



Republic of the Philippines  
**Department of Education**

REGION IV- A CALABARZON  
CITY SCHOOLS DIVISION OF THE CITY OF TAYABAS

Advisory No. **142**, s. 2026  
June 24, 2026

In compliance with Deped Order (DO) No. 8, s. 2013  
this advisory is issued not for endorsement per DO 28, s. 2001  
but only for the information of Deped officials,  
personnel/staff, as well as the concerned public.  
(Visit [www.deped.gov.ph](http://www.deped.gov.ph))

**HMO: ETIQA PURPLE COW**

Attached is a communication letter from **iDeaLife Financial Consultancy Services** regarding its featured healthcare plan: **Purple Cow SME Healthcare Plan** by **Etiqa Philippines**.

Interested personnel are hereby informed that availment of the said services shall be strictly on a voluntary basis. This Office does not endorse any private entity, product, or service. All personnel are advised to carefully review the attached documents to properly understand the scope of coverage, benefits, terms, conditions, and availment procedures of the company.

For more information or clarifications, interested parties may directly coordinate with the organizer through [admin@idealifeph.com](mailto:admin@idealifeph.com) or at **0967 812 5455 / (044) 492 2610**.

Dissemination of this advisory is desired.

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SGOD- hmo: etiqa purple cow  
REC70276-009352/June 24, 2026



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## FEATURED PRODUCT: ETIQA PURPLE COW

1 message

iDealife Admin <admin@idealfeph.com>  
To: tayabas.city@deped.gov.ph

Mon, Jun 22, 2026 at 9:30 AM

### FEATURED PRODUCT OF THE DAY

## Etiqua Purple Cow

Your employees are your greatest asset—and protecting their health is one of the most valuable investments your company can make. At iDealife Financial Consultancy Services, we are committed to helping you provide accessible, high-quality healthcare solutions tailored to your organization's needs.

Dear CELEDONIO B. BALDERAS, JR.,

Greetings!

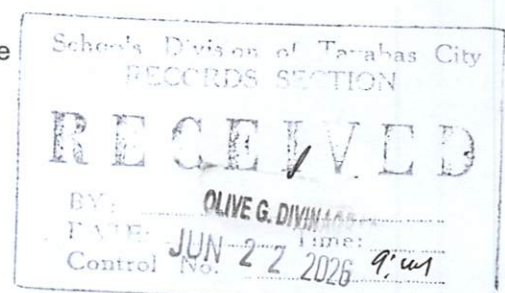
Choosing the right healthcare partner for your employees is a strategic decision that directly impacts productivity, retention, and overall company growth. Through iDealife Financial Consultancy Services, we are pleased to present the Purple Cow SME Healthcare Plan by Etiqua Philippines — a high-quality, affordable, and customizable group healthcare solution designed specifically for SMEs.

For over 40 years, ETIQA Philippines has been a trusted provider of healthcare benefits solutions and is recognized as a Top 10 Life Insurance Company in the Philippines (2023) with over ₱9.3 Billion in total assets. Their strong financial foundation ensures stability and long-term reliability for your organization.

### WHY PURPLE COW SME HEALTHCARE PLAN?

This enhanced healthcare solution offers:

- Access to 1,600+ accredited hospitals and clinics nationwide
- Network of 30,000 accredited doctors
- 24/7 in-house call center support
- 1–4 dedicated Account Officers for after-sales servicing
- Competitive premium rates with:



- Inpatient coverage
- Outpatient benefits
- Dental coverage
- Annual Physical Examination (APE)
- Life insurance equivalent to MBL coverage
- Mental Healthcare Benefit
- Flexible and customizable plan design tailored to your company's needs and budget

This plan ensures your employees receive convenient access to quality healthcare while your company maintains cost-efficiency.

### **WHY GET ETIQA THROUGH IDEALIFE?**

At iDeaLife Financial Consultancy Services, we do more than just provide proposals — we deliver complete corporate healthcare solutions backed by our dedicated VIP Care Team.

With us, you receive:

- ✓ Claims and Letter of Guarantee assistance
- ✓ Hospital admission coordination
- ✓ APE scheduling support
- ✓ Renewal management and policy reviews
- ✓ Ongoing after-sales servicing
- ✓ Comparative analysis across multiple HMOs

We proudly maintain a 95% renewal rate across nearly 1,000 corporate clients, including respected government institutions such as:

- Bureau of Fisheries and Aquatic Resources
- National Fisheries Research and Development Institute
- Agricultural Training Institute

As an accredited partner of leading HMOs including ETIQA, Medicaid, Maxicare, Intellicare, PhilCare, ValuCare, Pacific Cross, AXA, IMS Wellth Care, and more — we ensure you receive unbiased comparisons and the best-fit solution for your organization.

### **HOW TO APPLY**

To begin your customized proposal and underwriting process, kindly access the application portal below and submit the required information:

🔗 **Apply Here:** <https://www.idealifeph.com/quote?product=sme-purple-cow&intent=quote>

Upon opening the link, please prepare and upload the following requirements:

1. **Initial Masterlist**
2. **Terms of Reference** (if available)
3. **Existing Policy** (if available)
4. **Utilization Report** (if available)

Once submitted, we will coordinate directly with ETIQA's underwriting team and prepare a finalized, detailed proposal for your review.

Let's Protect Your Team

You may explore more about our services at: [www.idealifeph.com](https://www.idealifeph.com)

Or schedule a consultation with us here: [Book Here](#)

We would be honored to present a tailored comparison and demonstrate why securing your ETIQA Purple Cow Plan through iDeaLife ensures not only strong coverage — but exceptional after-sales support and long-term partnership.

Thank you for trusting iDeaLife Financial Consultancy Services.

We look forward to helping protect your employees and strengthening your company's future.

#### **BUSINESS DEVELOPMENT TEAM**

iDeaLife Financial Consultancy Services

0967 812 5455

(044) 492 2610

[admin@idealifeph.com](mailto:admin@idealifeph.com)

Choosing the right healthcare partner is a strategic decision—and with iDeaLife, you gain more than coverage. You gain a dedicated partner committed to your company's long-term success.