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PUERTO RICO Health & Insurance CONFERENCE 2012 *Economic Transformation in Health*



Mr. Fred Gordo, Esq.

Grant Manager of Health Benefit Exchange Project
Puerto Rico Health Department

Fred, a graduate of the University of Puerto Rico and the George Washington University Law School, is a highly oriented operations and management professional with a record of developing successful start-up organizations in the insurance and telecommunications industries. He has developed new call centers, both inbound and outbound, for industries as diverse as long distance telephone companies to unionized employees' syndicates in New York City, serving over 100,000 members and handling over 2,000 calls per day.

As Executive Vice President of Operations and Co-founder of American Health Medicare he designed and implemented all major operational procedures and systems for a new Medicare advantage health insurance plan, which grew from zero clients and four employees to over 20,000 lives and over 300 employees, with over \$150 million in revenues in less than three years. Fred has more recently worked in the oversight and management of the American Recovery and Reinvestment Act (ARRA) Funds and other Federal Grants, including the Department of Education. He currently works with the Department of Health as the Puerto Rico Health Benefits Exchange Grant Manager.