



# TMC BULLETIN

WHERE PATIENTS ARE PARTNERS

June 2010



**TRIED, TESTED AND TRUSTED:** Gwen Loong, Group Advertising Director for Readers Digest Asia, presents the award to Alfredo R. A. Bengzon, President and CEO of The Medical City.

## TMC: A TRUSTED BRAND!

The Medical City (TMC) received further affirmation of its place at the forefront of health care in the Philippines, by garnering a 2010 Reader's Digest Trusted Brand Asia Gold Award. The award winners are recognized as the preferred choices in their provided service or product line. The award has been given out since 1999, with past winners among the cream of the Philippines' corporate crop.

Reader's Digest has been conducting the Trusted Brand survey in key geographical locations in Asia that include China, Hong Kong, India, Malaysia, Philippines, Singapore, Taiwan and Thailand. The survey was designed and conducted by Synovate, a global research company. Synovate inserted survey questionnaires in Reader's Digest October 2009 issue and supplemented the written exercise with phone interviews.

The Reader's Digest survey had 7,800 respondents in Asia, 1,000 of whom came from its Philippine database of subscribers. The Philippine survey

participants were 20 years old and above, belonged to the top 50% of the population by household income, and had gained at least a high school education.

The Medical City's Reader's Digest Most Trusted Brand Gold Award was received by its President and CEO, Dr. Alfredo R. A. Bengzon, at ceremonies held on 30 April 2010 at the New World Renaissance Hotel, in Makati.

Other Gold awardees and their categories were BDO, Metrobank (bank), Baguio Oil (cooking oil), Jollibee (Family Restaurant), Sony (camera and flat screen TV), Magnolia Chicken Station (fresh meat), The Medical City (hospital), BPI Asset Management (investment fund company), Salem (mattress), Canon (camera and multifunction printer/copier), Panda (ballpen), Acer (personal computer), Ajinomoto (seasoning product) and ABS-CBN and GMA-7 (TV network).

## INSIDE TMC

### CENTER FOR ENDOSCOPY AND PHYSIOLOGIC STUDIES

The Medical City (TMC) recently opened its brand-new Center for Endoscopy and Physiologic Studies. The Center for Endoscopy and Physiologic Studies will offer important services for the specialties of gastroenterology, pulmonology, and urology. The Center is designed as a specialized unit for diagnostic and therapeutic procedures within these disciplines.

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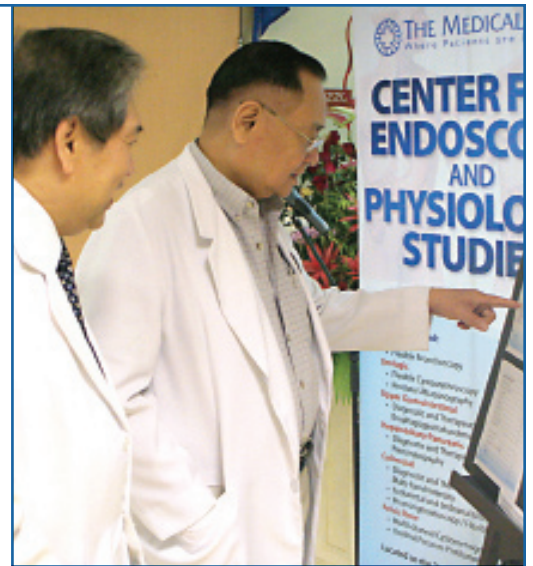


**Dr. Venancio I. Gloria, Chairman of the Department of Medicine, discusses improvements on endoscopic procedures**

The Center will feature a waiting room with a TV displaying educational videos, and five rooms for procedural tests. Test results will be encoded and recorded digitally within the Center, with each patient receiving copies of their records and findings on the spot. Patients may also request videos and photos of their procedures. The Center is the latest in a series of multidisciplinary one-stop shops, providing seamless diagnostics and extensive patient-centered feedback immediately, clearly, and concisely, all for the benefit of patients.

Drs. Alfredo R. A. Bengzon, TMC President and CEO, and Venancio I. Gloria, Chairman of the Department of

Medicine, graced the opening ceremonies, held on 31 May 2010 at the second floor of the Nursing Tower. Dr. Carla D. Sibulo, Section Head of the Department of Gastroenterology, will serve concurrently as Head of the Center. In her opening remarks, she expressed hope that the lag time in the delivery of results will be eliminated, and the possibility for patient misinformation will be avoided, thanks to the Center's unique personalized service. With a fully staffed, dedicated diagnostics Center of Endoscopy and Physiologic Studies, TMC hopes that its battle against such dreaded diseases such as colon cancer will soon turn in the hospital's, and patient's favors.



Drs. Bengzon and Gloria review the list of services offered by the Center.

## GUILT-FREE GOURMET GOES TO TRINOMA



Over 200 mall-goers flocked to TriNoma Mall's activity center last 30 April 2010 as The Medical City (TMC) presented "Eat Your Heart Out", the first of its Guilt-Free Gourmet series. Guest chefs shared recipes and tips for heart-healthy home cooking alongside a lay forum on common cardiovascular concerns conducted by TMC cardiologist Dr. Mariann N. Almajar and nutritionist Carol Q. Hernandez.

Participants were also treated to free blood pressure checks, random blood sugar tests, cardiovascular health checks, cholesterol screening and nutritional consultation. Prizes were distributed to several lucky winners but everyone went home with food samples

and informational materials on how to lead healthy lifestyles.

"Adhering to TMC's patient-partnership philosophy, our Guilt Free Gourmet Series is a vehicle for empowering our patients, providing accurate, lay-friendly medical information so they can make informed choices when it comes to their health and that of their loved ones," explains Dr. Almajar.

Dr. Rolando A. Balburias, Consultant Director of TMC's Center for Wellness and Aesthetics, acted as the lively event emcee. "Eat Your Heart Out" was co-sponsored by Del Monte Philippines and Century Tuna.



We would love to hear from you!

Please e-mail your comments and suggestions to [ngramos@medicalcity.com.ph](mailto:ngramos@medicalcity.com.ph)