



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

UNIVERSITY OF MIAMI  
SCHOOL of BUSINESS  
ADMINISTRATION



PUERTO RICO  
**Health & Insurance** CONFERENCE 2011  
"A New Economy in Health Care"



**Mr. Julio F. Juliá**  
President & CEO, MCS

Mr. Julio F. Juliá has over 20 years of experience as a health services administrator in Europe, the United States and Puerto Rico. After five years in the U.S. Army on assignment in Germany, the Persian Gulf and South Carolina, in 1994 Juliá returns to Puerto Rico where he works as a hospital administrator until 1996, when he starts his career as an executive in the local health insurance industry.

In 2002, Juliá accepts the challenge to develop Medicare Advantage Program in Puerto Rico, and in 2003, he takes on the role of leading MMM Healthcare, Inc., the first Medicare Advantage health plan in the Island. In less than five years, he positions MMM Healthcare, Inc. as one of the Top Five health insurance companies in Puerto Rico with more than 1,500 employees and nearly \$2 billion in annual revenue. Today, Puerto Rico's Medicare Advantage market is one of the most important industries in the Island generating more than \$3 billion in annual revenue. After leaving MMM in 2007, Juliá served as a consultant for companies in Puerto Rico and the United States. In 2008, he returns to the local insurance industry as president of MCS, Inc. and positions MCS as the fastest growing health company in Puerto Rico. In November 2009, he is appointed President and CEO of MCS and by September 2010, the Government of Puerto Rico awards MCS five of the eight service regions of its new government health program Mi Salud.

Juliá has an M.A. in Business Management with a Minor in Marketing from the University of Puerto Rico and completed a post graduate in health services management at the Academy of Health Sciences in San Antonio, Texas.