



BAYANIHAN

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NEWS

One AIM News—The Official AIM Community Newsletter

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INTRODUCTION

To lift our spirits and strengthen our AIM Community, we celebrate the many ways our members have been contributing to the fight against COVID-19. Whether in the frontlines, on social media, at home or wherever they may be, many of our staff, faculty, and alumni are actively sharing their expertise, resources and networks to do whatever it takes to put an end to this pandemic.

The following are stories of solidarity, determination, and a general sense of *Bayanihan*, that wonderful Pinoy spirit that allows us to rise and triumph over any crisis through acts of kindness and camaraderie. We hope they inspire and give you a renewed sense of purpose to Lead. Inspire. and Transform yourselves, your organizations, and your communities during this time of crisis.



We are One AIM and together we will overcome!

AIM's COVID-19 Situation Room: Student Leaders Collect, Curate, and Communicate Vital Information on the Ongoing Crisis

Students at the Asian Institute of Management (AIM) currently enrolled in various master's degree programs joined forces to contribute their skills in research, communications, technology, supply chain management, and disaster risk and crisis management via a COVID-19 Situation Room.

Created right after Luzon was placed under enhanced community quarantine last March 16, the situation room functions as a listening post and communications center, where the students collect and curate news reports and intelligence from a wide range of sources, both primary (contacts and networks) and secondary (online sources).

The vetted reports and recommendations are then shared not just with AIM leadership and the rest of the AIM community, but also with responders and decision makers from local government units, inter-agency task forces, councils, and businesses. A virtuous circle is then created, as recipients send back pertinent information from the frontlines.

The situation room is two-pronged, processing both reactive (social media, on-the-ground info) and proactive (decisions, policies, and guidelines) information. In addition to specific recommendations, the students also prepare daily situational reports, both designed to help craft research papers and policies later on. Apart from lending their skills – acquired from their respective fields and honed via their studies at AIM's Executive Master in Disaster Risk and Crisis Management (EMDRCM), Master in Development Management (MDM), and Master in Business Administration (MBA) programs – the students demonstrate leadership



and collaborative proficiencies. Despite their numerous commitments (including ongoing online classes and work with their respective organizations), these student leaders found the time to help decision makers break through the noise of conflicting reports and unverified news, providing actionable recommendations which are critical in the fight against COVID-19.

The impact of this initiative is already being felt. The student volunteers provided advice to an LGU seeking to assist stranded families amidst movement limitations. They were also able to help startups in the food distribution industry (through recommendations on efficient delivery routes) as well as other advice ranging from financial to logistical, continually mindful of the constraints and the reality on the ground.

A Frontliner's call: Levelheadedness amidst COVID-19

A student of the pioneering batch of AIM's Executive Master in Disaster Risk and Crisis Management (EMDRCM) program, Sally Mae Abelanes is among the few quiet ones in class. While she usually prefers to fly under the radar, Sally has consistently proven herself capable of being an exceptional team-player and an action-oriented leader—attributes that are ever more relevant as she serves on the frontlines of the COVID-19 crisis in the Philippines.

Sally is a physician at The Medical City in Pasig, Metro Manila. As one of the thousands of first responders dealing with the fast-moving crisis, the 35-year-old emergency doctor has found herself relying heavily on disaster and crisis management knowhow, medical and healthcare expertise, and organizational development acumen to provide a levelheaded voice in the private sector's response to the pandemic.

The ongoing health crisis has led to a total shift not just in the workflow at the ER where Sally is assigned, but also in the hospital's overall operations. Within days of word getting out that the virus is spreading exponentially (which started when they first heard news of the lockdown in Wuhan, China), the hospital immediately put several response measures in place—among which are the conversion of regular hospital beds to COVID-19 dedicated beds, implementation of special protocols including those related to procurement, and putting up a tent where incoming patients can be accommodated.

Despite their early preparation, and the fact that The Medical City has a strong team of specialists in emergency healthcare, infectious diseases, and intensive care, Sally notes that the health crisis is nevertheless a huge challenge due to the overwhelming number of patients and information and logistical demands. For frontliners like her, there appears to be no end and rest in sight.

Every day, the situation evolves. Sally's team continues to attend to a significant number of persons under investigation (PUIs) and persons under monitoring (PUMs), amid overlapping issues:

- Transport problems and movement restrictions mean that patients could not help but report to the hospital only when their conditions have significantly worsened.
- The lack of consistent food rationing – so that people in

non-essential industries would not have to go out of their homes – hinders physical or social distancing

- Delays in the arrival of medical and other hospital supplies pose added challenges in day-to-day operations

As the number of Philippine COVID-19 infections continuously rises, Sally says that the public's role in this crisis is equally, if not more, critical, compared with that of the responders representing the frontline. For Sally, members of the public should consider themselves as their own first line of defense against the pandemic.

She notes the importance of educating the public on proper hygiene and the concepts of physical distancing and self-isolation, and of shifting from sensationalized news reporting to clear, calm, and intentional communication. Kneejerk reactions, Sally believes, only exacerbate and prolong the ongoing crisis.

On the matter of crisis leadership, Sally says it is crucial for leaders to collaborate on all fronts. While leadership in healthcare delivery is necessary in flattening the curve, the key to ultimately ending the pandemic lies in a holistic system that cuts across all sectors and covers the entire process of supply chain management, public health, communication, and education.

As to how healthcare providers can make it through this tough time, Sally points to an adequate level of care and support from family, friends, public health officials, and fellow colleagues. While called to help and lend their medical, and caregiving skills, these workers would also benefit from an outpouring of aid and empathy to fight off risk and prevent burnout amidst long shifts and the uncertainty of the situation.

Sally believes that the ultimate line of defense against the threat of COVID-19 is the unconditional cooperation of everyone, including the government, the private sector, civil society organizations, and Filipinos across the country. While it has all been very challenging for all, Sally hopes to see the proverbial light at the end of the tunnel, as the whole nation steps up and works towards building back better and fighting the pandemic ravaging the world.

ZSDM

New app tracks people who need COVID-19 testing

Graduate students from the Asian Institute of Management (AIM) have created a new app to identify which people need testing for COVID-19 infection, potentially saving time and resources for hospitals across the country.



Community-driven medical information app ENDCov – developed by students from AIM's Master of Science in Innovation and Business – was launched on Friday.

The app enables prospective patients to answer a survey that follows the algorithm that medical practitioners use for triage of peo-

ple with possible COVID-19 infection. It is now available for download at Google Play and will soon be available at App Store.

ENDCoV aims to help the Department of Health (DOH) and hospitals maximize their resources by enabling them to prioritize the patients in need of testing and immediate care. Through preliminary surveillance, the app creators also hope to allay people's fears brought by the pandemic.

"In the past couple of weeks, our team observed that it is important for people to access accurate and up-to-date information on their personal health, for them to feel more secure amid the pandemic," said Charles de Belen, co-founder of ENDCoV. "They just want to know if they're okay, if they're safe." The app complies with the Mandatory Disclosure of Notifiable Diseases Act (R.A. 113322) and the Data Privacy Act (R.A. 10173), as well as the policies issued by the Inter-Agency Task Force and the Office of the President. The survey included in the app is also consistent with the World Health Organization's

Cont'd of New App...

(WHO) latest surveillance definition of the disease.

The app seeks to crowdsource interactive and locational data from users themselves. If ENDCoV's algorithms detect that a user had interacted or was in close contact with a COVID-19-positive patient in the past two weeks, the app will notify the user to access the triage function, which will determine whether they should stay home for self-quarantine or seek testing.

"During our classes, we've been studying innovation as a means to improve the lives of people. So we wanted to come up with a solution that would ease the burden of this crisis on Filipinos, moreso our tireless health workers," De Belen said.

The team is looking to add more functions after the app launches, such as heat maps that show high-risk areas to avoid, a tele-medicine feature that allows online consultations with doctors, and a printable e-copy of the triage results which can be sent directly to hospitals or the DOH.

Source: <https://business.inquirer.net/293634/new-app-tracks-people-who-need-covid-19-testing>

SEELL Transitions to Online Program Delivery

Amidst the global impact and limitations imposed by COVID-19, SEELL finds ways to deliver continuous executive development and lifelong learning with the help of technology. While existing programs are being reassessed for online delivery, SEELL is working closely with Program Directors to design new programs tailor-fit for an online audience and can be delivered in the soonest possible time. SEELL is also taking this opportunity to jumpstart its webinar series for the year, where insights from our world-class faculty about select topics and current events are shared to the SEELL community on a regular basis.

SEELL

MDM 2020: Making a Mark in Social Development amidst a Pandemic

In light of the COVID-19 outbreak and resulting measures put in place to contain it, Master in Development Management (MDM) students stepped up efforts to make a difference in the lives of others. Victor Baguilat has expanded the operations of his sustainable fashion enterprise to include the production of alternative masks and personal protective equipment (PPE). Victor and his fellow classmates Erwin Dotimas, Sherry-Nisha Panemanglor, and Philip Ouano are collaborating with software developers on an app that will help the armed forces coordinate transportation for health workers. Harold Lu, who has always been involved in food security-related initiatives, is now also helping spearhead COVID-19 response initiatives.

Finally, Mariel Quiros stepped up her support of mental health initiatives, particularly in far-flung areas. These student leaders are finding ways to help despite various road-blocks, consistent with their personal oaths to contribute to social development and nation building.

ZSDM

Reviving the Philippine tourism industry

The Center for Tourism is currently embarking on including in its capacity-building program designs strategies on resurrecting the Philippine tourism industry after COVID-19. The Center believes that helping the tourism stakeholders recover from the pandemic in the swiftest time possible would allow them to resume sustainability initiatives they have started before the pandemic. The Center is also continuing its research agenda in pursuing sustainable tourism incorporating the effects of COVID-19. Research outputs would be helpful for government to assist those affected by the pandemic.

AIM-ALT Center for Tourism

The Veterans Learning from the Young



I will just like to cite the effort of Franz Veluz, Program Associate, in initiating test runs with three professors teaching in the EMBA program. I attended part of these test runs and was amused to note Franz patiently coaching especially two AIM faculty "icons" on the use of Zoom. Franz anticipated group work and beforehand set up Zoom groups for the classes. During the delivery, Franz and the other school and program team members - Daniele Coronacion, Anna De la Cruz, Aikka Hisus, and Mazel Salazar - helped out in calling out students who "raised their hand" and managing the chat conversations, thereby ensuring what a student called a seamless delivery of the courses.

EMBA

Webinar: "Assessing the Impact of the COVID-19 Pandemic on Employment and Jobs in the Philippines"

The AIM Rizalino S. Navarro Policy Center for Competitiveness with support from Konrad Adenauer Stiftung (KAS) Philippines successfully organized a webinar tackling important issues surrounding the short run trade-off between achieving the best possible public health outcomes and the economic consequences of enhanced social distancing and quarantine measures. A distinguished panel of economists, Dr. Geoffrey Ducanes (Ateneo de Manila University), Dr. Sarah Daway-Ducanes (University of the Philippines), Dr. Cielo Magno (University of the Philippines), and Dr. Alfredo Paloyo (University of Wollongong) was moderated by Prof. Jammu Francisco, Executive Director of the Policy Center. After discussing the economic impacts of the COVID-19 pandemic on business, households, and individual workers, each of the panelists gave their policy

cont'd Webinar...

recommendations for social protection and economic recovery. These included providing immediate relief for vulnerable households, supporting the quick recovery of micro, small and medium enterprises, ensuring integrity of supply chains especially for essential goods, and adopting fiscal and monetary policy responses. The webinar was attended by over 300 participants.

RSN PCC

Local Brand's Simple Act of Kindness in times of Crisis and Uncertainty

Suit it Up Manila, the country's bespoke men's formal wear brand donates Php100,000.00 to the Philippine General Hospital Foundation Inc.

At a time when the global pandemic that is COVID19 is unleashing havoc in the Philippines, there are local brands like Suit it Up Manila that are taking part in efforts to support our frontline workers in their selfless battle to contain the virus.

Franco Ongkingco, Chief Operating Officer shares, "At this challenging time, what is important for us is the welfare of our local tailors and staff. We have taken great lengths to take care of them in the interim as best we can. In addition to that, we believe that we also have a responsibility and duty as Filipinos to contribute to our brave frontliners who put their lives on the line everyday for us in the face of COVID19."

These are uncertain times we are living in says Franco. There is no guarantee that the lockdown will end soon as cases continue to rise. The economic impact of this pandemic has yet to become fully realized. "Large companies may be able to survive for months but local brands will find it very difficult to finance their operations two to three months from now should this virus persist. Currently many of us have access to basic utilities such as electricity, water and food but what happens when people cannot afford to pay for them anymore because they are unable to go to work?"

To help keep SMEs afloat government must take drastic steps to ensure that affordable financing is available to all businesses for rental and operating expenses. Bridge loans to ensure that we are able to maintain majority of our employees through this critical period would be a great way to stimulate growth moving forward and at the same time protect jobs and prevent the rise in unemployment.

Despite the uncertainties that lie before us we must maintain a positive mindset and work together to overcome this crisis.

We are strong. We are resilient. We are Filipino and we will overcome!

Franco Ongkingco, MBA 2009

MDM Alumna Serves as Volunteer for an International Nonprofit Helping in the midst of COVID-19

Mafe Pastorpide completed her Master's in Development Management (MDM) degree in December 2019. She shortly found work as a consultant, when COVID-19 and the resulting quarantine happened. As a member of JCI (Junior Chamber International) Pasay, she notes that the projects of the different JCI local organizations have shifted to respond to calls for help in the midst of the pandemic. Since each JCI chapter has varying capabilities, different initiatives were launched. Some focused on creating face shields while others sourced masks and donated these to hospitals. Others procured aerosol boxes or created PPE suits.

The rest found ways to distribute free food to frontliners and food packs to the marginalized. Mafe sees development as an important sector especially during crisis situations, and says that through JCI, she is able to respond to the call of the times.

ZSDM



Sense of Urgency and Foresight: Fr. Jojo Cacacha, Priest and MDM Alum, Leads Efforts to Help Fisherfolk and Parishioners in Aborlan, Palawan

TV Patrol-Palawan spotlighted Fr. Jojo Cacacha's efforts to help his parish (St. Therese of the Child Jesus in Aborlan, Palawan) in the midst of the COVID-19 crisis. Specifically, the priest and MDM alumnus came up with ways to set up mobile markets, enabling fisherfolk to sell their catch while providing parishioners with food access. Fr. Jojo worked with townsfolk and the local government to make the mobile market a reality, displaying a real sense of urgency. However, the priest and development management graduate also displayed foresight; this early, he already anticipates that the poor's buying power will be drastically reduced in the coming weeks and has sounded off on the need for donations to subsidize and eventually hand out food and other items at no cost to parishioners.

"All of us are victims of COVID-19, the rich and the poor. However, the effects on the poor are doubled. Let's do what we can to help, even in our own small ways." – Fr. Jojo Cacacha (translated from the vernacular)

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