

Puerto Rico Chamber of Commerce Annual Convention 2014

Just by reviewing the lineup of speakers and panels, it is evident that this year's Puerto Rico Chamber of Commerce Convention promises to be the event of the year by offering participants a world-class experience that features internationally renowned resources, which will present current issues and emerging trends in business development for professionals from all economic sectors.

"We want to offer our entrepreneurs a new experience of doing business, and provide tools and knowledge to help them become more competitive in today's global economy. The 2014 convention will be a great educational event that will serve as a bridge to help develop and grow businesses in our economy," said attorney Jorge M. Cañellas Fidalgo, CPA & board chairman of the organization.

Among the resources slated to speak are Tim Westergren, founder of Pandora Media Inc.; Henry Mason, head of research & partner of Trendwatching.com, a firm dedicated to investigations of global consumer trends and business ideas; Dwayne Chambers, senior vice president of Krispy Kreme in the U.S.; Marisabel Sánchez, chief executive of Links Media, a consulting firm in integrated marketing services and

other areas, based in Washington, D.C.; and César Rodríguez, general manager of Triumph International, in Brazil.

The "Maze Experience" format will be one of the many innovative concepts presented at this year's convention. Claudio Andrés, chairman of the 2014 Convention Committee, noted that the "new maze experience" will provide an activity that deviates from the traditional exhibit hall. "The goal is for exhibitors to use the new format as a gimmick to promote their new products, offers and proposals while ensuring the public's flow through all the exhibits and business experiences."

Another innovative concept will be "speed-networking" opportunities to enable partners to quickly establish business relationships with suppliers and other professionals in their respective areas of interest. Participants will also learn what is new in the market, new options to display and present products and services, participate in workshops, and be able to explore new export opportunities.

The convention will be held June 26-29 at El Conquistador Resort in Fajardo. For more information, sponsorship and reservations, go to www.camarapr.org or call 787-721-6060. ■

Obamacare

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providing services in April 2015 under an ACA-compliant model, Rivera said.

"This should have no reflection on services to patients because service will remain the same without interruption [until the new contracts enter into effect]," he added.

Implementing a more rigorous contract is among changes Rivera is making to ensure Mi Salud is a healthier and more cost-effective system that qualifies for some \$6.3 billion in federal funding available through 2019 under Obamacare. With this aim, ASES also will fuse

mental and physical healthcare services under one provider and move from a third-party administrator model—in which government must assume all the risk—to a managed-care organization model, in which the provider has all the risk.

ASES is willing to adjust profit margins it has revised down from 2.5% to 1.5% of premiums, as well as 5% of premiums the agency retained until insurers had fulfilled a quality-control program, said Rivera, who acknowledged financial and oversight issues were among stumbling blocks with Triple-S.

"This has to be a win-win for both sides," he noted.

Companies that participated will be able to submit new bids. ■

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Dra. María de los Santos Corrada,
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