



The Puerto Rico Chamber of Commerce and the
University of Miami School of Business Administration
invite you to the...

UNIVERSITY OF MIAMI
SCHOOL of BUSINESS
ADMINISTRATION



PUERTO RICO
Health & Insurance CONFERENCE 2011
"A New Economy in Health Care"
February 2, 2011 | Conrad San Juan Condado Plaza | 7:30 a.m. - 5:30 p.m.

Preliminary Schedule of Events

January 31, 2010

7:30 - 8:15 AM
Registration

8:15 - 8:30 AM **Ponce de León A**
Master of Ceremony: Mrs. Jennifer Wolff, President
Hill & Knowlton

Welcome Remarks

Mr. Roberto Pando, Chairman
PR Health & Insurance Conference 2011
Dr. Steven G. Ullmann, Professor and Director, Programs
in Health Sector Management and Policy, School of Business
Administration, University of Miami and
Vice Chairman of the PR Health & Insurance Conference 2011
Eng. Raúl Gayá, Chairman of the Board
Puerto Rico Chamber of Commerce

PLENARY SESSION

8:30 - 10:00 AM **Ponce de León A**

Economic Review of the Health Sector in PR

- Economic Profile of the Health Insurance Industry
 - Benefits, Premiums and Rates in PR
 - Does the Market Work Efficiently?
- Federal Reform Impact on Commercial Markets
 - Impact on Corporations and Individuals
- The Economic Impact of Medicare Advantage in the PR Healthcare Sector
- Federal Reform Impact on Government Financing
- General Policy Recommendations

Keynote Speaker: Mr. Vicente Feliciano, President
Advantage Business Consulting, Inc.

Moderator: Mr. Roberto Pando, Chairman
PR Health & Insurance Conference 2011

Discussion Panel and Invited Panelists:

- Outlook for a Medicaid Expansion
Mr. Héctor Mujica, JD, Public Affairs Director
Humana Health Plans of PR
- Challenges in MA Rates and the CMS Stars System
After Health Reform
Dr. Richard Shinto, President and Chief Executive Officer of
Aveta Inc. and CEO, MMM Healthcare, Inc.
- Economic Outlook for the Hospital: What Services
will be in Expansion and What Services Need to Evolve?
Mr. Jaime Plá, President of the PR Hospital Association
- Significance of MA and Part D for PR and Individual
Discipline and Wellness After Health Reform
Mr. Julio F. Juliá, President & CEO, MCS

10:00 - 10:15 AM
Coffee Break

10:15 - 11:00 AM **Ponce de León A**
**Federal Health Reform Implication for Employers
and the Health Insurance Commercial Segment**

Keynote Speaker:

Dr. Kenneth E. Thorpe, Professor and Chair of the Department
of Health Policy & Management, Rollins School of Public Health of
Emory University, Atlanta, Georgia

CONCURRENT SESSIONS

11:00AM-12:00M **Ponce de León B**

Mental Health and Economic Effects on Your Business

- Employee Assistance Programs and Their Effect
on Productivity
- The Government's Vision and Investment in Mental Health

Moderator: Mr. Julio C. Ortiz, Partner, Fulcro Insurance, Inc.

Discussion Panel and Invited Panelists:

Mrs. Marina Díaz, Vicepresident of Development, FHC Healthcare
Mr. Alexis Cardona, President & CEO, APS Healthcare

11:00AM-12:00M **Ponce de León A**

**Beyond Healthcare: Business Opportunities in the New
Stage of Baby Boomers**

- A Demographic Profile of PR: Focus on the Elderly Population.
- What Analysis Led to the Development of New Services
and Products?
- What are the Lessons Learned?
- Vision About the Future of the Market Segment.

Moderator: Mrs. Sylvette Rivera García MD, CHCQM, FAIHQ
Board Diplomate of ABQAURP and President - CEO, UTICORP

Discussion Panel and Invited Panelists:

Mr. José Acarón, AARP Puerto Rico State Director
Mr. Milton L. Cruz, Esq., President
Med Holdings/The Residence Senior Living

12:00M- 1:30 PM **Royal Room**

LUNCH

Invited Keynote Speaker:

Hon. Lorenzo González-Feliciano
Secretary, PR Health Department

Continue

Preliminary Schedule of Events

PLENARY SESSION

1:30 - 2:30 PM

Ponce de León A

A Basic Comparative Review of Healthcare Systems- Identifying Transformations and Business Opportunities

Keynote Speaker:

Dr. Steven G. Ullmann, Professor and Director, Programs in Health Sector Management and Policy, School of Business Administration, University of Miami

CONCURRENT SESSIONS

2:30 - 3:30PM

Ponce de León A

Outlook of Healthcare Expansion: What to Look for?

- Exports and Imports of Services?
- What's the Outlook from an Investor's Perspective?
 - Hospitals Evolving, Service Networks
- Information Technology: EHR? Who are the Players and Stakeholders?
- What New Technologies are Being Introduced? What is the economic case for them?

Moderator: Francisco Rodríguez-Castro, Managing Director UBS Financial Services, Inc. of P.R.

Discussion Panel and Invited Panelists:

- Mr. Mario González Lafuente**, Executive Director Puerto Rico Tourism Company
- Mr. Jaime Plá**, President PR Hospital Association
- Mr. Cyril Meduña**, President, Advent-Morro Equity Partners
- Mr. Antonio Fernández**, Director, Regional Extension Center Ponce School of Medicine

2:30 - 3:30 PM

Ponce de León B

The Economic Perspective of Pharmacy: Between Jobs and Costs

Moderator: Mr. Jason Borschow, President & Founder, Abarca Health and PICA

Discussion Panel and Invited Panelists:

What Does a Sound Economic Scenario and Cost-Effective Market Mean to You?

- **Mrs. Daneris Fernández**, President Pharmaceutical Industry Association of Puerto Rico
- **Mr. René Pabón**, Director of Retail Business Strategy Wal-Mart Puerto Rico
- **Mr. Elliot Pacheco**, President PR Community Pharmacy Association
- **Mrs. Rosa Hernández, RPH**, President, MC-21

3:30 - 3:45 PM

Coffee Break

PLENARY SESSION

3:45 - 5:00 PM

Ponce de León A

The Government Vision of Healthcare and the Economy

Moderator: Mrs. Iraelia Pernas, Esq., Executive Director, Puerto Rico Association of Insurance Companies (ACODESE)

Topics and Invited Keynote Speakers:

The Transformation of the Public-Private Interaction in the Health Insurance Market

Mr. Ramón Cruz-Colón, CPCU, ARe, AU
Insurance Commissioner, Office of the Commissioner of Insurance of Puerto Rico
Mr. Frank Díaz-Ginés, Executive Director Health Insurance Administration (ASES)

Federal Funding in Healthcare: Opportunities and Challenges for Puerto Rico with New Federal Reform

Dr. Jaime R. Torres, DPM, MS
Regional Director, U.S. Department of Health & Human Services, New York Regional Office

5:00 - 5:30 PM

Ponce de León A

Closing Remarks

- **Steven G. Ullmann, PhD**
Vice Chairman, PR Health & Insurance Conference 2011
- **Mr. Roberto Pando**, Chairman
PR Health & Insurance Conference 2011



For Registration, Sponsorship and Exhibition Opportunities:

- [VISIT: WWW.CAMARAPR.ORG](http://WWW.CAMARAPR.ORG)
- Call 787-721-6060, Ext 2209, 2248 and 2301



Investment:	\$240.75.*	PRCC Members and Non Members
	\$187.25**	Students
	\$1,875.00*	Table of Ten (10)

* Includes: Tax, Continental Breakfast, Lunch, Coffee Breaks and Educational Material.

**Must present student ID. Notify upon registering. We accept: Mastercard, VISA, American Express and Discover. \$10 surcharge for participants not pre-registered.

Five (5) contact hours of continuous education credits for MD's and insurance brokers

