



The Puerto Rico Chamber of Commerce
and its Health Committee present

PUERTO RICO Health Insurance CONFERENCE 2026

The Puerto Rico Opportunity: From the Perpetual "Crisis" Narrative to a Masterclass in Fiscal Discipline, Access to Care & Clinical Results

 **Friday, March 20, 2026 at Caribe Hilton**

Schedule of Events (Updated 2-23-26)

7:30-8:15am Registration

8:15-8:30am Welcome Remarks

Master of Ceremony: Mrs. Mónica Candelaria, Journalist, News Anchor & Reporter

- **Mr. Luis E. Pizarro, Esq. LLM**, PRCC Immediate Past President, Chairman of the PRIC 2026 & President of PRCC Health Committee
- **Mrs. Margaret Ramírez Báez, Esq.**, PRCC President & Chairwoman of the Board

8:30 – 9:30am The Ultimate Paradox-Medicare Advantage in Puerto Rico: Highest-performing market, lowest reimbursement. A methodology problem, not a spending problem

Moderator: Mr. Sergio M. Marxuach, Policy Director and General Counsel, Center for the New Economy

Invited Keynote Speaker:

- **Mr. Roberto Pando**, President of MCS Advantage, Inc. and MCS Life Insurance Company
- **Mrs. Solange de Lahongrais, Esq.**, President of MMM Multihealth & President of the Medicaid & Medicare Advantage Products Association of Puerto Rico, Inc. (MMAPA)
- **Mrs. Penelope Kokkinides**, SVP General Manager of Medicare Business at Triple-S

9:30 – 10:15am Federal Healthcare Priorities: Congressional Intent, Administrative Authority, and Policy Outcomes reimbursement. A methodology problem, not a spending problem

Moderator: Mrs. Gabriella Boffelli, Executive Director, Puerto Rico Federal Affairs Administration

Invited Keynote Speakers:

- **Rep. Greg Murphy, M.D.** Member, Way & Means Committee & Chairman of the Congressional Doctors Caucus
- **Rep. Earl L. "Buddy" Carter**, Member, Committee on Energy & Commerce, Subcommittee on Health & Member, House Budget Committee
- **Honorable Robert Kennedy, Jr.**, Secretary, U.S. Department of Health and Human Services

10:15 – 11:00am Our Governor's Perspective: From Vision to Urgent Action

Presenter: Mr. Luis E. Pizarro, Esq. LLM, PRCC Immediate Past President, Chairman of the PRIC 2026 & President of PRCC Health Committee

Invited Keynote Speaker:

Hon. Jenniffer A. González-Colón, Governor of Puerto Rico

10:15 – 11:00am Healthcare Providers Under Impossible Assumptions: When Math no longer works, but mandates never end

Moderator: Mr. Elliot Pacheco, President of Entrepreneurs for Puerto Rico & Past-President of the Puerto Rico Community Pharmacies Association

Invited Keynote Speaker:

Mr. Ricardo Hernández, CPA, CEO of Menonita Health

Discussion of Invited-Panelists:

- **Mr. Giancarlo Valentín, PhD, MHSA**, Chief Operating Officer, Professional Hospital Guaynabo
- **Mrs. Judith Mark-Truyol**, Executive Director & COO, Best Option Healthcare
- **Executive from Orlando Health**
- **Mr. José Vargas**, President, VarMed Health Center LLC
- **Prof. José Laborde, Ph.D.**, Health Economist, Demographer & Professor at Univ. of Puerto Rico – Río Piedras Campus

12:00-1:30pm Luncheon Keynote: Our Resident Commissioner's Perspective for Healthcare in Congress

Presenter: Mrs. Margaret Ramírez Báez, Esq., PRCC President & Chairwoman of the Board

Invited Keynote Speaker:

Hon. Pablo José Hernández, Resident Commissioner of Puerto Rico in Washington

1:30-2:15pm Rx Complexity as a Business Model: Why drug pricing is so complicated — and accountability is questioned?

Moderator: Mrs. Carolyn Rodríguez, Pharm.D., Chief Pharmacy Officer, MCS

Invited Keynote Speakers:

Mr. Jason Borschow, Founder & CEO, Abarca Health

Mr. Martty Martínez, Pharm.D., President & CEO, PharmPix, Corp.

Discussion of Invited-Panelist:

- **Mrs. Carla Fernández**, Senior VP & General Manager, Cardinal Health
- **Mr. José Rojas**, PharmD., President & CEO, Special Care Pharmacy Services
- **Mrs. Amarilis Reyes**, Interim Director of Public Policy and Communications, Merck Puerto Rico
- **Mrs. Tania Rodríguez, MD**, CEO, MEDX Medical Experience, Migrant Health Center, Inc.
- **Mr. Isaias Serrano**, President, Puerto Rico Community Pharmacies Association & Owner of Farmacias Caribe
- **Mr. Hari Sabnani, CPA**, President & CEO of Alivia Health

2:15-3:00pm Modernizing Puerto Rico's Mental Health System: Updating the Law for Today's Puerto Rico Realities

Moderator: Mrs. Marelli Colón Emeric, MD, Psychiatrist

Invited Keynote Speakers:

- **Hon. Gabriel Rodríguez Aguiló**, Chairman of the Health Committee, Puerto Rico House of Representatives
- **Hon. Juan Oscar Morales**, Chairman of the Health Committee, Puerto Rico Senate

Discussion of Invited-Panelists:

- **Mrs. Marina Díaz, MHSA**, Staff Director, CMS Puerto Rico/Virgin Islands, Office of Program Operations and Local Engagement, Local Engagement & Administration (LEA)
- **Mrs. Catherine Oliver-Franco, PhD.**, Administrator, Mental Health and Addiction Services Administration (ASSMCA by its Spanish acronym), Puerto Rico Department of Health

3:00-3:45pm Government Strategies for Healthcare Model Evolution: Local & State Plans to continue managing Federal Funding and Decision-Makers as Compliance Remains Mandatory

Moderator: Mr. José Acarón, State Director at AARP Puerto Rico, Member of the Board, Puerto Rico Health Insurance Administration (ASES by its Spanish acronym), Government of Puerto Rico

Invited Keynote Speakers:

- **Hon. Víctor M. Ramos-Otero, MD.**, Secretary of the Puerto Rico Department of Health
- **Lcdo. Carlos A. Santiago-Rosario, JD, LLM (Health Law), MHSA, FACHE, CHC**, Executive Director, Puerto Rico Health Insurance Administration (ASES by its Spanish acronym)

3:45-4:15pm From Narrative to Action: How Washington Decides, What the Media Amplifies, and Why Puerto Rico's Solutions can Stall?

Moderators: Mrs. Mónica Candelaria, Journalist, News Anchor & Reporter

Mrs. Ginnell Torres-Adrover, Esq., Associate, MZLS

Discussion of Invited-Panelists:

- **Hon. Luis G. Fortuño, Esq.**, Former Governor of Puerto Rico & Partner at Reed Smith, LLP
- **Mrs. Carmen Jovet**, La Mujer Noticia
- **Mrs. Joanisabel González**, Business Editor at El Nuevo Día
- **Mrs. Veronique Abreu-Tañón**, Radio News Anchor & News Correspondent
- **Mr. Carlos Dalmau, Esq.**, Professor, Lawyer & Strategist

4:15-4:30pm Closing Remarks

5:00-5:30pm Post Conference Coverage with “WKAQ en la Tarde con Kike Cruz”: LIVE from the Puerto Rico Health Insurance Conference

- **Special Guests:**
 - **Mr. Javier Llano**, Partner, Capitol Hill Advisors, LLC
 - **Mrs. Wildalis Serra Ortiz, Esq.**, Director of Public Policy & Government Affairs, Triple-S
 - **Mr. Jonathan A. Bonet-Rivera, MPA, JD**, Senior Director Government Relations & Community Engagement, Public Affairs at MMM Holdings, LLC

4:30-6:30pm Networking Cocktail

Investment*:

- **PRCC Members: \$250 + Tax* p/p / Table for 10: \$1,950 + Tax***
- **Non-Members: \$295 + Tax p/p / Table for 10: \$2,500 + Tax***

* Tax not included. Includes: Educational Material, Continental Breakfast, Coffee Breaks, Lunch and 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 within (48) hours prior to the event. Our working hours are Monday-Friday from 8:00a.m. – 5:00p.m.

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