



The Puerto Rico Chamber of Commerce and the
University of Miami School of Business Administration
present the...

UNIVERSITY OF MIAMI
SCHOOL of BUSINESS
ADMINISTRATION



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

February 2, 2012

Conrad San Juan Condado Plaza

The Case for Wellness and Prevention

Gualberto Rodríguez III

President



The Case for Wellness and Prevention



1

Food as fuel for human energy.



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- 4 Changing consumer behavior: information, knowledge, pleasure, habits.
- 5 **Welcome insurance industry! The new stakeholders of prevention**





THANK YOU!