



The Puerto Rico Chamber of Commerce and its Health Committee present

# PUERTO RICO Health Insurance CONFERENCE 2024

**HIGH-RELIABILITY HEALTHCARE SYSTEM FOR PUERTO RICO:  
THE JOURNEY FROM HERE TO THERE**



**Thursday, May 2, 2024 at the Sheraton Puerto Rico Hotel & Casino**

## Schedule of Events (Updated 4-23-24)

**7:30-8:00am Registration**

**8:00-8:25am Welcome Remarks**

**Mr. Julio C. Ortiz, HIA, MHP**, Co-Chairman PRHIC 2024 & President of PRCC Health Committee

**Mr. Luis E. Pizarro, Esq. LLM**, Co-Chairman PRHIC 2024 & PRCC President-Elect

**Mr. Ramón Pérez Blanco**, PRCC President & Chairman of the Board

**8:25-10:10am High-Reliability Healthcare System for Puerto Rico: The Journey from Here to There**

**Moderators: Mr. Dennis E. González**, Executive Officer, Office of the Secretary-Region 2, HHS and  
**Mr. Luis E. Pizarro, Esq. LLM**, Co-Chairman PRHIC 2024 & PRCC President-Elect

### The U.S. Federal Government: National Perspective

#### Invited Keynote Speaker:

- **Mr. Joseph Salvador Palm, MPH**, Regional Director, Office of the Secretary, Intergovernmental & External Affairs, U.S. Department of Health and Human Services

### The State Health Secretary's Perspective

#### Invited Keynote Speaker:

- **Hon. Carlos Mellado, MD**, Puerto Rico's Secretary of Health & ASTHO Board Member

### The Private Sector Perspective

#### Invited Keynote Speakers:

- **Mr. Roberto Pando, JD, MS**, President of the Medicaid & Medicare Advantage Product Association of PR (MMAPA) and President, MCS Advantage & MCS Life Insurance Co.
- **Mr. Orlando González Rivera, CPA, Esq.**, President of MMM Holdings, LLC, and President of Elevance Medicare East

**10:10-11:00am Facts & Data: Health Demographics, Population Dynamics, Insights & Circularity by Numbers**

**Moderator: Mr. Eduardo Zetina**, Principal at Qinetix Group, LLC

#### Invited Keynote Speakers:

- **Mr. Hernando Mattei, PhD.**, Professor Graduate Program of Demography and Coordinator of the Center for Census Data and Health Statistics, UPR Medical Sciences Campus
- **Mr. Vicente Feliciano**, Economist & President of Advantage Business Consulting
- **Mr. Julio Galíndez, CPA**, Partner at Galíndez LLC

**11:00-12:00pm Accuracy & Trust: The Media's Critical Role in Healthcare Information**

**Moderator: Mrs. Ana María Santiago**, Public Relations Consultant

#### Discussion Panel and Invited Panelists:

- **Mrs. Joanisabel González**, Business Reporter, El Nuevo Día/GFR Media
- **Mrs. Ileanxis Vera**, Business Editor, El Vocero
- **Mrs. Aiola Virella**, Editor in Chief, Metro Puerto Rico
- **Mr. Julio Rivera Saniel**, Anchor/Presenter Noticentro/Wapa TV
- **Mrs. Mayra Acevedo**, Anchor and Senior Reporter at Notiséis - WIPR TV
- **Mr. Oscar J. Serrano, Esq.**, Editor-in-Chief of NotiCel
  - *What is more important about healthcare in the media – the message or the messenger?*
  - *What are the main concerns about healthcare in social media and how does it relate to the current funding challenges of Puerto Rico's healthcare system?*
  - *What is society's responsibility with healthcare media?*

## 12:00-1:30pm Luncheon Keynote

**Moderator: Mr. Julio C. Ortiz, HIA, MHP**, Chairman PRHIC 2024 & President PRCC Health Committee

### Invited Keynote Speakers:

#### Lifetime Achievement HHS & Panel on Value-Based Care Model

- **Mr. Guillermo Avilés Mendoza, J.D., LL.M**, Deputy Director of NHHF Programs, National Hispanic Medical Association
- **Mrs. Yanira Cruz, MPH, DrPH**, President & CEO, National Hispanic Council on Aging

## 1:30-2:15pm Beyond Medicine: Social Determinants of Health and the Quest for Comprehensive Well-Being

**Moderator: Mrs. Tania Rodríguez Morales, Ph.D, MHSA, MA, CACIII**, CEO at Migrant Health Center

### Invited Keynote Speaker:

**Mrs. Marina Díaz**, Staff Director, PR/Virgin Islands, Local Engagement & Administration (LEA), Centers for Medicare & Medicaid Services (CMS), HHS

**Mrs. Inés Hernández, M.D.**, Chief Medical Officer, MCS

### Discussion Panel and Invited Panelists:

- **Hon. Ciení Rodríguez Troche**, Secretary of Family Affairs of Puerto Rico
- **Mrs. Dinorah Collazo Ortiz, Esq.**, Executive Director Medicaid Program of the Puerto Rico Department of Health
- **Ms. Marisela Irizarry Pérez**, VP Data Analytics and BI at VarMed Management
- **Mr. Diego J. Loínez-Martín, Esq.**, Founder, Sociants.com

## 2:15-3:00pm Navigating the Nexus: Demystifying AI in Healthcare – Myths, Fears, Reality, and Pathways to Standardization

**Moderator: Mr. Juan M. Montañez**, Senior Managing Director, FTI Consulting

### Discussion Panel and Invited Panelists:

- **Mr. Manuel Rodríguez Martínez, PhD.**, Professor at UPR-Mayaguez and Owner of Mobile Plus Cloud, LLC
- **Mr. Carlos G. Casals Rodríguez**, COO, digiiMED LLC
- **Mr. Florian Gaa**, General Manager, Abartys Health
- **Mr. Juan Carlos Santa Rosario, MD**, Chief Medical Officer, CorePlus Servicios Clínicos y Patológicos
- **Mr. Maurice Duque**, Manager IT Research, Nicklaus Children's Health System – **Virtual participation**
  - Provide the necessary context on what artificial intelligence is – and isn't – and, along the way, address certain myths and fears about this revolutionary technology.
  - Engage in a discussion of potentially transformational applications of AI across every segment of the health care industry: payers, providers, regulators, and individual consumers.
  - Provide guidance on how AI could and should be utilized across the health care industry, advice on how best to describe its value, and suggestions on how to proactively manage concerns about technology and ensure compliance with still- evolving laws and regulations.

## 3:00-3:45pm Cybersecurity Protection & Awareness: Digital Immunity & Securing the Heartbeat of Healthcare

**Moderator: Mr. Enrique Pérez Blanco, CPCU**, Chief Growth & Innovation Officer, Fulcro Insurance, Inc.

### Invited Keynote Speaker:

**Mr. William Bonaparte**, Chief Operating Officer of Cooperton

### Discussion Panel and Invited Panelists:

- **Mr. Carlos Ortiz**, President, Intervice Communications
- **Mr. José M. Gómez León**, Partner Consulting Division & Chairman Board of Partners at RSM Puerto Rico
- **Mr. Ricardo Hernández, CPA**, Executive Director, Sistema de Salud Menonita
  - Cybersecurity awareness
  - Risk Assessment.
  - Network Vulnerability Review
  - Security Hardening
  - Query Attacks
  - Malicious Input
  - Observability

## 3:45-4:30pm Mental Health & Echoes of Silence: Combatting the Epidemic of Isolation and Loneliness

**Moderator: Mr. José R. Acarón**, State Director of AARP

### Invited Keynote Speaker:

**Mr. José Novoa Loyola, MD**, Chief Medical Officer of Triple-S Management

Social isolation and loneliness are present in our society and these social determinants have serious consequences on people's health based on studies. Social isolation is a health risk greater than obesity, sedentary lifestyles and equivalent to smoking 15 cigarettes a day. This impacts businesses, communities, and the health system. The issue needs to be addressed comprehensively, by government, the health system, communities, and individuals.

### Discussion Panel and Invited Panelists:

- **Mrs. Iliá Rodríguez Torres, Ph.D.**, President of SHRM-PR
- **Mr. Astro Muñoz Aponte**, CEO, First Hospital Panamericano
- **Mr. Carlos Varela, JD, CHC**, CEO, INSPIRA Mental Health Management, Inc.
- **Mrs. Marilu Cintrón Casado, MD**, Auxiliary Secretary at Family Health and Health Promotion PR Department of Health
- **Mr. José L. Massa, MD**, VP Medical Affairs of APS Health
- **Mr. Luis Meléndez Cintrón, Esq.**, Administrator at Hospital Menonita CIMA
  - Awareness of these conditions, how they differ from one another.
  - Identify risks they represent.
  - Identify conditions present in society that expose Puerto Rico to these risks.
  - Identify steps that can be taken to address these social determinants.

### 4:30-5:15pm **Frontiers in Oncology: Navigating Clinical Protocols & Emerging Therapies**

**Moderator: Mrs. Anna Di Marco, MD**, Oncologist & Health Ambassador Doctor at Centro de Cancer de la Mujer

#### Discussion Panel and Invited Panelists:

- **Mrs. Roxanna K. Rosario-Serrano, BHE, MS**, Executive Director of ASES
- **Mrs. Maribel Tirado-Gómez, MD**, Hematologist-Oncologist, Cancer Medicine Researcher at the Comprehensive Cancer Center, Professor & Director of the Hematology & Oncology Training Program at the School of Medicine of the University of Puerto Rico
- **Mrs. Ana Ibanez, MD, MSc**, Country Medical Director, Bristol Myers Squibb
- **Mr. Martty Martínez Fraticelli, Pharm.D**, President & Chief Pharmacy Officer, PharmPix, Corp
- **Mrs. Lillian Santos, Psy.D.**, Executive Vice President/CEO at American Cancer Society of PR

### 5:15-5:20pm **Closing Remarks**

**Mr. Julio C. Ortiz, HIA, MHP**, Co-Chairman PRHC 2024 and President of PRCC Health Committee

### 5:30-7:30pm **Networking Cocktail**

#### Investment\*:

- **PRCC Members: \$250 + Tax\* • Non-Members: \$295 + Tax • Students: \$195\*\* + Tax\***
- **Members Special Price for 1 PRHC Ticket plus 1 Convention Package\*\*: \$899 + Tax**
- **Non-Members Special Price 1 PRHC Ticket plus 1 Convention Package\*\*: \$1,195 + 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 with (48) hours prior to the event. Our working hours are Monday-Friday from 8:00a.m. – 5:00p.m.

\*\*PRCC 2024 Convention on May 7&8th at the Puerto Rico Convention Center

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