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# PUERTO RICO Health & Insurance CONFERENCE 2012 *Economic Transformation in Health*



**Mr. Héctor Mújica-Trenche**

Public Affairs Director, Humana Health Plan, Puerto Rico

Born and raised in Canóvanas, Puerto Rico, he holds a BBA in Marketing from the University of Puerto Rico and a Juris Doctor Degree from Inter American School of Law. He is a Registered Lobbyist in both Puerto Rico House of Representatives and the Senate, as well as a Certified Public Relations Practitioner.

During his extensive professional career he has been widely recognized in the communication, advertising and crisis management fields, having worked for more than twenty years as Managing Partner for his own communications agency, Public Affairs Consultants.

During his tenure at the helm of this agency, Mújica worked for a wide variety of clients in all lines of business as well as health related associations and hospitals such as the Puerto Rico Hospital Association, Hospital San Cristóbal, Hospital Panamericano, Liga Puertorriqueña Contra el Cáncer and Hospital Dr. Federico Trilla, among others.

He is a former Associate Dean of Students of the Puerto Rico Junior College and Bayamon Central University. He was also Director of the Press and Communications Office for the Department of Justice. He is active in trade associations such as the Puerto Rico Chamber of Commerce, the American College of HealthCare Executives and the Medicaid and Medicare Advantage Providers Association. He's also a former President of Cinemafest Puerto Rico and the Puerto Rico Insurers Association (ACODESE).