



Event Program

08:30	INTRODUCTION	
08:40	OPENING	Gideon Pena - Chief Commercial Officer, iCare
SECTION 1: Living Longer, Living Better		
08:45	PRESENTER	Joseph Feliciano - Chief Executive Officer, Bioessence
09:00	PRESENTER	Guia Santos - Marketing Head, SANTE
09:15	PRESENTER	Annaliza Laxsamana - Chief Executive Officer, NaHeal
09:30	PRESENTER	Dr. Carlo Toledano - Medical Affairs Leader, mWell
09:45	PANEL 1: MODERATOR PANELISTS	Maria Gaitanidou - Co-Founder & CEO, Hati Health Joseph Feliciano - Chief Executive Officer, Bioessence Annaliza Laxsamana - Chief Executive Officer, NaHeal Dr. Loysa Orense – President, Vireo Loadworks Flo Pacia - Head of B2B, mWell Guia Santos - Marketing Head, SANTE Dr. Carlo Toledano - Medical Affairs Leader, mWell
SECTION 2: Better Health at Work		
10:15	PRESENTER	Carmie de Leon - Country General Manager, Fullerton Health
10:30	PRESENTER	Dr. Edgar Eufemio - Medical Director, Peak Form Sports Recovery Ctr.
10:45	PRESENTER	USec. Kim Lokin - President & CEO, PPPI
11:00	PRESENTER	Dr. Mark Malanay - Chief Operating Officer, iCare
11:15	PANEL 2: MODERATOR: PANELISTS:	Gerald White - President, CardioSource Medical Equipment Dr. Edgar Eufemio - Medical Director, Peak Form Sports Recovery Carmie de Leon - Country General Manager, Fullerton Health Dr. Clarette Lirio-Gonzales - Occupational Health Physician, Murata USec. Kim Lokin - President & CEO, PPPI Dr. Mark Malanay - Chief Operating Officer, iCare Dr. Eloisa Tan - Head, Health Risk Management, Lockton
11:45	CLOSING:	



08:30 | Invocation

08:35 | Introduction – Richard Mills



08:40 | **Gideon Pena**

Chief Commercial Officer
iCare

WELCOME: Gideon has played a central role in his company's "agile and future-forward" leadership team. He leads commercial strategy, brand management, corporate communications, eCommerce, legal and compliance. He authors regular insights on industry trends such as the science of healthcare pricing and iCare's rise to a top-four HMO ranking in the Philippines. Gideon also serves as the company's Data Protection Officer and has managed high-profile initiatives like iCare's selection as a global capstone partner for Harvard Business School.

ASIA HEALTH FORUM 2026

Health as a Strategic Investment for Productivity & Longevity



Section 1:

Living Longer, Living Better

Prevention, Wellness, and Everyday Longevity



08:45 | **Joseph Feliciano**

Chief Executive Officer
Bioessence

PRESENTER: Joseph oversees one of the nation's most prominent professional wellness and beauty chain of centers in the Philippines. Operating for over 30 years, it was founded by Dr. Emma Beleno and since expanded into a nationwide chain. He has helped develop and launch numerous brands Biodisco (eCommerce brand accelerator), Cosmopure (cosmetic manufacturing), Vitapharm (wellness food), Healthy Juan (calorie-counted meal plan delivery).



09:00 | **Guia Santos**

Marketing Head
SANTE

PRESENTER: Guia is a key leader behind the growth of Sante International – The Barley Authority. She is helping build the company into a global powerhouse in health products. Guia is a veteran marketing leader with more than a decade of marketing experience with Sante barley, as well as other major companies like Tupperware and Amway.





09:15 | **Annaliza Laxamana**

Founder and CEO
NaHeal

PRESENTER: Annaliza is a natural entrepreneur who is best known for her company called Modern Ads, one of the country's largest providers of branded merchandise for large organizations. She began NaHeal as a passion for a holistic wellness and is a Certified Art4Healing Facilitator. The company supports the well-being of the mind, body, and spirit—for individuals, practitioners, and organizations seeking a more human, intentional, and sustainable way to live and work. NaHeal brings together trusted wellness practitioners, healing retreats, wellness spaces, and natural health solutions.



09:30 | **Dr. Carlo Toledano**

Medical Affairs & Product Management Leader
mWell (Metro Pacific Health Tech)

PRESENTER: Dr. Carlo has strong expertise in Occupational Medicine, Medical Product Management, and Digital Healthcare. He is Board Member for the Philippine College of Occupational Medicine (PCOM) QC Chapter and Senior Medical Consultant managing large-scale corporate health clinics. He is a key leader behind the country's biggest digital healthcare platform. mWell is the Philippines' first fully integrated, fully digital health and wellness app.

ASIA HEALTH FORUM 2026
Health as a Strategic Investment for Productivity & Longevity



Panel 1:

09:45 | **Living Longer, Living Better**

Prevention, Wellness, and Everyday Longevity

"Preventive Health as the Foundation of Healthspan"

MODERATOR
PANELISTS

Maria Gaitanidou - Co-Founder & CEO, Hati Health
Joseph Feliciano - Chief Executive Officer, Bioessence
Annaliza Laxamana - Chief Executive Officer, NaHeal
Dr. Loysa Orense - President, Vireo Loadworks
Flo Pacia - Head of B2B, mWell
Guia Santos - Marketing Head, SANTE
Dr. Carlo Toledano - Medical Affairs Leader, mWell



Maria Gaitanidou

Co-Founder & CEO
Hati Health

MODERATOR: Maria is on a mission to make quality primary care accessible to every woman and family in the Philippines. Through an expansive network of over 168 partner locations nationwide, Hati Health aggregates more than 1,000 essential products and services—from preventive care and vaccines to imaging.





Dr. Loysa Orense

President
Vireo Loadworks

PANELIST: Dr. Loysa is a prominent physician and healthcare entrepreneur. She is a recognized Stem Cell practitioner and active in several of the world's regenerative medical associations. In the Philippines, she is widely recognized for her work in digital health innovation. Loysa spearheaded the development and deployment of BantAI, an AI-based SMS platform that gained national attention for its role in contact tracing and patient monitoring during the COVID-19 pandemic. Loysa collaborates closely with the Philippine Medical Association (PMA) with technology to improve health outcomes and bridge accessibility gaps in the Philippine healthcare system.



Flo Pacia

Head of B2B
mWell (Metro Pacific Health Tech)

PANELIST: Flo is a key leader behind the country's biggest digital healthcare platform. mWell is the Philippines' first fully integrated, fully digital health and wellness app. The company is the digital healthcare arm of Metro Pacific Investments Corporation. Flo was previously general manager of Allcare, a startup company providing benefits like healthcare, insurance, training, and other perks accessible to all workers including contractuels, freelancers and self-employed individuals.

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Section 2:

Better Health at Work

How Companies Build Happier, Healthier Teams



10:15 | **Carmie de Leon**

*Country General Manager
Fullerton Health Philippines*

PRESENTER: Carmie has been a driving force in redefining the country's preventive healthcare landscape. With over 30 years of extensive experience in the pharmaceutical and healthcare sectors, she spearheaded the successful 2024 launch and subsequent growth of Fullerton Health's first dedicated executive screening and diagnostic center in the Philippines. Under her leadership, the facility has gained international acclaim for its "five-star" personalized patient journey that prioritizes privacy, efficiency, and advanced diagnostic imaging.



10:30 | **Dr. Edgar Eufemio**

*Medical Director
Peak Form Sports Recovery Center & ReGEN+*

PRESENTER: Dr. Edgar is a pioneer and leader in sports medicine and orthopedics in the Philippines. He is past President of the Philippine Orthopedic Society for Sports Medicine and the ASEAN Society for Sports Medicine and Arthroscopy. He is also the Founding Head of the UP-PGH Department of Orthopedics Sports Clinic. Dr. Edgar is past awardee of the PMA Award for Contribution to Modern Medicine and the POA Outstanding Achievement Award.

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10:45 | **USec. Kim Lokin**

President & CEO

Philippine Pharma Procurement Inc. (PPPI)

PRESENTER: Kim leads the Government-Owned and Controlled Corporation (GOCC) responsible for all procurement and distribution of essential medicines. Her mission is to provide Filipinos with affordable, quality medicines. She previously served as Undersecretary at the Department of Trade and Industry (DTI) and was also an elected member of the 12th Congress representing the CIBAC Partylist. Kim has an extensive background in media as a former anchor for ABS-CBN and ANC.



11:00 | **Dr. Mark Malanay**

Chief Operating Officer

iCare

PRESENTER: Dr. Mark has a strong HMO and Insurance background with extensive experience in healthcare. He obtained his medical degree from the University of Santo Tomas, Faculty of Medicine and Surgery. He is also a certified occupational safety and health practitioner from the University of the Philippines. iCare is ranked as one of the country's largest HMO providers, protecting more than 1.1 million lives in key industries across the Philippines.



Panel 2:

11:15 | Better Health at Work

How Companies Build Happier, Healthier Teams

"Investing in Employee Health for Better Business Outcomes"

MODERATOR:
PANELISTS:

Gerald White - President, CardioSource Medical

Dr. Edgar Eufemio - Orthopedics, Cardinal Santos Medical

Dr. Clarette Lirio-Gonzales - Physician, Philippine Murata

Carmie de Leon - Country GM, Fullerton Health

Kim Lokin - CEO, Philippine Pharma Procurement (PPPI)

Dr. Mark Malanay - Chief Operating Officer, iCare

Flo Pacia - Head of B2B, mWell

Dr. Eloisa Tan - Head, Health Risk Management, Lockton



Gerald White

Founder & President

CardioSource Medical Equipment

MODERATOR: Gerald has led his company to become a trusted provider of specialized medical technology. He previously had senior roles with premier companies like AstraZeneca, TAP Pharmaceuticals and American Medical Systems.

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Dr. Clarette Lirio-Gonzales

Occupational Health Physician
Philippine Manufacturing Co. of Murata

PANELIST: Dr. Clarette has focused her career on wellness and productivity of employees in the manufacturing sector with more than 2 decades of experience. Her work at Murata focuses on workplace health management, preventive care, and employee wellness. An active member of the Philippine College of Occupational Medicine and the Philippine Medical Association, she is also an award-winning researcher and presenter in pediatrics. She brings valuable insights on employee health, corporate wellness strategies, and the role of occupational medicine in driving sustainable business growth.



Dr. Eloisa Tan

Head, Health Risk Management
Lockton

PANELIST: Dr. Eloisa heads Lockton's Health Risk Management team supporting organizations in developing employee engagement programs such as health and wellness initiatives to improve productivity, employee retention and manage future health risks and costs. She has a unique dual background in medicine and corporate risk management and is widely recognized across the Asia-Pacific region as a thought leader in corporate health and holistic wellness. Her company, Lockton, hold distinction as the world's largest independent, privately owned insurance broker

11:45 | CLOSING

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