

## Nurses 'important link' in preventing antimicrobial resistance

NURSES are "the most important link" in the healthcare delivery process and they play a pivotal role in preventing antimicrobial resistance (AMR), said an infectious diseases specialist.

"It is at vulnerable moments like these when a nurse [assumes the role of] reassuring the patient and networking between the patient's needs and all other departments within a hospital," said Dr. Arthur Dessi E. Roman, a fellow of the Philippine Society for Microbiology and Infectious Diseases and a training officer at the Research Institute for Tropical Medicine, at an Aug. 24 event organized by UP Med Webinars.

AMR, which refers to the ability of microorganisms such as bacteria and viruses to defeat the drugs designed to kill them, is caused by missteps by healthcare providers, such as when they fail to wash hands in between patient encounters; the healthcare industry, such as when drugs are stored poorly, thus making them lose their potency; and the patients themselves, such as when they don't adhere to the prescribed course of treatment.

The World Health Organization estimates that some 4.5 million people from the Asia-Pacific will die due to AMR by 2050.

In the Philippines, AMR threats include extended-spectrum beta-lactamase (ESBLs), which are enzymes that break down commonly used antibiotics such as penicillin; as well as methicillin resistant *Staphylococcus aureus* (MRSA).

If ESBL rates are allowed to rise, the antibiotics used to treat urinary tract infections caused by *E. coli* are "bound to fail because they are resistant," said Dr. Roman. "That's how bad ESBLs can be," he added.

According to 2021 data from the Antimicrobial Resistance Surveillance Program of the Department of Health, about 50% of *E. coli* isolates are already resistant to drugs like Cefuroxime.

MRSAs, meanwhile, can be transmitted from in-dwelling devices such as urinary catheters, which nurses monitor. Five of the 10 *S. aureus* isolates in the Philippines are MRSA, down from 65% in the past five years.

"Admittedly, nurses see patients more frequently than doctors. They can recognize opportunities for the removal of devices such as urinary catheters," he said in the vernacular, adding that nurses are instrumental in administering antibiotics in a timely fashion.

"Nurses are not just there to follow doctors' orders. They are partners in patient care," said Dr. Roman. — **Patricia B. Mirasol**

# Mental health app provides teletherapy

MINDNATION, a Singapore-based well-being company, launched a mental healthcare app that provides access to 24/7 teletherapy services to Filipinos.

One in two Filipinos struggle with mental health, the company said, with the same percentage of workers struggling with some form of mental health issue because of financial concerns, job pressures, and return-to-office anxieties.

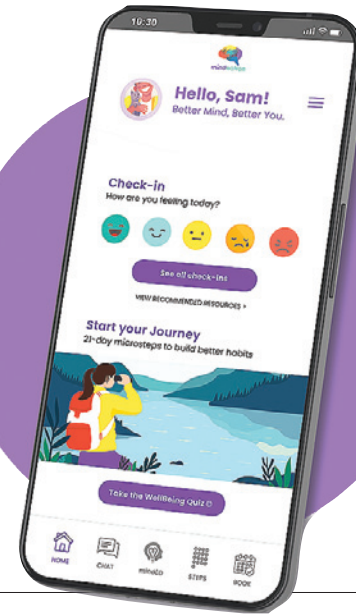
"When mental health support is convenient and easily accessible, people are motivated to proactively take care of their mental health and make it a habit," said MindNation Chief Impact Officer Kana Takahashi, in an Aug. 26 press statement.

The app includes a mood tracker, a quiz that can be used to track emotions and understand one's state of well-being, and an on-demand learning program that improves coping skills through audiovisual exercises, toolkits, and worksheets.

Telehealth consultations in the app are done through secure virtual calls.

"There are no in-persons calls," said Cat C. Triviño, chief marketing officer of MindNation, in an e-mail. "We want to make mental healthcare as accessible and as easy as possible without having to travel, face traffic, etc."

The app's features were developed under the guidance of a scientific board



of advisers led by Chief Wellbeing Officer Eiza B. Fusingan, a registered psychologist.

The MindNation app is free on Google Play and the App Store. Premium subscribers get 24/7 chat access with a well-being coach. Until Oct. 31, the P2,490 annual subscription will include three free one-on-one virtual sessions.

Mental health conditions cost the Philippine economy P68.9 billion (US\$ 1.37 billion) each year, equivalent to 0.4% of its gross domestic product, according to a mental health investment case for the Philippines launched by the Department of Health and the United Nations in Manila in October 2021. — **Patricia B. Mirasol**

### OPINION

## Promoting ethical behavior in the pharma industry

Unethical behavior negatively impacts business performance, reputation, and access to funding and financing. It is a liability for businesses, said the Asia-Pacific Economic Cooperation (APEC).

According to an APEC study titled "The Benefits of Embracing Ethical Business Conduct," businesses that deploy dishonest approaches often do so to fulfill their short-term financial objectives. In the long term, however, the said conduct will adversely impact the business to a greater extent than the initial advantages obtained. It said that dishonest business practices can later on lead to increased costs.

On the other hand, ethical behavior results in desirable business outcomes. The same APEC reference cited a study which found that an increase in the corporate value index is associated with the firm's performance. Moreover, the benefits of an ethical reputation can also have a competitive advantage as a company distinguishes itself from its competitors. It added that companies that have strong, values-based corporate culture showed improved employee engagement, and increased overall positive reputation.

In the healthcare community, unethical behavior hurts not just businesses. It also brings harm to patients and deprives them of quality and appropriate healthcare they deserve. Ethical interactions, meanwhile, help ensure that medical decisions are made in the best interests of patients. They also level the playing field and encourage robust competition in the industry.

With this, the Pharmaceutical and Healthcare Association of the Philippines (PHAP) ratified its own Code of Practice, an internationally aligned Code that is a requirement for PHAP membership. The Code is implemented through an independent Ethics Committee and cascaded to PHAP members through a pioneering module called the Integrity and Proficiency Program for the Pharmaceutical Sector (IPPS). The IPPS, registered under the Professional Regulation Commission, offers science-related information and provides modules on laws and codes that must guide all interactions with healthcare professionals, the government, and patients, among others.

As a member of the International Federation of Pharmaceutical Manufacturers and Associations (IFPMA), PHAP fully subscribes to the IFPMA Ethos. The Ethos has overarching values namely trust, care, fairness, respect and honesty. This set of core values and principles helps ensure that their interactions with healthcare professionals and the broader health community are appropriate and in line with the expectations of the society. The Ethos underpins the rules and provides a framework to behave with integrity no matter how testing the circumstances are.

The Philippine government has achieved milestones when it comes to the campaign for integrity in the healthcare community. In 2011, the Mexico City Principles for Voluntary Codes of Business Ethics for the Biopharmaceutical Sector was endorsed by heads of states of APEC member economies, including the Philippines. In interacting with healthcare professionals and other stakeholders, PHAP member companies are guided by the six Mexico City Principles.

The first principle is healthcare and patient focus which means that everything we do is intended to benefit patients. The second principle is integrity which means dealing ethically, honestly and respectfully in everything we do.

Third is independence which means to respect the need for autonomous decision-making of all parties, free from improper influence. Fourth is legitimate intent which means everything we do is for the right reasons, is lawful, and aligns with the spirit and the values of these Principles. Fifth is transparency which means a general willingness to be open about our actions while respecting legitimate commercial sensitivities and intellectual property rights. Finally, accountability means a willingness to be responsible for our actions and interactions.

The Philippine Food and Drug Administration also adopted and implemented the Mexico City Principles in September 2013. The Department of Health which created a Committee for the Creation and Adoption of the Mexico City Principles and Kuala Lumpur Principles for Medical Device Sector Codes of Business Ethics, must also be commended for pushing the integrity campaign forward.

In accordance with the Nanjing Declaration to Promote Ethical Environments in the Medical Device and Biopharmaceutical Sectors (2014-2020), PHAP is also working with the government, healthcare professionals, and non-government organizations (NGOs) — in particular, patient organizations — to promote ethical environments in the medical device and biopharmaceutical sectors.

Ethical principles are universal and reinforce Filipino values. Because of the unique role of ethical behavior in positively affecting the health and lives of patients, the pharmaceutical industry must always be committed to ethical behavior at all times.

### MEDICINE CABINET TEODORO B. PADILLA

TEODORO B. PADILLA is the executive director of the Pharmaceutical and Healthcare Association of the Philippines (PHAP), which represents the biopharmaceutical medicines and vaccines industry in the country. Its members are at the forefront of research and development efforts for COVID-19 and other diseases that affect Filipinos.



## Local e-commerce firm Inteluck enters Forbes' to-watch list

PHILIPPINE startup Inteluck Corp. made it into *Forbes Asia's* roster of 100 companies to watch out for in the Asia-Pacific region this year.

The "100 to Watch" list spotlights the region's rising small companies and startups that address real-world challenges with fresh thinking and innovative products and services.

E-commerce and retail firm Inteluck is a tech-driven logistics startup that initially helped logistics companies track their vehicle fleets.

It supports a variety of logistics platform services, namely: domestic full

truckload transportation, warehouse management, freight forwarding, cross-border transportation, and other bespoke supply chain services.

Inteluck's clients include brands like Coca-Cola and Nestlé as well as companies such as Lucio C. Tan's Asia Brewery, Inc.

Inteluck is headquartered in Singapore but operates in other Southeast Asian countries like the Philippines and Thailand. It has offices in China and other regions.

By 2023, the company aims to expand into Vietnam and Indonesia.

To complete the list, *Forbes Asia* said in a press release on Tuesday that it "solicited online submissions, and invited accelerators, incubators, SME advocacy organizations, universities, venture capitalists and others to nominate companies as well."

There were over 650 submissions and to qualify, the companies must be headquartered in the Asia-Pacific region, must be privately owned, must be for profit, and must have no more than \$50 million in its latest annual revenue and no more than \$100 million in total funding through Aug. 1.

Forbes Asia looked into each company's impact on the region or industry, track record of strong revenue growth or ability to attract funding, promising business models or markets, and persuasive story.

Fifteen countries are represented across the 11 categories with Singapore contributing 19 companies to the list, followed by Hong Kong with 16, South Korea with 15, China with 13, and India with 11.

The full list can be accessed through: <http://www.forbes.com/100towatch> and in the September 2022 issue of *Forbes Asia*. — **Justine Irish D. Tabile**

## LRT-1 operator reports P329-M loss

LIGHT RAIL Manila Corp. (LRMC), the private operator of Light Rail Transit Line 1 (LRT-1), recorded a net loss of P329 million for the first six months of the year despite higher revenues amid the easing of travel restrictions.

But the railway company trimmed its net loss for the first half of the year from a loss of P402 million in the same period in 2021, according to its parent company Metro Pacific Investments Corp. (MPIC).

This is "despite the 41% increase in revenues due to the start of amortization of concession asset and interest costs on the existing rail system," the listed company said in a recent report.

First-half farebox revenues increased to P767 million from P543 million previously. Expenses for the period climbed 20% to P1.09 billion from P906 million in the same period a year ago.

"Average daily ridership rose 52% to 185,012 compared with 121,683 a year earlier, with the allowed operating capacity lifted to 70% in November 2021 and further to 100% in March 2022," MPIC said.

The railway operator implemented its upgraded signaling system during the period "to improve capacity and performance across the line, enabling more trains with better connections and greater reliability."

MPIC also said that 20 out of the 30 Generation-4 train sets committed by the government had been delivered.

Meanwhile, construction activities for the LRT-1 Cavite Extension project are in various stages of development and continue to progress, according to the listed company.

"Since the start of civil works in September 2019, the project completion rate has now reached 71% for Phase 1 of the extension," it added.

MPIC is one of three Philippine subsidiaries of Hong Kong's First Pacific Co. Ltd., the others being PLDT, Inc. and Philex Mining Corp.

Hastings Holdings, Inc., a unit of PLDT Beneficial Trust Fund subsidiary MediaQuest Holdings, Inc., maintains an interest in *BusinessWorld* through the Philippine Star Group, which it controls. — **Arjay L. Balinbin**

## PLDT group launches one-stop gateway TINBO for OFWs' finances

THE PLDT group announced on Tuesday that its international unit PLDT Global Corp. has launched its one-stop gateway, TINBO, which allows overseas Filipinos to directly pay for their families' expenses and manage their finances.

"Overseas Filipinos can access services for their connectivity and financial needs through Maya," the PLDT group said in an e-mailed statement.

Users will simply need to register for a TINBO number on [tinbo.ph](http://tinbo.ph). The TINBO number will serve as users' Smart virtual number while outside the country.

"A TINBO number enables users to receive calls and texts even without a physical SIM card and allows them to receive their secured one-time password for bills payment, e-government services, and other related transactions," PLDT said.

At the same time, users can purchase prepaid load for their mobile, Pay TV, and internet needs using their TINBO number.

PLDT Global President and Chief Executive Officer Albert V. Villa-Real said: "We continuously search for ways to deliver reliable and convenient services to Filipinos overseas, and provide a platform for local businesses to reach an international/offshore market of over a million OFWs (overseas Filipino workers) around the world."

The company has partnered with the group's wireless arm Smart Communications, Inc., fintech and payment collection system Bayad, digital bank Maya, and health app mWell "to provide a suite of services that OFWs need to stay connected as they look after their families' needs in the Philippines," PLDT said.

Hastings Holdings, Inc., a unit of PLDT Beneficial Trust Fund subsidiary MediaQuest Holdings, Inc., has a majority stake in *BusinessWorld* through the Philippine Star Group, which it controls. — **Arjay L. Balinbin**

**JOB OPENING**

**MARKETING JUNIOR MANAGER**

**Qualifications:**

- Bachelor's/College degree in any field
- Extensive knowledge of marketing strategies, channels and branding
- Strong time management and organizational skills

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- ◆ 2-DIRECTOR
- ◆ 1-CHINESE MARKETING MANAGER
- ◆ 1-CHINESE OPERATIONAL MANAGER
- ◆ 1-CHINESE GENERAL MANAGER

**QUALIFICATION**

- Bachelor's/College Degree in any field
- Must be proficient in speaking, reading and writing in Mandarin and Bilingual Language
- Flexible, honest, trustworthy and willing to work under pressure
- With background in any related position

**EASYTECH SUPPORT INC.**  
9th -11th & 14th Floor Capella Bldg., Asean Drive, Filinvest Alabang, Muntinlupa City  
E-mail: [techesasy378@gmail.com](mailto:techesasy378@gmail.com)

**7 MANDARIN OPERATIONS MANAGER**  
**5 MANDARIN HR OFFICER**  
**20 MANDARIN SPEAKING CUSTOMER SERVICE REPRESENTATIVE**  
**10 BILINGUAL IT SUPPORT SPECIALIST**

**QUALIFICATION**

- ◆ Must be Bachelor's/College Degree in any field
- ◆ Proficient in speaking, reading and writing in Mandarin and other Foreign Languages
- ◆ With significant experience in any related position
- ◆ Customer service-oriented, professional and enthusiastic
- ◆ Can work on holidays, weekend and shifting schedule
- ◆ Willing to work under supervision

**RESPONSIBILITIES**

- ◆ Perform business support or technical work using systematic data, organize and with coordination skills
- ◆ Perform other duties as compliance and assigned with all policies and standards
- ◆ Can assess calls to provide service immediately transferred to the respective client resolution
- ◆ Provides customer with information that specialized and communicated in a warm manner

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**ESTPOWER CONSULTANCY INC.**  
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- 15 - FOREIGN LANGUAGE MARKETING SPECIALIST
- 10 - FOREIGN LANGUAGE MARKETING MANAGER
- 15 - FOREIGN LANGUAGE CUSTOMER SERVICE
- 5 - FOREIGN LANGUAGE CUSTOMER SERVICE MANAGER
- 5 - MULTIPLE LANGUAGES CONSULTANT OFFICER
- 5 - MULTIPLE LANGUAGES CONSULTANT MANAGER
- 15 - EXPAT HR SPECIALIST
- 8 - EXPAT ADMIN SPECIALIST

**Applicant must be:**

- ◆ Must be Bachelor's/College Degree in any field
- ◆ Excellent in speaking, reading and writing in Mandarin and Bilingual speaking and Foreign Language
- ◆ Willing to work under pressure with supervision
- ◆ Willing to work under pressure with supervision

**Duties and Responsibility:**

- ◆ Can handle customer issues and concerns
- ◆ Analyze, planning strategic and marketing campaign
- ◆ Building good harmonious relationship w/co-workers

**JOB OPENING**

**Company Name and Address:** HSBC ELECTRONIC DATA PROCESSING (PHILIPPINES) INC., Filinvest One Building, Alabang Zapote Road, Northgate Cyberzone, Filinvest City

**Contact details of the Company:** [angelica.mendiola@hsbc.com.ph](mailto:angelica.mendiola@hsbc.com.ph)

**Available Job Vacancy:** Global Head of Business Reconciliations Control Services

**Job Description:**

**Overall Summary of the role:**

- Global functional management of the Business Control and Reconciliations Service (BCRS) utility enabling a robust control environment and delivery as per business and stakeholder requirements. Leading a team of circa 400 FTEs servicing all lines of business and ensuring their development via a focus on enhancing the team's end-to-end view of reconciliations.
- Evaluate any proposed variance to the operating model and accept or reject exceptions
- Development of annual business plans by establishing a global view of what the service can deliver in line with global business demand and regional capability to execute
- Establish global business services goals in production quality, service quality, financial performance, and operational risk that meet global operations targets
- Ensure the global business delivers in line with its demand statement to ensure alignment between business demand and global operations capability
- Order book management at the Global level and agreement regarding priorities with Global Businesses and HTS
- Represent Reconciliations in Global change programmes and at PSCs and oversees the delivery of strategic regional and global programmes
- Accountable for translating Global Business requirements into executable, best practice, end-to-end services
- Identify and commission opportunities to improve Service Quality across the Service and influence Service Quality
- Global Head of Business Services and the Global Business Partners for the Business Services for the services provided
- Overall engagement model with the Business is expected as a minimum to maintain a regular dialogue with the relevant Global Business Head to review performance, identify common issues as well as represent the Business Service at Business meetings
- Establish proactive partnerships with other key stakeholders, including, but not exclusively Risk, Change Delivery, SWD and ITO to support service and product development initiatives
- Lead a global team to share and implement best practices and improve performance using global and external benchmarking
- Global organization design blueprint for the Global Business Services accountable for the succession planning, performance management, and recruitment across the Global Services, in line with the agreed functional/ entity matrix in Global Operations
- Effectiveness of the Global Technical Training and Competency model across the Service
- Ensure appropriate standards of vendor management and vendor risk management are applied to the Service for any third-party vendors
- Ensure appropriate global Service infrastructure and technology requirements are in place
- Measure global Service performance and ensures actions are implemented to address ideas, issues, and concerns
- Completion, maintenance, and adherence to the Risk Appetite and Risk Control Assessment for the Service
- Ensure effective controls are in place to manage operational, regulatory, information security, contingency, vendor and fraud risk
- Remediation of all actions identified by 2nd and 3rd line of defense across the Service

**Basic Qualification**

**Technical Skill Requirements**

- Post Graduate or Graduate with experience in Finance/Accounting would be good but not essential
- Strong operations background
- Experience in designing and maintaining control frameworks for high risk processes and a good understanding of the SoX environment
- Good understanding of banking production and the Operational systems

**Operational Requirements**

- Proven track record of designing, implementing and operating processes
- Operations management including process governance and stakeholder management
- Experience in designing and implementing process controls.
- Experience in managing audits independently
- Proven track record of driving re-engineering, process synergies and technology-based solutions
- Proven track record of significant organizational, process, people and operating model change management

**Personal Skill Requirements**

- Strong execution and problem solving skills. Ability to work in a dynamic environment and adapt to frequent and multiple changes. Ability to work under pressure, report to tight deadlines and deal effectively with issues as they arise
- Ability to articulate information across levels and manage business relations with senior stakeholders
- Effective Team Player – collaborative, communicates progress, status and issues on a regular basis.
- Strong people skills – Capability to establish, train, guide and motivate team through various phases of process evolution
- High degree of motivation and commitment
- Approachability, transparency and advocate of speak-up culture – both upwards and towards their teams

**Salary Range Annual:** 1PHPP 7,845,000.00