



The Puerto Rico Chamber of Commerce and
Its Health Committee invite you to the...

PUERTO RICO Health & Insurance CONFERENCE 2021

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

Friday, March 26, 2021 | Sheraton Puerto Rico Hotel & Casino – Grand San Juan Ballroom
Registration: 7:30 a.m. - 8:00 a.m. | Conference: 8:00 a.m. – 5:30 p.m.

Preliminary Schedule of Events (3-23-2021)

7:30-8:00am Registration

8:00-8:25am Welcome Remarks

Master of Ceremony: Mr. Rafael Bernal, Staff Writer, The Hill Newspaper
Mr. Luis Pizarro, Esq. LLM, CEO, FIDE LLC, Chairman 2020 PRHC & Board of Directors, PRCC
Mr. Juan Carlos Agosto Martínez, President & Chairman of the Board, PRCC

8:25-9:50am **State Innovation Initiatives: Modernizing Puerto Rico's Health System to Drive Improvements in Care Delivery and Patient Outcomes**

Presenting and Moderating this session: Mr. Rafael Bernal, Staff Writer, The Hill Newspaper

The U.S. Federal Government Perspective (Via Zoom)

Invited Keynote Speaker:

Mr. Dennis E. González, Acting Regional Director and Executive Officer – Region II at the US Department of Health & Human Services

- ✓ Update on the national priorities for HHS to improve the health and well-being of all Americans:
- ✓ What programmatic suggestions can the administration provide for the disbursement and spending of the Medicaid funding for Puerto Rico?
- ✓ What kind of role could Puerto Rico's MA program play as part of a national agenda to reinvent healthcare given its high beneficiary participation rate?

The U.S. Congress Perspective (Via Video)

Invited Keynote Speakers:

- **Hon. Ron Wyden**, U.S. Senator from Oregon and Chairman of the Senate Finance Committee
- **Hon. Adrian M. Smith**, U.S. House of Representative from Nebraska's 3rd district
- **Hon. Cory A. Booker**, United States Senator from New Jersey
 - ✓ What do you think will be the Congress' healthcare priorities during this year?
 - ✓ What programmatic suggestion, if any, would you be willing to support for the disbursement and spending of the Medicaid funding for Puerto Rico?
 - ✓ What is your perception regarding healthcare disparity in the Medicaid and Medicare Advantage programs in Puerto Rico as compared to the states?
 - ✓ Perspective on how the Medicare Advantage (MA) model is producing billion-dollar savings to Puerto Rico's State Medicaid Agency?
 - ✓ What kind of role could Puerto Rico's MA program play as part of a national agenda to reinvent healthcare given its high beneficiary participation rate?

The Puerto Rico Perspective

Invited Keynote Speakers:

- **Mrs. Marina Díaz**, Staff Director, PR/Virgin Islands, Local Engagement & Administration (LEA), Centers for Medicare & Medicaid Services (CMS), HHS
- **Mr. Jorge Galva, JD, MHA**, Executive Director, PR Health Insurance Administration (ASES)
 - ✓ *Local perspective on the national priorities for HHS to improve the health and wellbeing.*
 - *What has been done?*
 - *Where are we?*
 - *What needs to be done?*
 - ✓ *What is the government's priority from the health insurance reform perspective for this coming year?*
 - ✓ *How has the healthcare community adapted to new, as well as ongoing challenges Puerto Rico faces in the delivery of healthcare?*

9:50-10:50am Panel I: Private Sector Perspective: Importance of the Managed Care Model to Lower Cost, Increase Quality and Provide Access to Healthcare Services

Moderator: Mr. Ricardo Rivera-Cardona, Former Executive Director of the Puerto Rico Health Insurance Administration and CEO of Raising Success LLC

Opening Remarks:

Mr. Roberto García Rodríguez, President of Medicaid and Medicare Advantage Products Association of PR and President & CEO at Triple-S Management

Discussion Panel and Invited Panelists:

- **Mr. Roberto Pando, JD, MS**, President, MCS Advantage & MCS Life Insurance Co.
- **Mr. Waldemar Ríos, MD**, Chief Medical Officer, MSO of Puerto Rico
- **Mr. Luis A. Torres Olivera, Esq.**, President, Humana
- **Mrs. Sonia Ortiz-Flores, MD, FAAP**, Former President Board of Directors, Academy of Family Physicians of Puerto Rico
- **Mr. Ricardo Hernández**, CEO, Sistema de Salud Menonita
 - ✓ *Overall, private sector perspective on the four (4) national priorities for HHS to improve the health and wellbeing.*
 - ✓ *What should be the government's priority from the health insurance reform perspective for this coming year?*
 - *What has been done?*
 - *Where are we?*
 - *What needs to be done?*
 - ✓ *How has the private sector and the healthcare community adapted to new, as well as ongoing challenges and opportunities Puerto Rico faces in the delivery of healthcare?*

10:50-11:00am Networking Break

11:00-12:00pm Panel II: Achieving Patient Access to Innovative Medicines

Moderator: Mrs. Linda Ayala, Executive Director, Puerto Rico Community Pharmacies Association

Discussion Panel and Invited Panelists:

- **Mrs. Marcia R. Cruz Correa, MD, PhD.**, Professor of Medicine and Biochemistry, UPR Comprehensive Cancer Center and Member of the National Cancer Advisory Board
- **Dr. Wanda T. Maldonado Dávila**, Dean, School of Pharmacy at University of Puerto Rico
- **Mrs. Mariely Díaz, PharmD, CSP, MHA**, CEO & President of Optima Health
- **Mrs. Milagros Soto Mejía, MHSA, MMHC, BBA**, Acting Director Planning, Quality & Clinical Affairs Office, Puerto Rico Health Insurer Administration (ASES)
 - ✓ *The Discovery and Development Journey of an Innovative Medicine*
 - ✓ *The Post Registration Phase of an Innovative Medicine*
 - ✓ *Impact of Innovative Medicines in Patients*
 - ✓ *Improving overall healthcare costs or Improving healthcare outcomes? Effective Disease Management Models*

12:00-1:45pm Luncheon

Presenter: Mr. James P. O'Drobinak, Member of the MMAPA Board of Directors & President and CEO and Chairman of the Board of MCS, Inc.

Special Recognition & Invited Keynote Speaker:

Hon. Jenniffer A. Gonzalez-Colón, Resident Commissioner of Puerto Rico

1:45-2:35pm Panel III: Mental Health Challenges in Puerto Rico Beyond the Opioids Crisis

Moderator: Mrs. Marileny Lugo, R.Ph., Chief Operations Officer, MC-Rx

Discussion Panel and Invited Panelists:

- **Mr. Víctor Ramos, MD**, President of the Puerto Rico College of Physicians and Surgeons
- **Mrs. Awilda Broco-Rodríguez, Esq.**, Chairperson of the Health Business Emergency Operation Center (HBEOC) and Chief Executive Officer of FHC of Puerto Rico

- **Mr. Astro Muñoz Aponte, MHA**, Chief Executive Officer, First Hospital Panamericano, Inc.
- **Mr. José Luis Massa, MD**, VP Medical, APS Healthcare Puerto Rico
 - ✓ How does the Opioids Crisis reflect in PR: What has been done? Where are we? What needs to be done?
 - ✓ What challenges do Employers face from the Mental Health perspective during and post-natural disasters?
 - ✓ What solution and alternative treatment can be adopted to improve outcomes?

2:35-3:25pm **Panel IV: Valued-Based Care Model & the Role of Primary Care in the Puerto Rico Delivery System**

Moderator: Mr. Nardy Delgado, Esq., COO, Provider Network Solutions of Puerto Rico

Discussion Panel and Invited Panelists:

- **Mr. Rafael L. Roig, MSEE**, President, Quality Health Solutions
- **Mrs. Rubette Harford, PhD, MSN, RN**, President & CEO, Atlantis Health Care Group PR, Inc.
- **Mr. Martty Martínez Fraticelli, Pharm.D**, President & Chief Pharmacy Officer, PharmPix, LLC
- **Mr. Héctor I. García Maldonado, MPH**, Director, Puerto Rico Primary Care Association Network
- **Mrs. Marta Rivera-Plaza**, CEO of Hospital Capestrano & Board Member of the Puerto Rico Hospital Association
 - ✓ What is the current Puerto Rico landscape regarding valued-base care models?
 - ✓ How has the role of primary care treatment evolved throughout the years?
 - ✓ What are some of the successful trends in terms of payment models?

3:25-4:15pm **Panel V: The Use of Technology to Improve Care Delivery & Patient Outcomes**

Moderator: Mrs. Adriana Ramírez, Esq., Chief Operating Officer, Abarca Health

Discussion Panel and Invited Panelists:

- **Mr. Juan Díaz Goitia**, Senior VP Information Technology at MCS
- **Mr. Mariano de Socarraz**, President, CorePlus Servicios Clínicos y Patológicos, LLC
- **Mrs. Ivelisse Cancel-Fonseca, MHA, DrPH**, Clinical Operations Vice-President, Triple-S
- **Mr. Miguel Colom Mena**, President of Nagnoi, LLC
- **Mr. Eduardo Ballori**, CEO, Intervoice
 - ✓ Overall context on the technology landscape in Puerto Rico: What has been done? Where are we? What needs to be done?
 - ✓ What are some of the main issues concerning accurate health data production on the island?
 - ✓ How does the current available data and metrics, affect Puerto Rico's treatment under CMS programs?
 - ✓ Provide examples of successful milestones from each stakeholder's perspective.

4:15-5:15pm **Special Plenary Session: Healthcare Agenda in Puerto Rico & Washington, D.C.**

Presenting this session: Mr. Luis Pizarro, Esq. LLM, CEO, FIDE LLC, Chairman 2021 PRHC & Board of Director, PRCC

Special Video Message:

Hon. Pedro Pierluisi Urrutia, Governor of Puerto Rico

Invited Keynote Speaker:

Hon. Carlos Mellado, MD, Designated Secretary, Puerto Rico Department of Health

- ✓ Latest insight on the US government efforts to build the infrastructure and resiliency of PR
- ✓ Updates on joint efforts between federal departments, agencies and the state government to ensure the resources to help the US citizens of Puerto Rico
- ✓ What programmatic suggestions can the administration provide for the disbursement and spending of the recently allocated two-year Medicaid funding for Puerto Rico?

Reaction Panel:

- **Hon. Luis G. Fortuño**, Former Governor of Puerto Rico
- **Mr. Nicholas Uehlecke**, Former Senior Advisor to HHS Secretary of Health and Principal at Todd Strategy Group
- **Mr. Rafael Bernal**, Staff Writer, The Hill Newspaper

5:15-5:30pm **Closing Remarks**

Mr. Luis Pizarro, Esq. LLM, CEO, FIDE LLC, Chairman 2021 PRHC & Board of Director, PRCC

Investment*:

No more In-Person spaces. Tickets now available for virtual participation. Zoom link will be sent the day before the event.

- PRCC Members: \$200 + Tax* • Non-Members: \$250 + Tax • Students: \$150** + Tax*

* Tax not included. Includes: Educational Material . **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.

Call 787-721-6060, Ext. 2241 fmartinez@camarapr.net | www.camarapr.org

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