

Dr. Martty Martinez Fraticelli, Pharm.D.-Chief Executive Officer

Dr. Martty Martinez is a healthcare executive, entrepreneur, and thought leader with over three decades of experience in pharmacy benefit management and healthcare innovation. He is the **CEO and Co-founder of PharmPix**, a PBM company recognized for its clinically smart adjudication platform designed to optimize drug therapy and reduce healthcare costs.

Martty's career began as a **clinical pharmacist**, complemented by a **Primary Care Pharmacy Residency in Ambulatory Care** at the VA Medical Center. His hands-on experience spans **hospital pharmacy, retail and chain pharmacies, health plans, and leading PBMs**, giving him a unique 360-degree view of the healthcare ecosystem. This comprehensive background enables him to deeply understand client needs, collaborate effectively with providers, and design solutions that balance clinical integrity with cost efficiency.

Martty's leadership journey includes pivotal roles at major healthcare organizations. At **Medco Health Solutions (formerly Merck-Medco)**, he served as **Clinical Manager**, where he oversaw formulary management, drug utilization analysis, and cost-containment strategies for large employer groups and health plans. His work involved designing clinical programs, monitoring drug spend trends, and implementing innovative solutions such as specialty pharmacy management and multi-tiered benefit designs. Later, as **Vice President of Pharmacy Services at MMM Holdings**, today **Elevance Health**, Martty directed pharmacy strategies for one of Puerto Rico's largest Medicare Advantage organizations, leading a team of 50 professionals to improve operational efficiency, ensure CMS compliance, and significantly reduce drug costs. These experiences gave him deep insight into payer operations, regulatory frameworks, and the complexities of managing pharmacy benefits at scale.

He was one of the **founders of Pharmacy Insurance Corporation of America (PICA)**, now **Abarca Health**, where he helped build PBM infrastructure and clinical programs. His entrepreneurial vision continued with the founding of **PharmPix**, which today manages hundreds of thousands of lives across Puerto Rico and the mainland United States.

Martty serves on the **Board of Directors** for **PharmPix, Careexpand**, a technology platform that integrates in-person and remote healthcare, improving patient outcomes, streamlining provider workflows, and ensuring coordinated care and **Habla Health**, *is a new 501(c)(3) organization headquartered in SW Florida and dedicated to the mission of improving the health status in people of Hispanic descent.* He holds a **Doctor of Pharmacy (Pharm.D.)** from Nova Southeastern University and completed Advanced Management Program (AMP 77) at the **Wharton School of Business**.

A recognized voice in healthcare, Martty has delivered **multiple speaking engagements with the Puerto Rico Chamber of Commerce** and other industry forums, sharing insights on managed care, cost containment, and innovation in pharmacy benefits.