



PRESS RELEASE
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PULONGBAYAN ON MEDICAL TOURISM



Dr. Sam Bernal, M.D. (seated left) poses with Consul General Mary Jo Bernardo Aragon and the participants to the Pulong Bayan on Medical Tourism which was held at the Conference Room of the Philippine Consulate General in Los Angeles on 4 November 2009.

Los Angeles, 10 November 2009 – The Philippine Consulate General hosted a Pulong Bayan on Philippine Medical Tourism on 4 November 2009 at the Consulate General’s Conference Room. The guest speaker of the Pulong Bayan was Dr. Sam Bernal, a Filipino-American doctor who pioneered Bio Regenerative Medicine in the Philippines. Among the attendees of the Pulong Bayan were members of the Filipino American press and representatives of healthcare and Filipino American organizations.

Bio Regenerative Medicine utilizes innovative medical therapies that involve the engineering of living cells, tissues and organs for the purpose of preserving and enhancing organ function to prevent disease, maintain wellness and to restore or replace organ function lost or impaired due to disease, injury or aging with the purpose of improving the quality of life. Among the applications of Bio Regenerative Medicine cited by Dr. Bernal are the treatment of various forms of cancers, diabetes, and heart and liver diseases.

Dr. Bernal impressed upon the audience that the Philippines has the necessary tools to become a major medical tourism destination in Asia considering that Bio Regenerative Medicine has been successfully performed there since the 1970s. Aside from hospitals obtaining the latest technology and Joint Commission International (JCI) accreditation, he pointed out the innate and culturally ingrained service orientation and quality of care of Filipino healthcare professionals, including US board-certified physicians, as key to achieving this. He exhorted the Filipino Community to contribute to the efforts of Philippine medical institutions and the Philippine government in spreading the word and marketing the country as a medical tourism haven. ###end