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|  <p>DR. PABLO O. TORRE MEMORIAL HOSPITAL</p> <p>B.S. Aquino Drive, Bacolod City, Negros Occidental, 6100</p> | Document Code: | DPOTMH-HW-10 |
| | | H-95-S01 |
| | Effective Date: | 08-30-2021 |
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| | Page Number: | 1 of 4 |
| | Department/Section: | Sales Section |
| | Document Title: | GIFT GIVING PROTOCOL OF SALES AND MARKETING DIVISION |

PURPOSE:

1. To establish a uniform gift giving policy for the following:
 - a. Corporate Account Clients
 - b. Medical Doctors
 - c. Patients
2. To strengthen working relationships among our business partners
3. To reflect a level of generosity and showing appreciation to our clients and medical partners.
4. Creating long-standing relationships, the likelihood of repeat business, increased revenue and referrals.

SCOPE:


Applies to all Sales and Marketing Division staff of Dr. Pablo O. Torre Memorial Hospital

PERSON RESPONSIBLE:

Sales and Marketing Division, Finance Division, Corporate Account Clients, Medical Doctors and Patients

GENERAL GUIDELINES:

1. In line with the efforts of the company to provide quality healthcare services, the Corporate Account clients should be identified and treated well for retention purposes.
2. To show appreciation for the loyalty and support of our corporate account clients and medical doctors, gifts will be given in accordance to the organization's Gift and Hospitality Policy.
3. Giving of gifts will be done on the following occasions, but are not limited to:
 - 3.1 For Corporate Clients**
 - 3.1.1 Appreciation day (Foundation Week)
 - 3.1.2 Christmas Day

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3.2 For Sales Calls

- 3.2.1 During closing of a deal
- 3.2.2 To restore accounts and others

3.3 For Medical Doctors

- 3.3.1 Birthdays
- 3.3.2 Christmas Day

3.4 For In Patients

- 3.4.1 Founder's Day (June 29)
- 3.4.2 Foundation Day (August 16)
- 3.4.3 Christmas Day

4. The following will be the threshold for the gifts provided (Amount may be subject to change):

- 4.1 Top: Php 500.00
- 4.2 Mid: Php 300.00
- 4.3 Others: Php 200.00

5. The following will be the persons to give gifts to:

5.1 Corporate Accounts

- 5.1.1 Top Management – CEO, President, GM
- 5.1.2 Middle Management – Managers, Supervisors
- 5.1.3 Others – HR, Secretaries, Person in Charge

5.2 Doctors

5.3 Medical Director/Assistant Medical Director/ Department Chairs


5.4 Training Officers

5.5 Committee Chairs



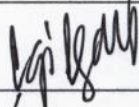

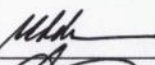
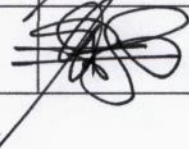
5.6 Top 20 Doctors based on their utilization for the year


5.7 Patients

- 5.7.1 Outpatient
- 5.7.2 Inpatient

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APPROVAL:

| | Name/Title | Signature | Date |
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| Prepared by: | REYAN G. SALILI Sales Section Supervisor |  | 9/30/21 |
| Reviewed: | DENNIS C. ESCALONA, MN, FPCHA, FPSQua Quality Assurance Supervisor |  | 09/30/2021 |
| Recommending Approval: | CHARMAINE G. ILEJAY Sales and Marketing Division Officer- DA |  | 9/30/21 |
| | HENRY F. ALAVAREN, MD, FPSMID Total Quality Division Officer |  | 11/2/2021 |
| | SOCORRO VICTORIA L. DE LEON, CPA, MBA, PhD, FPCHA Vice President – Chief Operating Officer |  | 11/9/2021 |
| Approved: | GENESIS GOLDI D. GOLINGAN President and CEO |  | 11/25/2021 |


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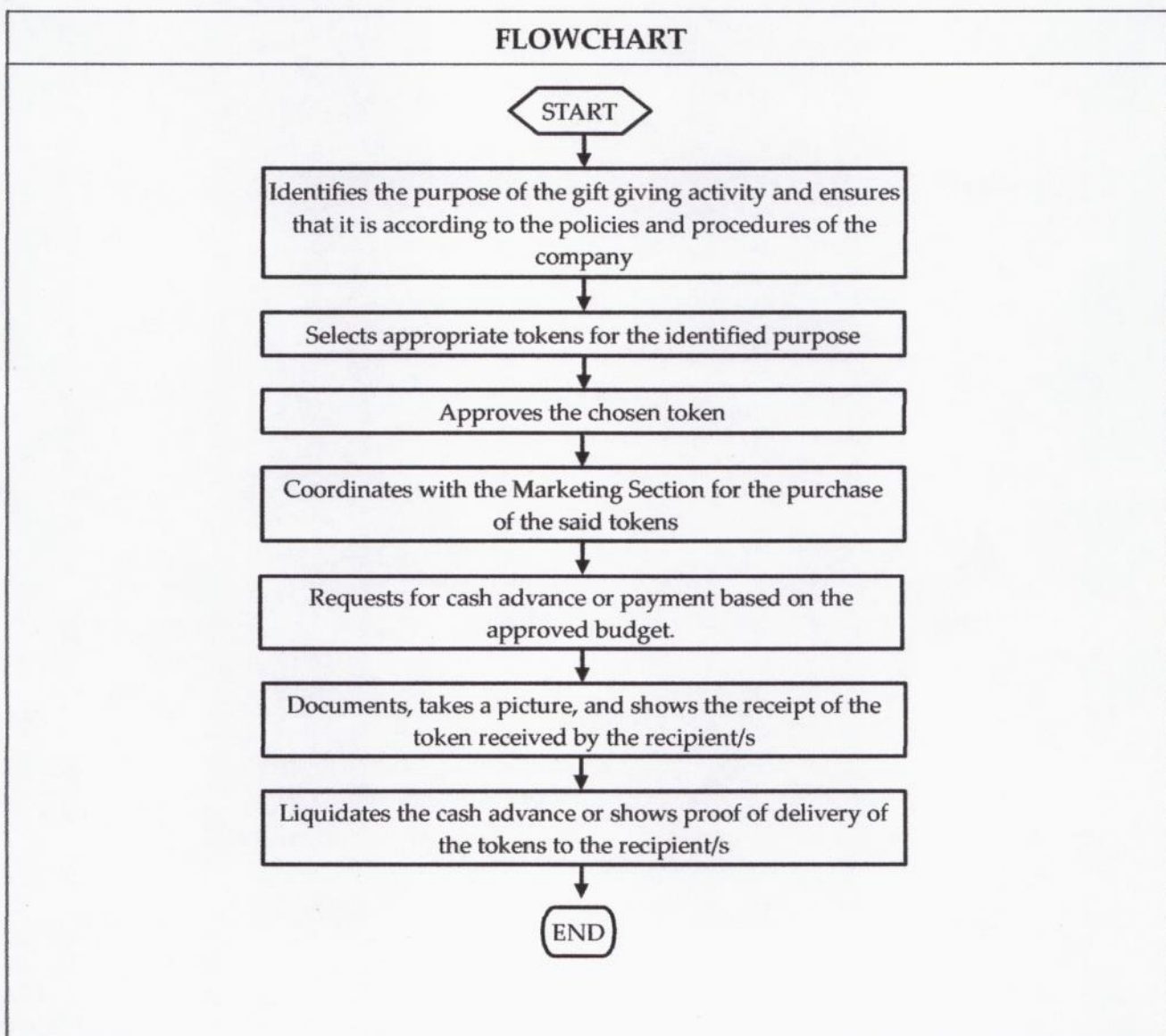
PROCEDURE:


1. The Sales Section Personnel of RMCI identifies the purpose of the gift giving activity and ensures that it is according to the policies and procedures of the company. The specific Sales and Marketing Division staff assigned to every purpose are as follows:
 - 1.1 MD Relation Specialist – TOP MD's
 - 1.2 Key Account Specialist – Top Corporate Accounts
 - 1.3 Patient Experience Staff – Outpatients and Inpatients
2. The Sales Section of RMCI selects appropriate tokens for the identified purpose.
3. The Sales Supervisor and the Manager/Division Head of the Sales and Marketing Division approves the chosen token.
4. The Sales Section Supervisor coordinates with the Marketing Section for the purchase of the said tokens.
5. The Sales Section Supervisor requests for cash advance or payment based on the approved budget.
6. The Sales Section documents, takes a picture, and shows the receipt of the token received by the recipient/s.
7. The Sales Supervisor or Staff is responsible in liquidating the said cash advance or show proof of delivery of the said tokens to the recipient/s.

REFERENCE:

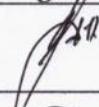

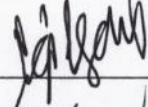
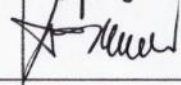
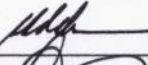
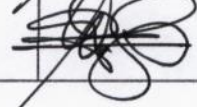
DPOTMH Gift and Hospitality Policy


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| Reviewed: | DENNIS C. ESCALONA, MN, FPCHA, FPSQua Quality Assurance Supervisor |  | 09/30/2021 |
| Recommending Approval: | CHARMAINE G. ILEJAY Sales and Marketing Division Officer- DA |  | 9/19/21 |
| | HENRY F. ALAVAREN, MD, FPSMID Total Quality Division Officer |  | 11/2/2021 |
| | SOCORRO VICTORIA L. DE LEON, CPA, MBA, PhD, FPCHA Vice President – Chief Operating Officer |  | 11/9/2021 |
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| KEY TASKS | PERSON RESPONSIBLE |
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| 1. Identifies the purpose of the gift giving activity and ensures that it is according to the policies and procedures of the company. | Sales Section |
| 2. Selects appropriate tokens for the identified purpose | Sales Section |
| 3. Approves the chosen token. | Sales Supervisor, Manager/Division Head |
| 4. Coordinates with the Marketing Section for the purchase of the said tokens | Sales Section Supervisor |
| 5. Requests for cash advance or payment based on the approved budget. | Sales Section Supervisor |
| 6. Responsible for the distribution of tokens to TOP MD's and filing of the receiving copies of the given tokens. | MD Relation Specialist |
| 7. Responsible for distribution of tokens to Top Corporate Accounts and filing receiving copies of the given tokens. | Key Account Specialist |
| 8. Responsible for distribution of tokens to Outpatients and Inpatients | Patient Experience Staff |
| 9. Documents, takes a picture, and shows the receipt of the token received by the recipient/s | Sales Section |
| 10. Liquidates the cash advance or show proof of delivery of the tokens to the recipient/s | Sales Supervisor or Staff |

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