

2010 MARKETING EVENTS

1. **February** Symposium: **What you should know about Goiter & alternative treatment**

Conducted by following endocrinologists:

Dr. Jubila Balderas-de Guzman, FPCP, FPSEM

Dr. Francis Gerard M.Estrada, FPSNM

Dr. Eddelyn G. Salomon

Date and time: February 25, 2010 (Thursday) at 10:00 AM

Participants: AREX member agencies and represented Nursing students

2. **March** Symposium: **Bridging Healing & Wellness to 2020: The Energy Connection**

Conducted by following by:

Dr. Carol Lyn Macagba, ABIHM

(Integrative Holistic Medicine Consultant)

Dr. Madeline J. Retuta, MPH

(Pranic Healing)

Venue: Lorma Heliport

Date and time: March 30th, Tuesday, 2 PM

Participants: AREX member agencies, representatives from Rotary & Lions, Officers of City of SF, and from selected private companies

3. **May** Information Campaign: **Lorma-Csi Partnership on Wellness**

Distribution of brochures, flyers and display of tarps on Lorma's Services. Free BMI, BP and Blood Glucose Testing, Tai Chi and Yoga demonstration

4. **May** Foundation Day Symposium: **Diabetes, Obesity and Hypertension**

Conducted by following doctors:

Dr. Ronillo A. Instrella (Diabetes Speaker)

Dr. Jubila A. Balderas-de Guzman, FPCP, FPSEM
(Obesity/Hypertension Speaker)

Exercise for Diabetics

Conducted by Physical Therapist Mr. Noel Oribio

Venue: Lorma Heliport

Date and time: May 12th, 2010 (Wednesday) at 1:00 PM

Hospital-wide promo for May 12th (for the first 50 patients)

20% Discount on the following Lab Tests: FBS & Cholesterol

Foundation Day Freebies from 8:00 - 12:00 noon, May 12th

Body Mass Index (BMI)

Blood Pressure Reading

Blood Glucose Testing (HgT)

Circumcision for boys (10 – 14 yrs old)

Free Consultation with selected doctors

5. **May FREE PROSTATE CONSULTATION** (40+),
Conducted by Dr. Johnson Zabat, in coordination with the Philippine Urological Association, 2nd floor of Lorma Medical Arts Building, on June 19th, Saturday, 8:00 AM onwards

Males from various barangays, all interested AREX male members are invited

6. **July Nutrition Mini-Symposium: *Healthy Lifestyle ng Kabataan Landas Sa Kinabukasan*** (A mini nutrition lecture & cooking demo focusing on the needs of today's youth)

Target: Parents and the youth
When & Where: July 24th OPD 2 9:30 AM

Conducted by Mrs. Adela Sibayan, Dietary Head and Ms. Jennifer Amoas, SIF Facilitator

7. **AUGUST Advocacy Symposiium on COPD**

Conducted by Dr. Crisanta B. Palabay, FPCP, DPCCP
Target: SF Barangay captains, represented SF Senior Citizens
When & Where: Lorma Heliport
August 11th, 2010 (Wednesday) at 10:00 AM

8. **AUGUST Clinical Indications of Nuclear Medicine**

Conducted by Dr. Francis Gerard Estrada, FPSNM
Therapeutic Applications of Nuclear Med & Radioimmunoassay
Conducted by Dr. Christopher Carbonell, FPSNM
Target: IM, Surgery, Nephro, Endo, ENT, FM doctors
When & Where: Batac, Ilocos Norte August 19, 2010 at 10:00 AM
MMM&MC Training Center

9. **SEPTEMBER Stress Management**

Conducted by the Lorma Wellness Center
Speaker: Mr. Peter Marzan
Target: Department of Agriculture Employees
When & Where: Dagupan Garden Hotel, Dagupan, Pangasinan
September 22, 2010 1:00-3:00 PM

10. **SEPTEMBER Recognition & Prevention of Heart Attack**

Conducted by Dr. Brenda Espinosa, FPCP, FPCC
Target: Represented AREX members and SF Senior Citizens
When & Where: Lorma Heliport
September 29, 2010 (Wednesday) at 10:00 AM

10. **NOVEMBER Preventing Infertility**

Conducted by Dr. Sharon Marie G. Marcial
(Reproductive Endocrinology & Infertility)
Target: All interested couples and individuals
When & Where: Lorma Heliport
November 18, 2010 (Thursday) at 10:00 AM

11. **NOVEMBER** *Healing Power of Medicinal Plants & Vegetables*

Conducted by Dr. Jeisela B. Gaerlan, FPPS, DTM&H
(Lorma Wellness Center)

Target: All interested couples and individuals, BHWs of SF, AREX

When & Where: Lorma Heliport
November 25, 2010 (Thursday) at 8:30 AM

12. **DECEMBER** *Pamaskong Handog Kay Pastor Part 2*

Orientation on Annual PE and Fellowship

Target: San Fernando Pastors

When & Where: Lorma Heliport Conference Room
December 16, 2010 (Thursday) at 3:00 PM