

HIGHLIGHTS of Accomplishment

PUBLIC INFORMATION & COMMUNITY SERVICE

Responsible dissemination of scientific and lay information, promotion of heart care awareness through print, broadcast media, and lay forum are the Philippine Heart Center's thrusts in public information. The Center also carries out its Corporate Social Responsibility through community outreach programs such as monthly free clinics and medical and surgical missions in the underserved areas and provinces.

PEOPLE'S DAY is a monthly free clinic and consultation program of the Center for the public. A collaboration between the division of Preventive Cardiology, the division of Nursing Education and the division of Nutrition and Dietetics, the activity provides free physical examinations (blood pressure, electrocardiogram, fasting blood sugar and cholesterol), obesity determination and dietary counseling. Lectures are also given on cardiovascular disease prevention and control. From 2005 to 2009, 58 People's Day free clinics served a total of 4,705 patients.

Surgical missions were conducted by the PHC doctors and nurses, sponsored by the Heart Foundation of the Philippines, Bohol provincial government, Philippine Gift of Life, Inc. New York-based Home Reach Foundation, Armed Forces of the Philippines and the Department of Health. Pharmaceutical companies also supported the successful surgical and medical missions. About 100 patients from the Visayas region underwent free open heart surgeries and 500 more benefitted from the medical missions.

