

The Puerto Rico Chamber of Commerce  
and it's Health Committee present

PUERTO RICO  
 **Health & Insurance**  
**CONFERENCE 2022**



**MODERNIZING PUERTO RICO'S  
HEALTH SYSTEM**  
**to Drive Improvements in Care Delivery  
and Patient Outcomes**

**April 1, 2022**

**Caribe Hilton**

Registration: 7:30 a.m. - 8:00 a.m.

Conference: 8:00 a.m. – 5:30 p.m.

Networking Cocktail: 5:30pm-7:00pm



**PUERTO RICO CHAMBER**  
OF COMMERCE

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TE  
APOYA



Salud Completa

# Message from your hosts:



## *Insurance Executives, Entrepreneurs and Investors:*

Acknowledging the crucial role of healthcare for the island's quality of life, jobs and socio-economic development, this year the Puerto Rico Chamber of Commerce and its Health Committee present the tenth edition of the **Puerto Rico Health & Insurance Conference: Modernizing Puerto Rico's Health System to Drive Improvements in Care Delivery and Patient Outcomes**, for the whole diverse community of health care and business stakeholders in Puerto Rico.

The Conference will provide a unique opportunity for the audience to understand HHS's national healthcare policy priorities and how they are shaping Puerto Rico's healthcare innovation and policy implementation. Our goal is to share a multidisciplinary vision of the Puerto Rico healthcare system in relation to the urgent challenges and opportunities posed in the coming years considering Federal and local healthcare reforms. Today, our 2022 Conference will provide a timely and unparalleled opportunity for deep discussion on some of the most critical areas where business, government, public policy, and health care intersect.

We have prepared a robust agenda that will be delivered by a remarkable line-up of visionary speakers. Therefore, we hope that this edition of the Puerto Rico Health & Insurance Conference not only will educate our audience, but will also stimulate and energize our entrepreneurial spirit, optimism and confidence. Evolution is inevitable, and all components need to adapt, including patients, employers and consumers. The healthcare scenario in Puerto Rico needs more ACTION, with new interactions and integrations across the stakeholders that serve in the system. Healthcare is a platform where Puerto Rico needs to maximize opportunities and tackle challenges up front.

Congratulations for being part of one the most significant health insurance forum in our Island. This shows your interest, responsibility and commitment to improving the healthcare system in Puerto Rico.



**Mr. Luis A.  
Gierbolini  
Rodríguez, Esq.**

President and  
Chairman  
of the Board  
Puerto Rico Chamber  
of Commerce



**Mr. Luis Pizarro,  
Esq. LLM,**

PRCC President  
Health Committee,  
Chairman PRHIC  
2022, Board of  
Directors & CEO of  
FIDE LLC

# **Schedule of Events**

7:30-8:00am

## **Registration**

8:00-8:25am

## **Welcome Remarks**

*San Gerónimo Ballroom*

- **Mr. Luis Pizarro, Esq. LLM**  
Chairman PRHIC 2022 & PRCC Board of Directors & CEO of FIDE LLC
- **Mr. Luis A. Gierbolini Rodriguez, Esq.**  
President & Chairman of the Board, Puerto Rico Chamber of Commerce

8:25-12:00pm

*San Gerónimo Ballroom*

## **Plenary Session: State Innovation Initiatives: Modernizing Puerto Rico's Health System to Drive Improvements in Care Delivery and Patient Outcomes**

8:25-9:15am

## **The Puerto Rico Perspective**

**Moderator:** Mrs. Marina Díaz, Staff Director, PR/Virgin Islands, Local Engagement & Administration, Centers for Medicare & Medicaid Services, U.S. Department of Health & Human Services

## **Invited Keynote Speakers:**

- **Mr. Jorge Galva, JD, MHA**  
Executive Director, PR Health Insurance Administration (ASES)
- **Mr. Alexander Adams, Esq.**  
Designated Insurance Commissioner, Government of PR
- **Mr. Roberto Pando, JD, MS**  
President of the Medicaid & Medicare Advantage Product Association of PR (MMAPA) & President, MCS Advantage & MCS Life Insurance Co.
- **Mrs. Ana Ramos**  
Director for Commercial and Market Access, Merck Puerto Rico
- **Mr. Yussef Galib-Fiol, MD**  
President, Puerto Rico Medical Association
- **Mr. Jaime Plá-Cortés**  
Executive President, Puerto Rico Hospital Association

9:15-10:15am

## **Financing of Healthcare: Importance of the Managed Care Model to Lower Cost, Increase Quality and Provide Access to Healthcare Services**

**Moderator:** Mr. Julio Colón, FHFMA, CPA, CGMA, CFO, VarMed Health Center

# Schedule of Events

## Invited Keynote Speakers:

- **Mr. Carlos Vivaldi, CPA**  
CFO at MMM Holdings, LLC
- **Mr. José E. Soliván-Rivera, CPA**  
Associate Executive Director, Sistema de Salud Menonita
- **Mrs. Adriana Ramirez, Esq.**  
Chief Operating Officer, Abarca Health

10:15-11:15am

## **Initiatives to Avoid Physician Exodus to the US Mainland and Perspectives from the Puerto Rico Physician Licensing & Discipline Board**

**Moderator:** Mr. Héctor A. Mújica Trenche, JD, Director of Public Policy Affairs, Mújica Group, LLC

## Discussion Panel and Invited Panelists:

- **Mr. Ramón Méndez Sexto, MD**  
President of the Puerto Rico Physician Licensing & Discipline Board
- **Mrs. Robin Russell-Orama, MHSA, MBA**  
Executive Director of Castañer General Hospital and Vice Chair of the Board of Directors of the Primary Care Association of Puerto Rico
- **Mrs. Ivonne Vega, MD**  
Chief Medical Officer & Regional VP, Humana
- **Mr. José Laborde, Ph.D.**  
Economist & Professor, University of Puerto Rico

11:15-12:00pm

## **The U.S. Federal Government Perspective**

**Moderator:** Mrs. Marina Díaz, Staff Director, PR/Virgin Islands, Local Engagement & Administration, Centers for Medicare & Medicaid Services, U.S. Department of Health & Human Services

## Invited Keynote Speakers:

- **Dr. Dara Kass**  
Regional Director, Region II, U.S. Department of Health & Human Services
- **Dr. Melanie Anne Egorin**  
Assistant Secretary for Legislation, U.S. Department of Health & Human Services
- **Mr. Daniel Tsai**  
Deputy Administrator & Director, Center for Medicaid & CHIP Services, U.S. Department of Health & Human Services



# Schedule of Events

12:00-2:00pm

## **Luncheon**

**Presenters:** **Mr. Felix Rodríguez Schmidt, MD**, Deputy Secretary, PR Department of Health and **Mr. Luis Pizarro, Esq. LLM**, Chairman PRHIC 2022 & PRCC Board of Directors & CEO of FIDE, LLC

### **Special Recognition & Invited Keynote Speaker:**

#### **Excellency Awards:**

- **Hon. Xavier Becerra**  
Secretary, US Department of Health & Human Services
- **All Members of the Puerto Rico Scientific Coalition & Medical Taskforce**

#### **Lifetime Achievement Award:**

- **Hon. Carlos Mellado**  
Secretary, Puerto Rico Department of Health

## **CONCURRENT SESSIONS:**

2:00-3:00pm

### **Panel I: Clinical Valued-Based Care Models**

*San Gerónimo Ballroom*

**Moderator:** **Mr. Mariano de Socarraz**, President at CorePlus Servicios Clinicos y Patologicos, L.L.C

#### **Discussion Panel and Invited Panelists:**

- **Mr. Víctor Ramos, MD**  
President of the Puerto Rico College of Physicians and Surgeons
- **Mrs. María Fernanda Levis-Peralta, MPH, MPA, PCMH, CCE, CFRE**, CEO & Founder, Impactivo Consulting
- **Mr. Michael E. Soler, MD**  
Family Practice Group
- **Mr. Ismael Toro Grajales, MD**  
Geriatrician & Family Doctor

2:00-3:00pm

### **Panel II: The Use of Technology to Improve Care Delivery & Patient Outcomes**

*San Cristobal Room*

**Moderator:** **Mr. Salvador Rovira, Esq., LLM**, President and Founder Rovira Rodríguez Group

#### **Discussion Panel and Invited Panelists:**

- **Mr. Carlos Casals**  
COO, digiiMED
- **Mr. Florian Gaa**  
General Manager, Abartys Health
- **Mrs. Glorisa Betancourt, Esq.**  
Manager Health Economics & Market Access, Boston Scientific del Caribe, Inc.

# Schedule of Events

3:00-3:50pm

*San Gerónimo Ballroom*

## **Plenary Session: Interoperability: Symbiotic Relationship between the Compliance & Technology of Healthcare**

Moderator: Mrs. Fabiana Barasorda, Esq., Compliance Director, PharmPix

### Invited Keynote Speaker:

- **Mr. Alexander Quevedo**  
Health Information Technology Coordinator, PR Government

### Discussion Panel and Invited Panelists:

- **Mrs. Edna Y. Marín-Ramos**  
Puerto Rico Medicaid Program Executive Director
- **Mr. José Abrams**  
Health Plan Information Technology VP at Triple S
- **Mr. Ike Samples**  
Project Director, Intervoice
- **Mrs. Gannett Ramos**  
Information & Technology Senior VP, MCS

3:50-5:00pm

## **Special Plenary Session: U.S. Congress Perspective on Puerto Rico's Healthcare Agenda**

*San Gerónimo Ballroom*

Presenting this session: Mr. Luis Pizarro, Esq. LLM, Chairman PRHIC 2022 & PRCC Board of Directors & CEO of FIDE LLC

Moderator: Mr. Nicholas Uehlecke, Former Senior Advisor to HHS Secretary of Health and Principal at Todd Strategy Group

### Invited Keynote Speakers:

- **Mr. Brian Fahey**  
Legislative Director, Office of Congressman Brian Guthrie
- **Mrs. Renata Beca, Esq.**  
Legislative Counsel, Rep. Nydia Velazquez
- **Mrs. Verónica Ferraiuoli, Esq.**  
Legal Counsel in the office of Congresswoman Jennifer González Colón

### Reactions:

- **Mr. Luis E. Bacó, Esq.**  
Former Chief of Staff, Rep. Jennifer González Colón & Senior Vice President, Capitol Hill Consulting Group

5:00-5:10pm

## **Closing Remarks**

**Mr. Luis Pizarro, Esq. LLM**, Chairman PRHIC 2022 & PRCC Board of Directors & CEO of FIDE LLC

5:10-7:00pm

*San Gerónimo Foyer*

## **Networking Cocktail**

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# Institutional Sponsors





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### **Cumplimiento en MANUFACTURA**

7 de abril de 2022



Via ZOOM

Enlace será enviado el día antes del evento



10:00am-12:00pm



Para más información, agenda,  
conferenciantes y registro  
accede: [rebrand.ly/serie-cannabis](https://rebrand.ly/serie-cannabis)



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# PRCC BIZCON + EXPO 2022

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**Caribe Hilton**

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# JOIN

**the Institution with  
a proven track record  
of effectiveness**



Founded in 1913, the PRCC is a private organization which represents all business sectors. The Chamber groups professionals and entrepreneurs who promote the development of all economic sectors in Puerto Rico, based on private initiative and free enterprise.

As part of its objectives, the PRCC is pledged to defend the free enterprise system based on the premise that the Government must be a stimulating agent in promoting business. In carrying out its regulatory function the Government must become a facilitator, so that the private sector can efficiently carry out its functions of producing and distributing goods and services. This will promote the generation of jobs and achieve the quality of life that our community requires in order to advance the progress of everyone in Puerto Rico.

In addition to its membership of more than 1,000 members, the PRCC groups 40 allied entrepreneurial and professional associations of all sectors in Puerto Rico. They make up what is known as the Council of Affiliated Associations. Thus, the Chamber is an institution that represents the Island's private sector.

The Chamber's work is carried out by the Board of Directors, which is made up of professional entrepreneurs and representatives of the Affiliated Associations, who encompass all fields of economic activity. The members of the PRCC respond to the general standards and plans drawn up by the General Assembly of Members, the Board of Directors and the President of the Institution.





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