

## PGHMF bestows Coca Cola its Humanitarian Award



*IN PHOTO: (L-R) Mr. Steve Little—Technical Director Coca-Cola Philippines, Ms. Dawn Alarcon—Business Intelligence Director Coca-Cola Philippines, Dr. Manuel Agulto—Chancellor UP Manila, Mr. Guillermo Aponte—President & General Manager Coca-Cola Philippines, Dr. Jose Gonzales—Director PGH, Mme. Lolita Escobar-Mirpuri—Corporate Secretary PGHMF, Dr. Gregorio Alvior Jr.—President PGHMF, Mrs. Agnes Essem Perez—Treasurer PGHMF, Dr. Alfonso Doloroso—Board of Trustee Member PGHMF, Dr. Antonio Montalban—Founder and Board of Trustee Member PGHMF, Dr. Edward C. Tordesillas—Auditor PGHMF, & Mr. Paco D. Magsaysay—Board of Trustee Member PGHMF*

The centerpiece and highlight of the PGH's 105th anniversary was the awarding of PGH Medical Foundation, Inc.'s 2nd Humanitarian Award to Coca-Cola Philippines, the market leader in the soft drinks industry. A short program was held at the Atrium of the Philippine General Hospital and was attended by officers of Coca-cola headed by their President, Mr. Guillermo Aponte and Public Affairs representative, Atty. Adel Tamano. PGH Director, Dr. Jose Gonzales, UP Manila Chancellor, Dr. Manny Agulto joined PGHMF Inc. officers in making the said awarding ceremony meaningful.

Dr. Greg Alvior, PGHMF Inc. President, delivered the opening remarks for the said event. In his speech, he stated that "It is only fitting to honor Coca-cola on its 100th year in the Philippines and to make the awarding an important part of the celebration for PGH foundation week, for Coca-cola has been one of the biggest, if not the biggest single private donor of the hospital".

PGHMF Inc.'s association with Coca-cola started in 2007 when the foundation asked them to help fund the celebration of PGH's centennial year for which Coca-cola donated Php 1.5M. This served as the catalyst for future donations, significant of which was a grant in March 2007 of \$1,000,000.00 dollars through the PGH Medical Foundation earmarked for infrastructure development of the hospital. Through this grant, PGH patients have enjoyed the comfort and amenities resulting from the renovation of our hospital wards. These wards included Ward 15, the whole of LCB 5, the whole of RCB 5, and half of RCB 6. In addition, operating room surgeons, health workers as well as patients benefitted from the provision and renovation of the air-conditioning units of the hospital's main operating rooms. Thereafter, Coca-cola has been supportive of the foundation's efforts to help PGH's indigent patients through its annual contribution to its charity patients' medical fund.

*Continue on Page 4*

### ANNOUNCEMENT

#### "PGH Director's Cup"

PGHMF Annual  
Golf Tournament

Nov. 12, 2012

7:30AM shotgun tee-off  
Ayala Greenfield Golf  
and Leisure Club,  
Calamba, Laguna

#### Ticket Prices:

Php 4,000 (non-club member)

Php 3,200 (club member)

(includes: green fee, golf cart, caddie fee, give aways, raffles, food)

*More details on Page 3*

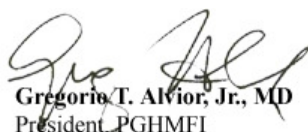
## From the President



**Dr. Greg Alvior, Jr.**  
President

The Primary Health Care Center project was presented to the PGH Medical Foundation for funding in January 2011. The project had the following purposes: 1.) To provide a lying-in center for normal deliveries requiring less than 24 hours stay. This would address the need for additional obstetrical admissions which has been limited because of lack of beds in the main obstetrical ward of PGH. The previous practice was to prioritize admission for abnormal cases and to transfer, if possible, normal cases to other centers. This resulted in having the obstetrics ward's serving mostly complicated cases and very few normal deliveries. Obstetrical training for medical students, nurses and midwives was thus limited to normal cases, resulting in limited exposure and training. 2.) To provide family planning services including out-patient visits for contraceptives and tubal ligation and vasectomy. 3.) To provide a training center for students and interns as well as residents of the UP PGH, UP College of Nursing and OB rotation for students of the UP Baler Health Sciences extension. 4.) To serve as a center for training on family planning methods and techniques for professionals from all over the Philippines and neighboring Asian countries. 5.) To serve as a venue for research on reproductive health.

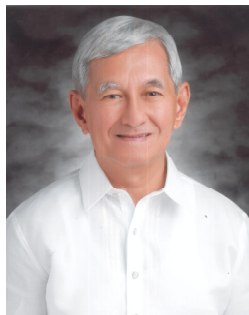
The original plan was to convert a one - storey, dilapidated, unused building which was formerly PGH's family planning clinic into a new primary reproductive health care center. Initially, the cost of renovation was 4M. When the project was presented, the PGHMF did not have the funds to undertake the project. Nonetheless, we were convinced of the laudability and the worthiness of the project that it inspired us to start looking . We found an angel in the person of Mr. Jorge Ortoll who believed in the program and was very enthusiastic in his support. His interest and enthusiasm lead to the expansion of the project from a mere renovation to a new 2 storey structure plus a provision for a 3rd floor. The new plan required a budget of Php 17M which was mainly funded by Mr. Ortoll and additional funds from his sister, Mrs. Inma Mutuc. Construction was started in March 2011 and was finally completed in December of the same year. The building was officially donated and presented to UP Manila last March 2012. Permits and approval from Philhealth and DOH for its start of operations have been obtained, and services have started except for the tubal ligation and vasectomy which is waiting for final approval soon. The center will also accept private cases. It will be operated and managed by the OB Dept of PGH and likewise supervised by the department's consultants and staff. Hopefully, this project will be a significant addition in the provision of reproductive health services to our people and help the country achieve its goals for its millennium global development.

  
**Gregorio T. Alvior, Jr., MD**  
President PGHMF



## THE WIND BENEATH OUR WINGS

**OUR OFFICER:** "To be the best in my chosen craft and serve the public with Competence, Integrity and Dedication."



**Dr. Alfonso A. Doloroso**

This is the mission statement of Dr. Alfonso A. Doloroso, a valuable member of the foundation's executive committee. As an active member since 2006, he has been tirelessly sourcing sponsorships for its fundraising programs and events. His passion for service and compassion towards the needy helps the foundation move faster towards achieving its goals.

Dr. Alfonso "Pons" Doloroso, who is a well known anesthesiologist in the country, completed his medical degree at the University of the Philippines in 1962. He underwent residency training at the country's premiere hospital, the Philippine General Hospital where he later served as Clinical Instructor and educator. In 1965, he went to Australia and earned his post-graduate course at the University of Melbourne, after which he passed the Primary Examination given by the Faculty of Anesthesia of the Royal Australasian College of Surgeons. He later built a practice as Anesthetic Registrar for various hospitals in Melbourne.

In 1968, he went back to the Philippines to continue a successful... [Continue to Page 7](#)

**OUR MEMBER:** Dr. Melfred L. Hernandez is a recognized expert in the field of Otorhinolaryngology (ENT), specifically on the treatment of voice, respiration and swallowing impairments. He has been a lifelong student of the intricacies of the human voice, and his passion for its study crosses over from the performing arts to his chosen medical subspecialty and back. Excellence marks his odyssey into the arts and science that is the study of voice.



**Dr. Melfred L. Hernandez**

Dr. Hernandez finished his medical studies at the premiere UP College of Medicine as the Most Outstanding Intern in Otorhinolaryngology (ORL). He was recognized as Resident of the Year after finishing his specialty training at the Department of ORL in UP College of Medicine-Philippine General Hospital (UPCM-PGH) in 1998, and was named Chief Resident in 1999. His mix of interest in the study of the voice in its benign and malignant forms was honed under the tutelage of its esteemed faculty staff. He had further subspecialty training in voice and phonosurgery with Prof. Jean Abitbol in Paris, France and Prof. Peak Woo of the Grabscheid Voice Center of the Mt. Sinai Hospital in New York. He is also armed with a Master of Hospital Administration degree from the UP College of Public Health.

He has turned his passion for singing into a marriage of his musical talents and his professional calling. [Continue on Page 7](#)





in cooperation with



# PGH Director's Cup '12

Ayala Greenfield Golf and Leisure Club,  
Brgy, Puting Lupa, Calamba, Laguna

Monday, November 12, 2012  
Tee-Off Time: 7:30AM (Shotgun)

Tournament Fee: Php 4,000 (non-club member)  
Php 3,200 (club member)

For more details: PLEASE CALL at 536-2874, 567-4272 and 554-8400 loc. 3061  
LOOK for Andy, Vernie or Milen

On November 2012, PGHMF INC. will once again host its annual golf tournament at the renowned Ayala Greenfield Leisure and Golf Club in Laguna. Please join us for an exciting 18 hole scramble in support of the philanthropic work of the PGHMF. The funds raised from this event will be earmarked for the charity patients fund, a major and ongoing program of the PGHMF for the indigent patients of the Philippine General Hospital.

Shotgun tee-off is at 7:30AM. Immediately following the tournament, we will be holding a luncheon at the clubhouse followed by a presentation of awards to the day's top players.

We hope you will join us for this enjoyable day of golfing, socializing, networking, and fun for a worthy cause. To sign up to play or to become an event sponsor, please contact us to discuss the details. Thank you very much for your support. We look forward to seeing you on the course.

## Donations to MSS and Medical Records



Data processing at the Medical Records and Medical Social Service of PGH will now be processed more easily. Thanks to the timely donation of computers from PGH Medical Foundation Inc. Fulfilling its mission to augment the hospital's various needs, the foundation donated 2 computer units for the Medical Records and 3 computer units for the Medical Social Services.

Upon turnover of computer units, Ms. Gensela Lacambacal, Chief of Records Dept. stated that "the computer donation is much appreciated as it will improve efficiency and cover the gap in data processing especially in the generation of patient records".



## PGHMFJ bestows Coca-Cola its Humanitarian Award

*From: Page 1 Coca-Cola*

The PGHMFJ, on behalf of the multitude of beneficiaries of Coca-Cola's generosity, expresses its utmost and sincerest gratitude to Coca-Cola for its stellar contributions.



*Dr. Gregorio T. Alvior Jr.—PGHMFJ President delivered his opening remarks*



*Coca-Cola Philippines President Mr. Guillermo Aponte, shook hands with PGHMFJ President Dr. Gregorio Alvior Jr. while UP Manila Chancellor Dr. Manuel Agulto and PGH Director Jose Gonzales (partly hidden) looked on.*



*Atty. Adel Tamano—Coca-Cola Philippines Public Affairs & Communications Director and Ms. Anubha Sahasrabuddhe – Coca-Cola Philippines Marketing Director*



*PGH Nurses Association Chorale sung the Philippine National Anthem, PGH Hymn and UP Naming Mahal*



*Dr. Melfred Hernandez, belting an OPM in between task of co-hosting the program with Ms. Pinky Marquez (right photo)*



## PGHMF bestows Coca-Cola its Humanitarian Award



*Atty. Adel Tamano flanked by PGHMF Member Ms. Linda Cambia (Left) and PGHMF Execom Member Ms. Daisy Nodque (right)*



*Message of acknowledgment delivered by the Coca-Cola Philippines Mr. Guillermo Aponte*



*The PGH Community showed support by attending the awarding ceremony*



## *In the Kitchen with Greg*

### PAELLA

Paella is a quintessential Spanish dish like adobo for the Philippines. There are many versions of preparing the dish depending upon the region of Spain the chef is from and there are modifications of which I have one. There are 2 essential elements that the dish requires. First is the quality and variety of the rice and the use of saffron. The rice should be a variety that should maintain its shape and does not clump too much. It should not be gummy and the grain should be separated after it is cooked. Local rice varieties are not usually good for this dish. Substitutes can be Thai jasmine rice or the short grained Japanese rice which are available in your local supermarket. US Carolina rice or Uncle Ben's is also good. Paella is not paella without saffron, the most expensive spice in the whole world, which comes from the stamen of a crocus plant and it is extracted manually from each flower by old female laborers. Spain, Turkey and India are some of the countries that produce the best saffron.

#### Ingredients:

1 whole chicken cut into serving pieces  
3 cups of rice  
2 pcs. chorizo de bilbao cut in rounds  
2 big onions, diced  
3 cloves of garlic, minced  
1/2 cup olive oil  
3 cups green peas  
1 cup green olives  
1 medium sized can of stewed peeled tomatoes  
2 tbsp tomato paste  
2 cubes of chicken bouillon  
1/2 tsp of saffron soaked in 1/2 cup of water  
Shrimps, peeled  
Clams, boiled until open. Strain and reserve the liquid  
Squid (optional)  
White wine or beer  
Roasted peeled red pepper (may use canned pimiento)

#### Procedures:

This dish should be cook in a paellera which is usually made of shallow thick bottomed cast iron with a lid.

1. Heat olive oil in the paella cooking dish and brown the chicken pieces and reserve.
2. On the same pan, saute onions, garlic and the chorizo the bilbao.
3. Add stewed tomatoes and saute followed by the rice. Saute rice until it becomes opaque
4. Add wine or beer to deglaze the pan. The amount of total liquid added should be double the amount of rice. May use chicken stock for additional liquid. add chicken bouillon.
5. Add saffron.
6. Return the chicken to the pan and leave it to boil. Add freshly cracked black pepper and salt to taste
7. Add the clams the shrimp and the peas. At this point, the whole dish can be transferred to the pre-heated oven at 375 degrees
8. Check dish if it needs more liquid. You may add chicken stock or beer .
9. As soon as rice is cooked, take it out of the oven. Garnish with slices of pimiento and shreds of basil and serve.

Serves 20. Can be adjusted depending on the number of guests.  
A good paella will have its grains tender and easily separable .



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*"One cannot think well, love well, sleep well, if one has not dined well." Virginia Woolf*



## August B-day Celebrants



A birthday celebration of (seated L-R Ms. Zamora, Dr. Alvior & Ms. Ruiz) for the month of August (Standing L-R Mme. Mirpuri, Atty. Cariño, Dr. Tordesillas and Ms. Nodque)

### From Page 2.. Our Member

He once toured the world as a musical ambassador and member of the internationally known and multi-awarded UP Concert Chorus. He is presently a member of the Mass Appeal Choir, a motley group of amateur and professional singers all united in their love for liturgical singing.

He is Head of the Section of Larynx, Bronchoesophagology and Neck of the Asian Hospital and Medical Center and UPCM-PGH. He serves as Medical Director of the Beverly Hills Medical Group. He is a founding member and is now president of the Philippine Academy of Laryngology and Phoniatics (PALP). He also serves as Special Assistant for Resource Generation to the Dean of the UP College of Medicine.

His commitment to the preservation of the voice has contributed to the paradigm shift in the country that surgery need not be life shattering and earth-shattering with the loss of quintessential function of speech, but can otherwise be organ-sparing, much like chemotherapy and radiotherapy, with even more excellent oncologic and functional results. Local breakthroughs in this field came by way of his specialization with organ preservation and voice conservation surgeries for laryngeal (vocal cord) cancers. He has also co-developed and tested the reliability of the Filipino Voice Handicap Index, a patient-based measuring tool for assessing emotional, physical and functional aspects of voice disorders.

He has cared for the voice of countless singers, performers, teachers, and patients whose success in their occupations depends largely on the use of their voice.

**From Page 2.. Our Officer** ...career in Anesthesiology after placing first in the written examination given by the Philippine Board of Anesthesiology. A very active member of said organization, he was elected as Chairman of the Board of Examiners in 1989. He likewise served as Director to the Philippine Society of Anesthesiology and was appointed Chairman for its various committees such as Public Relations, Library Development and Legislation before serving as PSA president in 1995 & 1996.

Assuming executive positions in various educational and civic institutions, Dr. Doloroso earned a number of awards. In 1986 he received the "Most Outstanding Physician" award by both Rizal Medical Society as well as the Philippine Medical Association. He was likewise named as the 15th Quintin J. Gomez awardee by the Philippine Society of Anesthesiologists Inc.

Dr. Doloroso is an institution in the field of anesthesiology. Among his achievements are participation in the first renal transplant in the country, the advocacy of the Fellowship training in Obstetric Anesthesia at UP-PGH Medical Center, the founding of the Society for Obstetric Anesthesiologists of the Philippines and having started the Distance Education for Anesthesiologists.

Dr. Doloroso was the Anesthesia Department Chair of the Capitol Medical Center (2000-2010). He is likewise connected with UP-PGH Department of Anesthesiology as Professor and Section Chief. His fame as anesthesiologist is matched by that of his wife, Ms. Cora Doloroso, herself an institution in personality and career development.

Dr. Doloroso's extensive portfolio mirrors a man of dedication and commitment. The foundation is lucky to have him as one of its supporters.



## 15th Founding Anniversary and Donors Appreciation Night

**DATE:** Wednesday, November 28, 2012  
**Cocktail Time:** 6:30PM  
**Dinner Time:** 7:30PM  
**VENUE:** Tower Club, 33rd Floor,  
PHILAM Life Tower,  
Paseo de Roxas, Makati City

**Dress Code:** Business Attire  
FOR RSVP  
**Call & Look for:** Andy and  
Vernie at 536-2874, 567-4272  
554-8400 loc 3061

On November 28, 2012, the PGH Medical Foundation Inc. will welcome and honor their generous donors and friends by hosting cocktails and dinner at the prestigious Tower Club in Makati City

The said event aims to provide PGHMF Inc. a wonderful opportunity to thank all its friends and benefactors for their continuous support to the foundation's mission in helping the PGH through its various projects in the hospital. Part of the evening's program will also include the launching of the foundation's **Corporate Membership**.



## PGHMF I Partners:



Supports the PGHMF I Save a Life "Coin Canister" Program



LIGHT RAIL TRANSPORT AUTHORITY (LRTA) Supports the PGHMF I Save a Life "Coin Canister" Program



Philippine Development Foundation (subsidiary of Ayala Foundation) our Partner Agency for collections of PGHMF I donations abroad especially in the US. Check our website at [www.pghmedfoundation.com](http://www.pghmedfoundation.com) for ways to donate.



Part of their proceeds are donated to the PGH Medical Foundation, Inc



Every time you buy a pack of the 100% Whole Grain Bread of The French Baker, PGHMF I receives a one peso (Php1.00) donation .

## Donors (July– Sept. 2012)

### SPONSOR ( Php 100K & Above)

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### PATRON (Php 10K-99K)

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### BENEFACTOR (Below Php 10K)

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Mr. Paul Umali  
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DNC Designs & Furniture  
RMJ Dev't Corp.  
Quezon CATV Inc.  
Subic CATV Inc.  
Wesky Cable Networks (Castillejos) Inc.

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Tracsom Builders, Inc. – Php 500,000.00  
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Megaworld – Php 250,000.00  
MEDICard Philippines – Php 50,000/year  
Casino Español – Php 100,000.00  
Coca Cola Philippines - Php 50,000

### Individual Endowment Members:

Dr. Emilio Yap – Php 500,000.00  
Dr. Bienvenido Cabral Family – Php 250,000.00  
Dr. & Mrs. Manuel Canlas – Php 200,000.00  
Dr. Verme Veralló—Php 100,000.00

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