



# **TOGETHER WE GROW**

**Empowering Local Businesses  
Amidst the Pandemic**





## **Empowering Local Businesses Amidst the Pandemic**

Keeping up and responding to the ever changing needs of our customers is a credo that we at PBCOM take very seriously. Especially at a time when a lot of businesses and individuals face many challenges, we do our best to support and empower you, our customers. We live by our brand promise "Together We Grow", a statement that encapsulates what we stand for as an organization.

In 2021, while the world continues to face one of the biggest threats to health and economy, we at PBCOM focused on providing solutions that enable businesses and individuals to thrive in the new normal.

## ON SPOTLIGHT: DILIMAN DOCTORS HOSPITAL



In photo: Dra. Lani G. Ancheta (Diliman Doctors Hospital President), Victor O. Martinez (PBCOM Head of Corporate and Commercial Banking Group), and Rowena P. Lagdameo (PBCOM CCBG Large Corporate Team Head)

Conveniently located at one of the busiest districts in Quezon city, Diliman Doctors Hospital is situated along Commonwealth Avenue in Quezon City. It prides itself as a one-stop multidisciplinary medical center equipped with modern facilities and the latest innovations in the healthcare industry. Starting operations in 2018, the hospital has become one of the most trusted names in the industry, with a trademark of providing excellent service and genuine care for its patients and clients.

Along with the rest of the world, Diliman Doctors Hospital welcomed 2020 full of hope and promise of a more progressive year. It was in this year that they were able to obtain the DOH license to increase capacity by 50 beds. However, the COVID-19 pandemic derailed these plans resulting to government mandated restrictions which limited mobility and economic activities causing a drop in the hospital's census.

While there was a remarkable increase in in-patients brought about by the spike in COVID-19 cases, there was, however, a significant reduction in the number of out-patients, a major source of the hospital's revenue. Financial stability was threatened by reduced revenues with liquidity further exacerbated by the mounting PhilHealth claims at that time. This, coupled with the stress on the need for the services of health care workers, has made the situation of the hospital really challenging.

However, these challenges did not stop Diliman Doctors from rising above and beyond. Dr. Lani Ancheta, the Hospital's President and CEO, shares with us: "While other institutions were forced to turn away patients, we devised ways to cater to their medical needs while waiting in queue to be admitted due to full-bed occupancy". This is one of the key factors that

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**Lani G. Ancheta**  
Diliman Doctors Hospital  
President and CEO



*“The financial support extended by PBCOM could not have come at the most opportune moment. It was a welcome relief that served to support our hospital operations during this crucial time.*”

helped the Hospital navigate the pandemic more effectively.

Facility modifications were made to serve patients and to strengthen the protection of employees and allied health personnel. The expansion intended for increased bed capacity was allocated for the accommodation of hospital personnel starting April 2020 to ease the burden of reporting for work during the quarantine and to protect them from acquiring community infection, thus, ensuring uninterrupted hospital operations. Even when the pandemic cases in NCR declined, the hospital never let its guard down and instead continued to strictly implement their IPCC guidelines and modified them accordingly to ensure that Diliman Doctors remains a safe facility. While the hospital was dedicated to the fight against COVID-19, they made sure that the needs of non-COVID patients were also being addressed. The hospital provided an adequate number of rooms for confinement and re-assigned units depending on the demand to accommodate clean cases.

Along with this, Management sought the help of the entire organization. The meaning of teamwork was elevated to a new level, with every member from top to bottom having an important role to play. The hospital encouraged everybody to be advocates and promoters of services offered, both surgical and non-surgical, including wellness packages. This helped generate more revenue and stimulate demand. “We have also become tolerant of other people’s weaknesses. We promoted a culture of mutual respect and recognition of individual strengths and limitations to maintain a work environment conducive for everybody to perform well and create harmony among everyone in hospital operations”, adds Dr. Lani.

***We will always be grateful for the trust accorded to the corporation and we look forward to our continued partnership and future endeavors”***

While the pandemic had many adversities, it provided an opportunity for Diliman Doctors to be recognized as competent in providing medical care for COVID-19 patients. The hospital was included in the Solidarity Trial conducted by the World Health Organization on April 22, 2020 to determine the best treatment for COVID-19. Further, one of the highlights during their 2nd Anniversary celebration on May 21, 2020 was the re-activation of the Outpatient Department including the HMO Concierge to show their renewed effort to serve those who were deprived of needed health care due to the community quarantines. “Our collective effort enabled us to rise above the waves of challenges during the period of the pandemic. We are waging a war with a vicious enemy but as we gained knowledge about its transmission, we found ways to effectively function in its presence”, Dra. Lani further adds.

During this time of challenges and opportunities, Diliman Doctors has found an ally in PBCOM. PBCOM provided a Php 1-Billion-Peso credit line to the hospital. After the renovations in its 5th, 6th and 7th floors of the patient’s wing, a portion of the loan was used to purchase additional hospital equipment, appliances and furniture. The loan was also utilized to pay off existing short-term loans and settle a significant amount of the shareholder’s advances.

Diliman Doctors considers PBCOM a valuable partner. “The financial support extended by PBCOM could not have come at the most opportune moment. It was a welcome relief that served to support our hospital operations during this crucial time.”