



Karen Alparce-Villanueva

Biography

Karen Alparce-Villanueva is currently the Vice-President of the Philippine Alliance of Patient Organizations (PAPO) and founder of Rare Cancers Philippines. She has over 30 years experience in the private sector specializing in communications & policy work in the healthcare industry, where she spent the last 20 years. Karen left her corporate job in 2015 to devote her long experience in health advocacy to advancing patient rights. Karen also served in government as Board Member of the Philippine Health Insurance Corporation (Philhealth) and as consultant for the Health Promotions and Communication Services of the Department of Health (DOH). She was previously External Affairs Director of MSD and was also Corporate Affairs Director of Pfizer Philippines where she was instrumental in the inception of PAPO. Karen also runs a communications consulting firm called Health PRx Communications Inc. She is also Chairperson of the International Public Relations Association Philippine Chapter (IPRA) and a member of the Filipina Womens' Network (FWN).

Karen is married to airline pilot Capt. Joey V. Villanueva with whom she has four children. She lives in Manila, Philippines.