

PHILIPPINE RETIREMENT AUTHORITY
2020 MAJOR PROJECTS, PROGRAMS AND ACTIVITIES, BENEFICIARIES, AND STATUS OF IMPLEMENTATION

PROGRAMS/PROJECTS/ACTIVITIES	DESCRIPTION	OBJECTIVES	STATUS	BENEFICIARIES
1. Processing of SRRV Applications	The processing of enrollment of foreign retirees to the Special Resident Retiree's Visa (SRRV) is the primary activity of the Authority, as mandated. It includes endorsement of SRRV applications, preparation of visa stickers and ID cards, and requisition of Marketer's fees.	On time processing of SRRV applications to increase satisfaction of the foreign retirees.	Ongoing/ Continuous	PRA SRRV Applicants Industry Partners
2. Local and International Marketing Promotions and Advertisements	PRA's participation in local and international marketing activities is vital as it serves as platform to widen the Authority's reach, and entice expatriates and business entities to take part in the SRRV program. Similarly, to maintain the awareness campaign of the Authority about retiring	To open doors on attracting expatriates, invite individuals/companies to become PRA marketers, and strengthen partnership with retirement industry partners. To create awareness in the mind of the prospective retirees about the convenience of SRRV, and to intensify	Ongoing/ Continuous	PRA SRRV Applicants and Retiree-Members Industry/Media Partners

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	<p>in the Philippines through the SRRV program, and to access a broader market, various advertisements are being produced, published, disseminated and placed to reach different stakeholders using the traditional and non-traditional media.</p>	<p>the image of the Authority.</p>		
<p>3. Accreditation and Management of Industry Partners (MARKETERS, MERCHANT PARTNERS, RETIREMENT FACILITIES)</p>	<p>PRA continuously expanding its connection with the private sector through its Accreditation Program. Businesses have the option to be accredited as Merchant Partners or Marketers, while various dwelling and accommodation facilities, active or assisted-living, as PRA Accredited Retirement Facilities.</p>	<p>This activity aims to have an integrated retirement program with the private sectors/entities to amplify the reach of the SRRV program.</p>	<p>Ongoing/ Continuous</p>	<p>PRA SRRV Applicants and Retiree-Members Industry Partners</p>

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4. Foreign Language Support Desk	The officers and staff of the Authority often encounter foreign retirees with difficulty in expressing themselves using the English language. To address this concern, the Authority deems it necessary to provide Foreign Language Support Desk (FLSD) Specialists in the office who will be assigned in the Marketing Department to attend to the needs of potential retirees, as well as those of the retiree-members who find it difficult communicating in English.	This initiative aspires to: a. attend to the needs of potential retirees, as well as those of the retiree-members who find it difficult communicating (comprehend, speak, read, or write) in English; and b. assist PRA to promote the Retirement Program in the global market, thus bridging the possible communication gaps between the PRA officers/staff and the potential and existing retirees.	Ongoing. Chinese Language Specialist already installed.	PRA SRRV Applicants and Retiree-Members Other stakeholders directly transacting with PRA
5. Recognition of Retirement Areas Deemed as Retiree-Friendly (RADAR)	PRA acknowledges the vital role of local government units	To collaborate with LGUs in the promotion of the Retirement Program,	Ongoing/ Continuous.	PRA LGUs

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	<p>(LGUs) in the integration of SRRV retirees into the community. As the retiree-members grow in number, it has become a part of PRA's program to recognize RADAR. In an inclusive effort to make the Philippines a retirement destination, and to offer a realistic wide range of options for foreign and Filipino retirees, PRA has developed the RADAR Index which rates each locality's age-friendliness and readiness to support potential retiree.</p> <p>Through this project, PRA recognizes a City or Province which is deemed most suitable for retirement, and in return, the community is included in the development of their locality as a second home to these foreign retirees.</p>	<p>and to encourage them to become active partners in the retirement industry by incorporating retiree- or age-friendly policies and programs in their development frameworks.</p>		<p>Other government agencies</p>

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6. Social Integration Programs	In keeping up with the PRA's retention thrust, various Social Integration programs for retiree-members are organized, through the Servicing Division. Some of which are educational tours which we call Lakbay-Aral-Saya, health and wellness programs, agri-tourism or farm tours, and annual gatherings like PRA Anniversary and Yuletide celebrations.	To retain more retirees in the PRA's program through the provision of after-enrollment services and activities for added value to SRRV. To showcase and impart the Filipino cultures and traditions to foreign retirees.	Ongoing/ Continuous	PRA SRRV Retiree-Members
7. Quality Management System - ISO 9001:2015 Certification	Maintaining and continually improving the ISO 9001-based quality management system (QMS) that covers the provision of marketing and enrollment services to	This activity aims to: a. create a more efficient and effective operation; b. improve the quality of service and make delivery on time;	Ongoing. The third-party Surveillance Audit is scheduled on the 4 th quarter of the year.	PRA and all its stakeholders

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	<p>the SRRV program requires a sustained focus and commitment after achieving the initial certification, thus, the Authority will continue to execute activities necessary to maintain its conformance to the requirements of the ISO 9001:2015 Standards.</p>	<ul style="list-style-type: none"> c. develop a culture of quality and continuous improvement within the members of the organization; d. decrease costs due to inefficiency, re-work, and delay, hence, reduce waste; and e. increase customer satisfaction and retention. 		
<p>8. Customer Satisfaction Survey</p>	<p>As a mandatory requirement for all GOCC sectors required by the Governance Commission for GOCCs (GCG), the Authority has to engage a third-party consultant to be responsible for the conduct of the survey observing the guidelines provided by GCG.</p>	<p>This program intends to:</p> <ul style="list-style-type: none"> a. measure the level of satisfaction on the services rendered to stakeholders; b. determine what to improve on processes, products, and services; and c. enhance effective and successful strategies. 	<p>Ongoing. Procurement Process.</p>	<p>PRA SRRV Applicants and Retiree-Members</p>

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9. Automation of PRA Processes	Improvement of PRA infrastructure and network management development, covering both hardware and software requirements, are being done to ensure continuous connection and delivery of data to both frontline and backend users.	To help achieve high customer satisfaction rating through expeditious processing of SRRV transactions, the Authority through its ICT Division, is currently developing in-house information systems as indicated in the Information System Strategic Plan (ISSP).	Ongoing/ Continuous	PRA and all its stakeholders
10. ID Renewal Services	PRA retiree members are expected to renew their PRA ID at least annually.	This is one of the revenue sources, and monitoring mechanisms employed by the PRA by requiring SRRV holders to update their addresses and contact information during the process of renewal.	Ongoing/ Continuous	PRA Retiree-Members