



REPUBLIC OF THE PHILIPPINES

PHILIPPINE CONSULATE GENERAL

LOS ANGELES, CALIFORNIA



Press Release
AASC-071-2020

PHL HEALTHCARE INFORMATION MANAGEMENT SECTOR: Debunking Fears in Offshoring



Above screenshot photos were taken while the speakers were delivering their topic.

17 September 2020, Los Angeles – The healthcare information management sector of the Philippines information technology and business process management (IT-BPM) industry is the second fastest growing segment of business process outsourcing in the Philippines and the second largest revenue generator within the industry itself. These facts were highlighted during the 6th installment of the Global Business Processes Powered by the Philippine Webinar Series held on 17 September 2020.

Aside from the strength and resilience of the sector, the forum threw a spotlight on how offshoring in the Philippines has debunked common fears in business process outsourcing commonly known as the “black box” of offshoring. Nathan King, the Chief Marketing Officer of Shearwater Health described the black box as the

combination of factors such as unknown dangers, lack of transparency in the processes, scarcity of skilled workers, communication barriers and inadequate infrastructure, that leaves the offshoring company blind on process workflow operation.

According to Mr. King, Shearwater’s offshoring in the Philippines goes beyond partnership and forms part of the company’s geographic strategy of diversification. Shearwater thrives in the business-friendly environment in the Philippines, the political stability and abundance of talent and qualified workforce.

The Philippines, according to Mr. King, provides an environment for modern offshoring where work and processes are not relegated to the black box. It is “*an excellent location to provide complex healthcare...it has the proper national foundation to support growth.*”

Filipino-owned knowledge process outsourcing company, Visaya KPO shared the same experience as its Chief Operation Officer Julian Valenzuela described the PHL IT-BPM industry as a “battle-tested sector.” Its projected growth in the coming years remains stable at 7.3% to 10.2% even in the aftermath of the CoViD-19 pandemic.

Mr. Valenzuela advised companies seeking to outsource in the Philippines that ideal place to start is with the Healthcare Information Management Association of the Philippines (HIMAP). HIMAP sets the bar for processes with over 65 company members including some Fortune 1000 companies. It ensures that the standard of BPO services delivered in the Philippines is world-class.

According further to him, those who outsource in the Philippines enjoy vast opportunities for service diversification, access to a rich talent pool, remarkable affinity with both the Asian and western culture, vertical specialization and cost efficiency.

Visaya KPO’s core services in the Philippines encompass end-to-end solutions from processes related to payment, provider service, pharmaceutical companies and technology. Shearwater, on the other hand, does specific processes such as intake of claims, chart abstraction, telephonic care coordination, prior authorization, utilization review, nurse-line triage, and medical coding, which is one of the more popular healthcare process service in the country.

An interesting exchange with the participants followed the presentations and focused on the critical importance of the healthcare information sector as the Philippines looks to participate in the CoViD-19 clinical trials.

The session was moderated by Special Trade Representative Nicanor S. Bautista of the Philippine Consulate General in New York. The webinar series began on 13 August and will run until 01 October 2020.

Representing the Consulate General were its economic team composed of Consul Rea G. Oreta, Trade Commissioner Eric C. Elnar and Information Officer Mary Grace “Joss” D. Leaño. END.