

## EXECUTIVE SUMMARY

**T**he **Makati Health Program (MHP)** is the centerpiece of the local administration's service thrust. The program stands out today as the best testament of the private sector and the government to faithfully honor their commitment to serve the people. Its mission is to provide medical services and encourage health awareness through subsidized quality hospitalization services. The target beneficiaries of the program are Makati residents earning P 10,000 (\$178.57) and below, senior citizens and city government employees including public teachers, policemen and firemen.

The Makati Health Program, popularly known as "Yellow Card" was conceived through the initiative of Mayor Jejomar Binay way back in 1986. The gist of the program is based on the local chief executive's commitment to alleviate the condition of medically indigent constituents by delivering quality health services such as Surgery, Pediatrics, Obstetrics, Medicine, Ear, Nose and Throat (ENT) Treatment and Ophthalmology. With the city government's pledge to serve coupled with Makati Medical Center's goodwill, an agreement was formalized, with the promise of providing quality and subsidized medical/hospital services thereby increasing the accessibility of low-income residents to quality health care.

Based on the 1986 survey conducted by then Ministry of Health, Makati was confronted with this scenario: people are quite skeptical to seek medical aid since their meager income barely meets their expenses for basic needs such as food, clothing, shelter, etc. This problem led the local government to an Analysis: the residents' rationale led to poor health and parallel to this is the increase in mortality rate.

The results of the survey was an effective tool that led to the review of the existing hospitalization service program for indigent residents implemented by the previous local administration of Makati. The previous contract with Makati Medical Center allows the local government to rent one floor of the hospital where residents with income of P1,000 can receive subsidized medical treatment.

After a series of consultations with Makati Medical Center, it was expanded to raise the monthly income bracket of beneficiaries to P5,000. The program has also included all senior citizens, local government employees and national government employees assigned in Makati, regardless of their income status. The beneficiaries were made to participate of the program by paying service fees based on their income. The amounts involved actually are just token amount. The scheme was adopted to first, discourage overdependence on the local government; second, make the beneficiary aware of his obligations and the importance of sharing in the sustainability of the program, and third, remove the stigma of being a mendicant and instead be considered both as a beneficiary and program partner.

The program has also encouraged the participation and cooperation of non-government organizations such as Bagong Ina ng Bayan and Ospital ng Makati Foundation. Both are vital partners as the former provides assistance in the processing of Yellow Cards while the latter offers logistic support by providing free medicines to the most indigent patients.

The increasing number of beneficiaries from 8,782 cardholders in 1986 to 231,504 in 2002 led to the establishment of a new six-storey Ospital ng Makati with 206 bed capacity and state of the art medical equipment located at Sampaguita St., Pembo, and the renovation and

conversion of the old Ospital ng Makati into an Ambulatory/Acute Care Center which is scheduled to open this year to accommodate more Yellow Cardholders. The income leverage was also raised from P5,000.00 to P10,000.00, thus broadening the latitude of beneficiaries.

The local government also decided to augment the services by providing medical insurance to indigent residents through the Philippine Health Insurance Corporation. Yellow Cardholders who can not be accommodated by the private sector can be admitted in any PhilHealth accredited hospital nationwide. The city government pays PHilHealth P10 million a year for the premium of the beneficiaries.

The Makati Health Program was recognized in 1994 as the Most Outstanding Kabisig Project in the National Capital Region for its endeavor to promote active participation among people's organization, non-government organizations and the private sector. And because of its integrated and holistic approach to socialized health care, Makati City was adjudged by the Department of Health as the First Healthy City in the country in 1995. The prestigious Dubai International "Best Practices" Award, a project of the United Nations Habitat followed suit in 2002 in recognition of the program's contribution to improve the living environment. The MHP was selected from more than 500 entries worldwide.