



# 2024

## Annual Report



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# COMPANY BACKGROUND

**MEDICARE PLUS, INC.** is one of the country's premiere healthcare providers today. Started operation in 2005 under Prudential life, then on February 2012 our company changed its name to Medicare Plus, Inc. We now have more than 1,000 accredited hospitals and clinics and more than 15,000 medical and dental practitioners nationwide. Our roster of clients is spread across industries from manufacturing, transport, government, NGOs, BPOs, cooperatives, manpower and professional services, among others.

Since our establishment, we remain strong amidst tough competition and dynamism in the healthcare industry. Under the leadership of its young and able management, a veteran support staff and guided by its principles, we continue to bring quality healthcare services to the Filipino nation.



# ABOUT THE COMPANY

## OUR PEOPLE

Engaged Leaders and Team Members

## OUR VISION

We are National Leaders in Providing Healthcare Security

## OUR MISSION

We Provide Exceptional Healthcare Security to Filipinos

## OUR METHODS

Innovation and a High Reliability Organization

## OUR VALUES

Mindfulness, Compassion, Accountability, Respect, Excellence

# Marketing and Sales Highlights

In 2024, Medicare Plus Inc. achieved significant milestones in marketing and sales, driven by strategic collaborations, targeted outreach, and enhanced value-driven healthcare propositions. A cornerstone of our growth this year was the landmark partnership with the Public Safety Mutual Benefit Fund, Inc. (PSMBFI) – a major institutional alliance that expanded our footprint in the uniformed services sector and reinforced Medicare Plus' reputation as a trusted healthcare partner.

In October 2024, Medicare Plus Inc. formalized a comprehensive healthcare partnership with PSMBFI, a non-stock, non-profit mutual benefit fund serving uniformed and civilian personnel in public safety agencies, particularly the Philippine National Police (PNP). Through this collaboration, Medicare Plus will provide PSMBFI members with comprehensive and accessible healthcare coverage, including in-patient and out-patient care, emergency services, dental care, consultations, and laboratory services.



# Marketing and Sales Highlights

This strategic alliance represents a significant growth driver for the Company, initially covering thousands of PNP officers who have dedicated over two decades of service. Under the agreement, PSMBFI committed substantial resources over a multi-year period to support members' healthcare needs — underscoring confidence in Medicare Plus' service capabilities and long-term value proposition.

The partnership not only deepened Medicare Plus' penetration into institutional sales channels but also strengthened brand equity among key stakeholder communities. By aligning with PSMBFI's mission to safeguard the welfare of public safety personnel and their families, Medicare Plus enhanced its market visibility and differentiated its service offerings in a competitive HMO landscape.

In addition to institutional partnerships, our marketing and sales efforts in 2024 continued to focus on strengthening corporate and individual portfolios through targeted campaigns, digital engagement, and relationship-based selling strategies that emphasized the reliability, affordability, and comprehensiveness of our healthcare plans. These initiatives helped drive growth in our member base, complementing the Company's solid financial performance and reinforcing our commitment to expanding access to quality health protection across the Philippines.

# Financial Highlights

## For the Year Ended December 31, 2024

In 2024, the Company continued to deliver on its commitment to provide accessible, reliable, and high-quality healthcare coverage, supported by a strong financial foundation and disciplined operational performance. As a licensed Health Maintenance Organization (HMO), the Company sustained its momentum throughout the year, closing with total assets of **₱246,295,371.00**, total liabilities of **₱199,829,742.00**, and a solid net worth position of **₱46,465,629.00**. These results underscore our continued stability and reinforce the confidence of our members, partners, and stakeholders.

The Company posted total revenues of **₱103,910,044.00**, reflecting the growth of our corporate and individual portfolio and the expanding trust in our healthcare programs. Claims and direct medical costs amounted to **₱62,131,303.00**, representing a Gross Profit Ratio of **40%**, demonstrating our commitment to delivering valuable healthcare benefits while maintaining the integrity of our risk and cost management practices.

# Financial Highlights

For the Year Ended December 31, 2024

We ended 2024 with cash and cash equivalents of **₱4,975,393.00**, supported by healthy operating cash flows of **₱7,490,132.00**. The total of ₱ 6,751,039.00 was used for investment and financing activities.

Operationally, the Company continued to grow and support its member base, serving **19,980** active members nationwide. Overall, 2024 was a year of sustained financial resilience and strategic progress. With a strengthened balance sheet, a growing membership base, and a clear commitment to service excellence, the Company is well-positioned to accelerate growth, enhance healthcare access, and continue its mission of delivering meaningful and dependable health protection to the Filipino community.

# The CEO's Message

After more than four years of dedication and hard work, MedicarePlus Inc /Pharmacare has achieved incredible milestones. As we celebrate our 4th anniversary, I am immensely proud of the remarkable progress we have made.

Since our Inception and Management takeover in December 2020, we have continuously strengthened our brand, establishing it as a symbol of our unwavering commitment to providing our clients with the finest HMO VIP treatment and the peace of mind they rightfully deserve. Over the past four years, our company has undergone significant transformations.

We have nearly quadrupled our workforce and championed diversity and gender balance. Today, we proudly stand as the foremost provider of Government and private HMO in the country, having elevated from the 30th rank to one of the top 5 HMOs in the Philippines. Our services have expanded, with major hospital accreditations in key regions and healthcare centers in major cities of NCR.

It is crucial to emphasize that our dedication to delivering exceptional customer service and upholding our core values: MCARE – Mindfulness, Compassion, Accountability, Respect, and Excellence, remains unchanged.

Looking forward, our primary focus is to expedite the implementation of our growth strategy and expansion, all while reinforcing the power of our brand to better serve our clients. We are committed to delivering outstanding patient service, enhancing our knowledge, and pioneering innovative strategies to bring about positive change in the communities where we operate. I am incredibly enthusiastic about this journey and firmly believe that the best in HMO/Healthcare Service is yet to come.



# The CEO



**Maria Jesusa Viray**

Chief Executive Officer

A serial entrepreneur, holding the post of Chairman and President of Medicare Plus, one of the pioneers in Health Maintenance Organizations in the country.

She is the Founder and Managing Partner in several tech companies such as Strategist.ph, job search network HotJobsPhilippines, 88Sites Inc. and Dibz Inc.

She was the Managing Director of online recruitment giant JobsDB.com.ph. She has over 28 years of experience in Information and Communications Technology, having graduated with a double degree in Management and Management Information System from Assumption College.

# BOARD MEMBERS



**Jane Christine Soco**  
Chief Operations Officer

Managing Partner of an online solutions company Strategist.ph, and by-demand serenading services featuring top-rated singers Harana.ph.

Harana.ph is the first and only professional serenade and surprise service in the Philippines that allows you to send the traditional harana in a fun and exciting way.

She was the Marketing Manager of online recruitment giant JobsDB.com.ph.

She graduated with a degree of PSM MMG in Psychology and Marketing from De LaSalle University (DLSU).

# BOARD MEMBERS



**Marc Jason Jalandoni**

Chief Business Development Officer

Has more than 20 years experience in the financial industry in the Asia Pacific region and the Philippines combined.

Has 15 years experience in the insurance industry, of which more than 5 years experience in senior management positions, with background in business development, partnerships, M&A, products and sales.

Worked on more than 5 M&A transactions in the region. Started up several regional banc assurance partnerships. Helped start and manage different distribution channels in the Philippines.

Graduated MBA with focus on Strategy and International Business from Nanyang Business School, NTU in Singapore.

# BOARD MEMBERS



**Gerard Sean Rodriguez**  
Chief People Officer

Sean has extensive management expertise in the healthcare industry. He has held senior leadership positions at The Vanderbilt Clinic & The Vanderbilt Children's Hospital (affiliated with Vanderbilt University), Barnes- Jewish Hospital/BJC Healthcare (affiliated with Washington University in St. Louis), and Hartford Healthcare (affiliated with the University of Connecticut).

Sean has also been an executive leader at Mariwasa Manufacturing, SGR Entertainment, Golondrina Atlantic, among others.

He holds advance degrees in Business Administration (I/AME), Applied Business Economics (UA&P), and Clinical Biomedical Informatics (Stanford University).

Sean has served on the Executive Advisory Boards of the Beryl Institute and the University of Central Florida's Academy for Creativity and leadership.

# THE MANAGEMENT COMMITTEE



**Maria Jesusa Viray**

Chief Executive Officer



**Jane Christine Soco**

Chief Operations Officer



**Marc Jason Jalandoni**

Chief Business Development Officer



**Gerard Sean Rodriguez**

Chief People Officer

# Corporate Governance

The Company upholds the highest standards of corporate governance as a fundamental element of sound corporate stewardship, sustainable growth, and long-term value creation. Its Corporate Governance Manual, duly adopted and approved by the Board of Directors, embodies the Company's commitment to transparency, accountability, fairness, and responsibility, and is aligned with applicable laws, regulations, and the Corporate Governance Guidelines issued by the Insurance Commission.

The governance framework vests oversight and strategic direction in a duly constituted Board of Directors, which exercises fiduciary responsibility over the affairs of the Company. The Board ensures that the Company is managed prudently and in accordance with its objectives, while maintaining effective supervision over Management. The composition of the Board reflects an appropriate balance of executive, non-executive, and independent directors, thereby promoting objective judgment, independence, and the avoidance of undue concentration of power.

# Corporate Governance

To enhance the effectiveness of its oversight functions, the Board operates through specialized committees, including the Audit and Risk Management Committee, Corporate Governance Committee, Related Party Transactions Committee, Compensation Committee, and Medical Advisory Committee. These committees provide focused oversight over financial reporting, internal controls, risk management, regulatory compliance, ethical standards, and governance policies. The Manual likewise safeguards the rights of shareholders, including the rights to vote, receive timely and accurate disclosures, inspect corporate books and records, receive dividends, and avail of appraisal and alternative dispute resolution mechanisms. The Company recognizes transparency and full disclosure as essential to protecting shareholder interests and fostering stakeholder confidence.

Accountability and compliance are reinforced through established internal control systems, an independent internal audit function, and a formal compliance and monitoring framework headed by a designated Compliance Officer. Compliance with the Manual is continuously monitored, and violations are addressed through appropriate enforcement mechanisms. Through this governance framework, the Company affirms its enduring commitment to good corporate governance, regulatory compliance, and the protection of stakeholder interests.

