



The Puerto Rico Chamber of Commerce and
El Nuevo Día invite you to the...



PUERTO RICO
Health & Insurance
 CONFERENCE 2020

**State Innovation Initiatives: Modernizing Puerto Rico's Health System
 to Drive Improvements in Care Delivery and Patient Outcomes**

Friday, March 27, 2020 | Caribe Hilton Hotel – San Gerónimo Ballroom

Registration: 7:30 a.m. - 8:00 a.m. | Conference: 8:00 a.m. – 5:30 p.m. | Networking Cocktail: 5:30pm-7:00pm

Preliminary Schedule of Events (3-11-2020)

7:30-8:00am Registration

8:00-8:25am Welcome Remarks

Master of Ceremony: Mr. Rafael Bernal, Staff Writer, The Hill Newspaper
Mr. Luis Pizarro, Esq. LLM, CEO, FIDE LLC, Chairman 2020 PRIC & Board of Directors, PRCC
Mr. José E. Ledesma Fuentes, President & Chairman of the Board, PRCC

8:25-9:50am State Innovation Initiatives: Modernizing Puerto Rico's Health System to Drive Improvements in Care Delivery and Patient Outcomes

Presenting and Moderating this session: Mr. Rafael Bernal, Staff Writer, The Hill Newspaper

The U.S. Federal Government Perspective

Invited Keynote Speaker:

To be announced soon: US Department of Health & Human Services

- *Update on the national priorities for HHS to improve the health and well-being of all Americans:*
 - ✓ Health Insurance Reform
 - ✓ Drug Pricing
 - ✓ The Opioid Crisis
 - ✓ Value-Based Care & the Role of Primary Care
- *What programmatic suggestions can the administration provide for the disbursement and spending of the recently allocated two-year Medicaid funding for Puerto Rico?*
- *What kind of role could Puerto Rico's MA program play as part of a national agenda to reinvent healthcare given its high beneficiary participation rate?*

The Puerto Rico Perspective (20 min. each)

Invited Keynote Speakers:

- **Mrs. Marina Díaz**, Staff Director, PR/Virgin Islands, Local Engagement & Administration (LEA), Centers for Medicare & Medicaid Services (CMS), HHS
- **Mr. Jorge Galva**, JD, MHA, Executive Director, Health Insurance Administration (ASES)
 - ✓ *Local perspective on the four (4) national priorities for HHS to improve the health and wellbeing.*
 - *What has been done?*
 - *Where are we?*
 - *What needs to be done?*
 - ✓ *What is the government's priority from the health insurance reform perspective for this coming year?*
 - ✓ *How has the healthcare community adapted to new, as well as ongoing challenges Puerto Rico faces in the delivery of healthcare?*

9:50-10:50am Panel I: Private Sector Perspective: Importance of the Managed Care Model to Lower Cost, Increase Quality and Provide Access to Healthcare Services

Moderator: Mr. Ricardo Rivera-Cardona, Former Executive Director of the Puerto Rico Health Insurance Administration

Discussion Panel and Invited Panelists:

- **Mr. Roberto Pando, JD, MS**, President, MCS Advantage & MCS Life Ins. Co.
- **Mr. Orlando González, Esq., CPA**, President, MMM Healthcare LLC
- **Mr. Luis A. Torres Olivera, Esq.**, President, Humana
- **Dr. Heileene Torres-Colberg, MD**, President, Academy of Family Physicians of Puerto Rico
- **Mr. Ricardo Hernández**, President, Sistema de Salud Menonita
 - ✓ Overall, private sector perspective on the four (4) national priorities for HHS to improve the health and wellbeing.
 - ✓ What should be the government's priority from the health insurance reform perspective for this coming year?
 - What has been done?
 - Where are we?
 - What needs to be done?
 - ✓ How has the private sector and the healthcare community adapted to new, as well as ongoing challenges and opportunities Puerto Rico faces in the delivery of healthcare?

10:50-11:00am Networking Break

11:00-12:00pm Panel II: Achieving Patient Access to Innovative Medicines

Moderator: Mrs. Wendy Perry, MBA, President of the Pharmaceutical Industry Association (PIA) & Executive Managing Director, Merck, Puerto Rico

Discussion Panel and Invited Panelists:

- **Mr. Rod A. Humerickhouse, M.D., Ph.D.** Hematology Lead, US Medical Affairs Abbvie
- **Mr. Alejandro Drevon**, Lead for the Improving Health Outcomes Committee PIA of Puerto Rico & General Manager Abbvie, Puerto Rico
- **Dr. Marcia R. Cruz Correa, MD, PhD.**, Professor of Medicine and Biochemistry, UPR Comprehensive Cancer Center and Member of the National Cancer Advisory Board
- **Dr. Wanda T. Maldonado Dávila**, Dean, School of Pharmacy at University of Puerto Rico
 - ✓ The Discovery and Development Journey of an Innovative Medicine
 - ✓ The Post Registration Phase of an Innovative Medicine
 - ✓ Impact of Innovative Medicines in Patients
 - ✓ Improving overall healthcare costs or Improving healthcare outcomes? Effective Disease Management Models

12:00-1:45pm Luncheon

Presenter: Mr. James P. O'Drobinak, MMAPA President & President & CEO, MCS, Inc.

Special Recognition:

Hon. Jenniffer A. Gonzalez-Colón, Resident Commissioner of Puerto Rico

Hon. Rafael Rodríguez-Mercado, MD, Secretary of Health of Puerto Rico

Invited Keynote Speaker:

Mr. David N. Bossie, President of Citizens United, Fox News contributor, 2016 deputy campaign manager for Donald Trump for President, and former chief investigator for the U.S. House of Representatives Committee on Government Reform and Oversight during Clinton's administration.

1:45-2:35pm Panel III: Mental Health Challenges in Puerto Rico Beyond the Opioids Crisis

Moderator: Mrs. Marileny Lugo, R.Ph., Chief Operations Officer, MC-21

Discussion Panel and Invited Panelists:

- **Mr. Víctor Ramos, MD**, President of the Puerto Rico College of Physicians and Surgeons
- **Mrs. Awilda Broco-Rodríguez, Esq.**, Chief Executive Office, FHC of Puerto Rico
- **Mr. Astro Muñoz Aponte, MHSA**, Chief Executive Officer, First Hospital Panamericano, Inc.
- **Dr. Fernando Calderón-Julia, MD**, VP Clinical Mental Health Services, MSO of PR
 - ✓ How does the Opioids Crisis reflect in PR: What has been done? Where are we? What needs to be done?
 - ✓ What challenges do Employers face from the Mental Health perspective during and post-natural disasters?
 - ✓ What solution and alternative treatment can be adopted to improve outcomes?

2:35-3:25pm Panel IV: Valued-Based Care Model & the Role of Primary Care in the Puerto Rico Delivery System

Moderator: Mr. Nardy Delgado, COO, Provider Network Solutions of Puerto Rico

Discussion Panel and Invited Panelists:

- **Mr. Joaquín Feliciano Rosado**, VP de Operaciones y Finanzas, PHM Multisalud
- **Mr. Rafael L. Roig, MSEE**, President, Quality Health Solutions
- **Dr. Rubette Hartford, MD**, President & CEO, Atlantis Health Care Group Puerto Rico, Inc.
- **Dr. Marty Martínez Fraticelli, Pharm.D.**, President & Chief Pharmacy Officer, PharmPix, LLC

- **Mrs. Marta Rivera**, CEO of Hospital Capestrano & Board Member of the Puerto Rico Hospital Association
 - ✓ What is the current Puerto Rico landscape regarding valued-base care models?
 - ✓ How has the role of primary care treatment evolved throughout the years?
 - ✓ What are some of the successful trends in terms of payment models?

3:25-4:15pm **Panel V: The Use of Technology to Improve Care Delivery & Patient Outcomes**

Moderator: Eng. **Jesús Niño-Rada**, Chief Technology Officer. FARO, LLC

Discussion Panel and Invited Panelists:

- **Mr. Juan Díaz Goitia**, Senior Vice-President, MCS Healthcare Holdings, LLC
- **Mr. Juan C. Ruiz**, Chief Technology Officer, Abarca Health
- **Mr. Miguel Colom Mena**, President of Nagnoi
- **Mr. Eduardo Ballori**, CEO, Intervoice
 - ✓ Overall context on the technology landscape in Puerto Rico: What has been done? Where are we? What needs to be done?
 - ✓ What are some of the main issues concerning accurate health data production on the island?
 - ✓ How does the current available data and metrics, affect Puerto Rico's treatment under CMS programs?
 - ✓ Provide examples of successful milestones from each stakeholder's perspective.

4:15-5:15pm **Special Plenary Session: Politics of Healthcare: New Landscape in Washington, D.C.**

Presenting this session: Mr. **Rafael Bernal**, Staff Writer, The Hill Newspaper

Invited Keynote Speaker:

- **Admiral Peter J. Brown**, Special Representative for Puerto Rico's Disaster Recovery, The White House's Office of Intergovernmental Affairs
 - ✓ Latest insight on the US government efforts to build the infrastructure and resiliency of PR
 - ✓ Updates on joint efforts between federal departments, agencies and the state government to ensure the resources to help the US citizens of Puerto Rico
 - ✓ What programmatic suggestions can the administration provide for the disbursement and spending of the recently allocated two-year Medicaid funding for Puerto Rico?

Reaction Panel:

- **Mrs. Jennifer Storipan, Esq.**, Executive Director, Puerto Rico Federal Affairs Administration
- **Mr. Luis Baco, Esq.**, Senior Vice President, Capitol Hill Consulting Group & Former Chief of Staff to Congresswoman Jennifer González-Colón, U.S. House of Representatives
 - ✓ What is the overall healthcare reform environment in Washington?
 - ✓ Is there any common ground or consensus in the healthcare agenda between Republicans and Democrats?
 - ✓ Are there any opportunities for Puerto Rico's healthcare agenda?

5:15-5:30pm **Closing Remarks**

Mr. **Luis Pizarro, Esq. LLM**, CEO, FIDE LLC, Chairman 2020 PRHC & Board of Director, PRCC

5:30-7:00pm **Networking Cocktail**

Investment*:

- **PRCC Members: \$225* + Tax**
- **Non-Members: \$250* + Tax**
- **Students: \$175** + Tax***
- **PRCC Members: Table of Ten (10): \$1,750* + Tax**
- **Non-Members Table of Ten (10): \$2,000* + Tax**

*Tax not included. Includes: Continental Breakfast, Lunch, Coffee Breaks, Educational Material and Networking Cocktail **Must present student ID. Notify upon registering. We accept: MasterCard, VISA, American Express and Checks. The whole amount will be charged if your cancellation is not notified with (48) hours prior to the event. Our working hours are Monday-Friday from 8:00a.m. – 5:00p.m.

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