON

CebuDoc Group supports Big Latch On - a program of the Department of Health that promotes breastfeeding for mothers, which CebuDoc and its affiliate hospitals actively participate every year. 400+ mothers with their babies joined the breastfeeding activity.



3 LABOR DAY MEDICAL MISSION

Labor Day Medical Mission is a Department of Labor and Employment initiative last May 2018 that CebuDoc supported by providing volunteers to do nutrition counseling, circumcision, pharmacy dispensing and nursing the patients.



TEAM OPERATION SMILE

4

With the same commitment to serve the people, Dr. Bill Magee, the Co-founder & CEO of Operation Smile, personally flew over to Cebu to discuss with Dr. Yong Larrazabal their future endeavor to help more children with cleft lip and palate. A Medical Mission in NorthGen renewed the hope of

children with cleft lip and palate. With the help of MSY Charitable Foundation Inc., and over a hundred of medical and non-medical Chinese and Filipino volunteers, free consultation and operation were served for the children.



6 RUN FOR SIGHT FOUNDATION

Cebu Doc supports RunforSight foundation by actively participating on the 13th University Run whose proceeds will help victims of calamities and beneficiaries of RunforSight Foundation.

5 Cebu Doctors University Hospital celebrates its 46th Anniversary! Together, we'll continue to deliver compassionate service, continuous innovation, and the best quality healthcare for our patients. Among those recognized were service awardees and perfect attendance awardees.



7 TOP TAXPAYERS

NorthGen and SouthGen were awarded top business taxpayers by their respective local government units (LGUs). The awards were given by the respective mayors of Cebu City and the City of Naga.



GREATER SKIN COMES WITH GREATER CARE

Being the largest organ of the body, your skin works hard to keep you protected and healthy. You might as well return the favor by taking care of it.

Center for Aesthetics and Laser houses authorized dermatologists and the most effective technology to provide you a comprehensive and personalized approach in meeting your skincare needs.

Visit **cebudoc**'s Center for Aesthetics and Laser at the 5th floor of Medical Arts Building 2, CDUH, Gov. M. Roa St., Capitol Site, Cebu City or call 255 - 5555 local 2250 for booking and inquiries.

