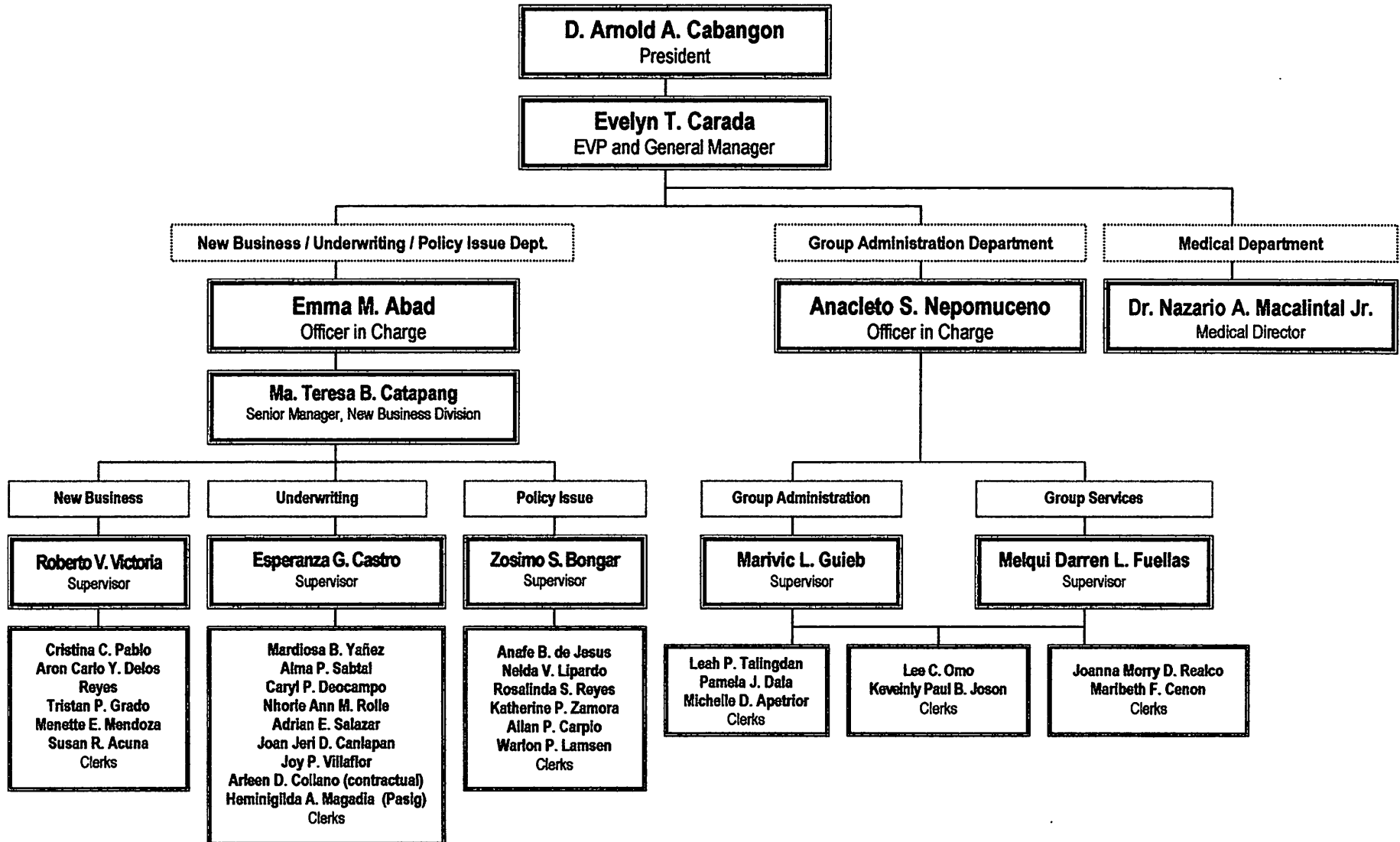
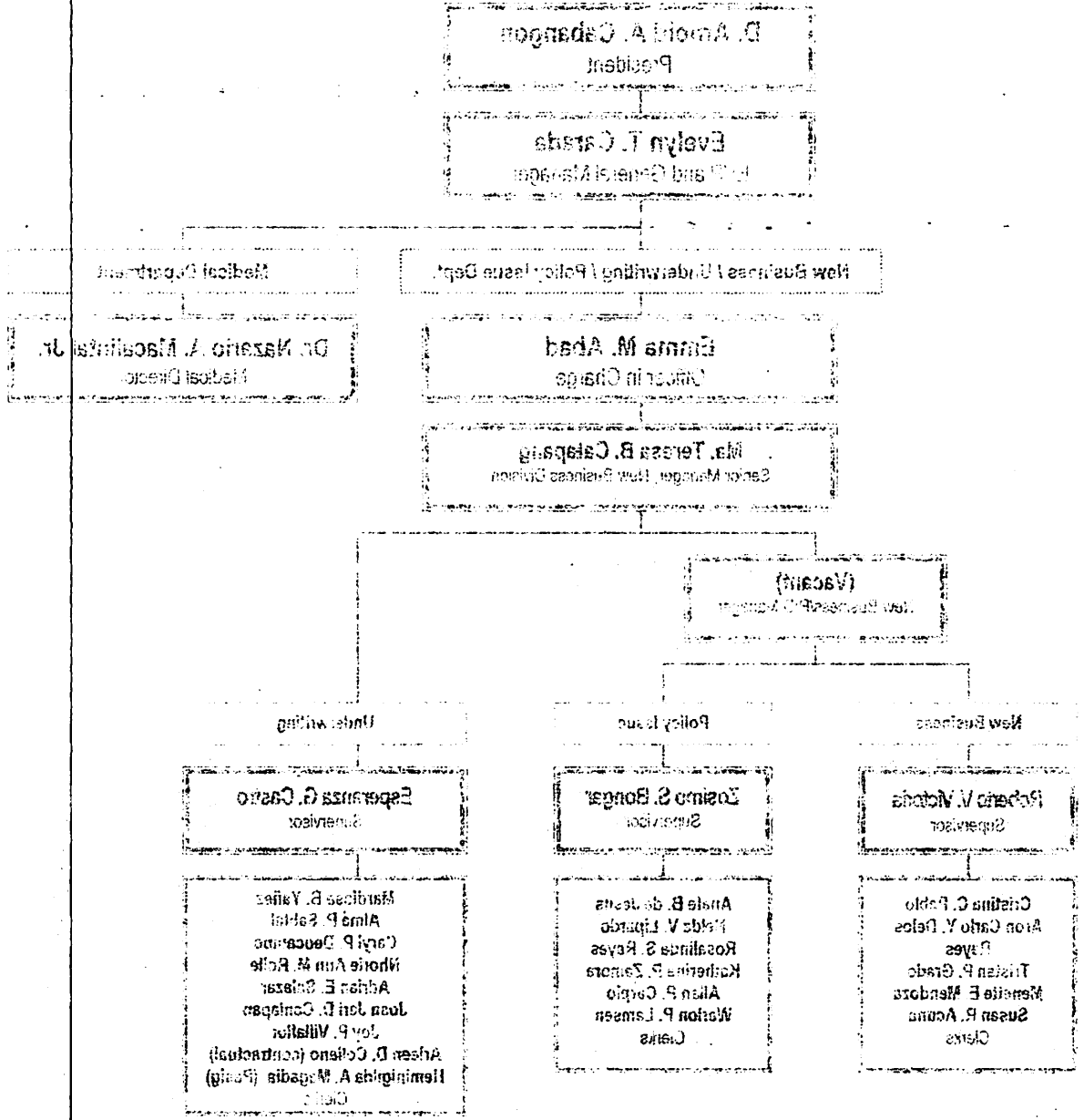


NEW BUSINESS DIVISION

TABLE OF ORGANIZATION (Existing)

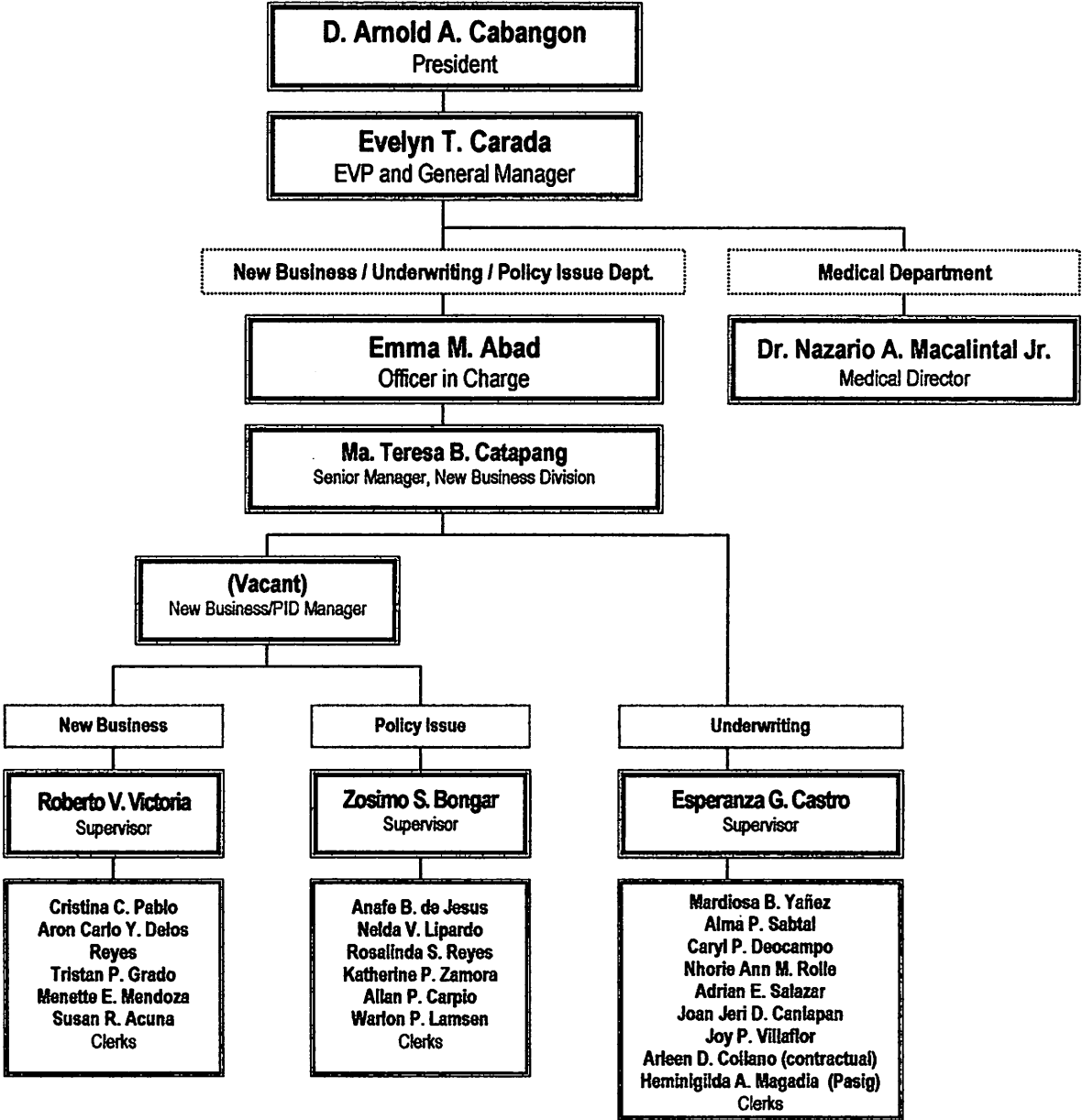


**NEW BUSINESS DIVISION
TABLE OF ORGANIZATION (Proposed)**



NEW BUSINESS DIVISION

TABLE OF ORGANIZATION (Proposed)



GOALS	PLANS	SCHEDULE
	http://PSIM.synthasite.com - for updating http://holuap.synthasite.com - for updating.	1 st Qtr. 2011
	2. (interdepartmental) Continually upgrade our forms and be attuned to the changing needs / times. 2.1 Revision of Asthma questionnaire and change to DYSPNEA questionnaire.	Dec. 2010
	3. Pursue the committed study once database is available. 3.1 Study of Dep-Ed < 55 years old clients' claims	4 th Qtr. 2011
	4. Help sales in contacting potential group clients like health organizations.	4 th Qtr. 2011

Critical Area # 3: MEDICAL EXAMINERS

GOALS	PLANS	SCHEDULE
	1. Resume communication with accredited / targeted* MDs for accreditation, and reaffirm their availabilities and announce that the upgraded fee will take effect Jan. 2011.	1 st Qtr. of 2011
	1.1 After confirmation of New MD Fees. a. Obtain target areas from Sales force b. Recruitment / Re-accreditation c. Re-establishing communication with old MDs.	Dec. '10 – Jan. '11
	2. Lead them to doing more completed FMEs. 2.1 Accredited MDs' ID.	2 nd Qtr. of 2011

SUPPORT REQUIREMENTS / PROVISION OF MEDICAL DIVISION:

For Professional Development

- Continued Support on PSIM and HOLUAP / Insurance organization conferences
Sustained J Ins. Medicine Subscription
- Maintained Amer. Acad., Insurance Medicine membership
- Creation of Virtual Medical Underwriting Library
Medical Presentations for Staff – Leadership / Motivational References / Success Magazines and CD Subscription

For Medical Information

- Communication, Head Office Wifi Support, Branch Internet Access subject to appropriate IT restrictions.

For Medical Services

- ID for accredited medical examiners

New Business Division / Medical Department

Nazario A. Macalintal, Jr., MD, FPCP, FPCCP

THRUST:

1. Regular Professional Development activities for staff
2. Medical Information Enhancement
3. Enhanced Medical Services

2011 PRIORITY THRUST:

1. More "Back-to-Basics" Course Lectures in Medical Risk Assessment
2. Completion of LOMA Course
3. On-line retrieval of forms needed by sales

Critical Area # 1: PROFESSIONAL DEVELOPMENT

GOALS	PLANS	SCHEDULE
1. Advance the art, science and practice of Life Underwriting in the company – Continue developing our staff into well-rounded professionals of the highest standards in Life Underwriting by:	1. Continue 2010 "Back to Basics" course Part 2 in medical risk assessment for Underwriting staff: Prostate Cancer (carryover from Dec. 2010) Leukemias Degenerative Neuromusc. Diseases Gynecologic Malignancies For 2012: New Epidemics / Unusual Diseases	1 st Qtr. 2011 2 nd Qtr. 2011 3 rd Qtr. 2011 4 th Qtr. 2011
	2. Creation of Basic Underwriting Courses for New Underwriting Staff: MODULE 1: Life Underwriting – Introduction MODULE 2: Income and Hazards of Life – Role of Life Insurance MODULE 3: Medical Underwriting - Essentials	Ready Dec. 2010 Jan. 2011
	3. Collect Case Studies for future studies by staff 4. Update http://FortuneLife-Medical.synthasite.com which contains past lectures for Underwriting Staff's reference to help them appreciate their underwriting work. 5. Complete LOMA Course: Pursue 361/ 371 Courses 2012 – Optional Elective: IT Course 6. Hold more leadership / motivation talks at 1-2x-a-month during afternoon breaks and moderate such activity using the latest talks by famous motivational speakers.	4 th Qtr. 2011 Jan. – Dec. 2011 May / Nov. 2011 Jan. – Dec. 2011

Critical Area # 2: MEDICAL INFORMATION

GOALS	PLANS	SCHEDULE
1. Maintain visibility in the industry.	1. Become more active in insurance societies' activities.	1 st Qtr. 2011

ACTION PLAN

New Business Division / Medical Dept.



Securing your tomorrow today

FORTUNE LIFE INSURANCE CO., INC.
Fortune Life Bldg., 162 Legazpi Street, Legazpi Village
1229 Makati City, Philippines
Tel. Nos.: 892-9841 to 49 (connecting all departments)
Fax Nos.: 892-3297 / 891-3343
E-mail Address: fortlife@fortunelife.com
URL http://www.fortunelife.com

TO : ALL CORPLAN PARTICIPANTS
FROM : The Corplan Committee
SUBJECT : 2011 CORPLAN DOCUMENTATION
DATE : May 26, 2011

Herewith is the final documentation of your respective division/department's plan.

The complete copy of 2011 CorPlan Documentation is available with your Division/Department Head. (please refer below)

- 1. Marketing and Sales Division - Mr. Rolando C. Ramos
2. Group Sales Department - Mr. Virgilio S. Aquino
3. New Business Division - Ms. Emma M. Abad / Ms. Ma. Teresa B. Catapang
4. Finance Division - Ms. Bessie G. Cancio
5. Personnel & Admin. Department - Ms. Carisa Angela C. de Mesa
6. Information Technology Department - Mr. Joel M. Gugol
7. Customer Service Division - Ms. Severine S. Montealegre
8. Actuarial Division (including Group Admin. Dept.) - Mr. Anacleto S. Nepomuceno Jr.
9. Executive Management Department - Mr. Raygraciano O. Abuel

Please acknowledge receipt.

For the CorPlan Committee,

RAYGRACIANO O. ABUEL
VP, Executive Management Department

cc: AAC ETC AGC RCR ROA EMA
VSA JRZC CBP CCM ASN SPF
JMG JBAS SSM WMF NAM GBB
TBC CMV CFSL VTS GBB AMM
KCS GRB ALP NML SNT DBY
file
JAAC DAAC MBG (Audit)



2011 CORPORATE PLANNING CONVENTION

"GOING BEYOND"

*December 02, 2010
AIM Conference Center Manila
Benavidez cor. Trasierra St. Legaspi Village
Makati City*