



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"



Mrs. Rosa Hernández, RPh
President, MC-21

HERNÁNDEZ

Mrs. Hernández is President of MC-21 Corporation, Puerto Rico's first locally-owned pharmacy benefits management company, which she helped establish in 1996. Under her leadership, MC-21 has developed vast experience, extensive resources, excellent account management services, industry leading clinical programs, world class IT systems and an impeccable reputation of integrity, transparency and reliability. Also, MC-21 has expanded its recipients base to over 1.5 million people with pharmacy coverage.

As a recognized industry leader for over two decades, Mrs. Hernández was also co-founder and President of MOVA Laboratories, Inc., MOVA Pharmaceutical Corporation's former marketing and distribution business. Earlier in her career, she was Chief Pharmacist at several local hospitals and in the late 1980's she worked as Director of Sales, Marketing and Business Development for various Healthcare Industries in Puerto Rico.

Mrs. Hernández holds a Bachelor's degree Magna Cum Laude in Pharmaceutical Sciences from the University of Puerto Rico, and has conducted post graduate studies in Marketing, Finance and Business Administration. She is an active member of various local organizations and of The Pharmaceutical Care Management Association (PCMA) Board of Directors, where she contributes to develop and support the implementation of public policy for the benefit of the Healthcare Industry in the U.S. and the Puerto Rico market. She has also received numerous recognitions and awards for her contributions in the healthcare industry.
