

Nomination: 20553

Joseph Augustin “Jaeger” Tanco: Championing Customer-Centric Innovation

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Name of Organization / Company Comm&Sense, Inc.
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Entry Title Joseph Augustin “Jaeger” Tanco: Championing Customer-Centric Innovation
Category X01 - X15 - Individual Professionals > X02. Most Innovative Creative Person of the Year
Submission Format An Essay of up to 625 Words
Essay <p>Customer-centricity is a promise many brands make but often fail to deliver. For Joseph Augustin “Jaeger” Tanco, however, it is more than a corporate buzzword—it is the foundation of his leadership and business strategy. Through PhilCare, PhilLife, and his public relations agency, Comm&Sense, Inc., Jaeger has redefined how businesses engage with customers. By leveraging data-driven insights, technology, and a deep understanding of consumer behavior, he has built a model that empowers Filipinos to make better choices for their health, wellness, and financial security.</p> <p>Jaeger recognizes that while products serve a functional purpose, brands establish trust and emotional connection. A product can fulfill a need, but a brand inspires loyalty. Authenticity—the cornerstone of customer trust—emerges at the intersection of the two. Without a strong brand identity, a product is just another commodity. Without a well-designed product, a brand cannot fulfill its promise. It is this deliberate balance between branding and functionality that allows Jaeger to build businesses where creativity and innovation serve a purpose.</p> <p>As President and CEO of PhilCare, one of the Philippines’ pioneering health maintenance organizations (HMOs), Jaeger has pushed the company beyond simply offering healthcare plans. He understands that to truly serve Filipinos, PhilCare must first understand them. Under his leadership, the company launched the PhilCare Wellness Index, a benchmark study that provides valuable insights into Filipinos’ health and wellness attitudes. The study explores physical and mental well-being, lifestyle habits, and access to healthcare services, allowing PhilCare to refine its offerings based on real needs.</p> <p>One of the most notable results of this study was the development of the country’s first prepaid health cards, which made quality healthcare more accessible. PhilCare also introduced DigiMed, a web-based teleconsultation service, and Mindscapes, a mental health program for members. These innovations reflect Jaeger’s approach—using data not just to inform decisions but to create meaningful solutions. The most recent PhilCare Wellness Index also gained significant traction in media, earning 28 pickups from top-tier news outlets with a PR value of Php 66.7M and an ad value of Php 21.7M. The initiative brought recognition to both PhilCare and Comm&Sense, Inc., through awards from the Philippine Quill and the Philippine Anvil Awards.</p> <p>Jaeger’s customer-first mindset extends beyond healthcare to financial security. At PhilLife, a life insurance provider focused on bridging financial gaps among Filipinos, he spearheaded a data-driven approach to product development. In 2024, PhilLife launched its Market Survey, a study assessing financial attitudes, particularly in relation to investments, savings, and insurance. The research uncovered key behavioral trends and barriers preventing Filipinos from securing their financial future. Using these insights, PhilLife developed accessible, tailored financial products designed to address the specific needs of different market segments.</p> <p>But gathering data is only one part of Jaeger’s strategy. He ensures that these insights reach the public in a way that is easy to understand. Through Comm&Sense, Inc., his digital marketing agency specializing in data-driven storytelling, he transforms complex research into engaging, digestible content. His goal is to counter misinformation and empower Filipinos to make informed decisions about their health, finances, and overall well-being.</p> <p>For Jaeger, innovation isn’t about launching new products just for novelty—it’s about continuously identifying and addressing evolving needs. He believes that true innovation does not start with a company’s desire to sell but with the consumer’s need to solve a problem. His leadership is defined by his ability to listen, analyze, and respond with purpose-driven solutions that make a tangible impact.</p> <p>By bridging gaps in healthcare, financial services, and consumer education through PhilCare, PhilLife, and Comm&Sense, Inc., Jaeger is helping empower Filipinos to make informed choices, build financial resilience, and take control of their well-being. His work goes beyond selling products; he is helping shape a more informed, resilient, and future-ready society.</p>

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Credits

Jaeger Tanco

Charlotte Reyes

Marco Lacsamana

Nica Roque

Ayesha Sta Ana

Riana Gonzales

Pol Villanueva

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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Do You Have Website URLs you would like to link to

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