



The Puerto Rico Chamber of Commerce  
and El Nuevo Día invite present

PUERTO RICO  
**Health & Insurance**  
CONFERENCE 2019

**REVOLUTIONIZING HEALTHCARE:  
HOW THE UNIQUE PUERTO RICO MODEL  
CAN SPEARHEAD TRUE REINVENTION  
OF THE U.S. HEALTHCARE SYSTEM**

**April 5th, 2019**

**Sheraton Puerto Rico Hotel & Casino**  
San Juan Ballroom

Registration: 7:30 a.m. - 8:00 a.m.

Conference: 8:00 a.m. – 5:30 p.m. Networking Cocktail: 5:30 p.m. - 7:00 p.m.



## **MISION**

To strengthen the development of our members by providing knowledge, multi-sector representation and protecting the values and foundations of free enterprise. Foster the sustainable economic development of Puerto Rico's and a better quality of life.

## **VISION**

To create sustainable socioeconomic conditions that energized Puerto Rico's competitiveness, promoting innovation and the entrepreneurial spirit.

## **VALUES**

We believe in...  
Free Enterprise,  
Competitiveness,  
Economic Development,  
Multi-sector Dialog,  
Development of Our Human Resources,  
Team work,  
Knowledge,  
Integrity,  
Excellence,  
Planning,  
Innovation,  
Communication and the Need to Adopt Changes.



# Message from your host:



Mr. Kenneth Rivera Robles, CPA & Esq.  
President and Chairman of the Board  
Puerto Rico Chamber of Commerce

## *Insurance Executives, Entrepreneurs and Investors:*

Acknowledging the crucial role of healthcare for the island's quality of life, jobs and socio-economic development, the Puerto Rico Chamber of Commerce has partnered with El Nuevo Día to present the seventh edition of the ***Puerto Rico Health & Insurance Conference: "Revolutionizing Healthcare: How the Unique Puerto Rico Model can Spearhead True Reinvention of the U.S. Healthcare System"***, for the whole diverse community of health care and business stakeholders in Puerto Rico.

The Conference will provide a unique opportunity for the audience to understand the macro-economic scenario of the Puerto Rico Healthcare System and learn about the vision of the major managed care organizations and institutional providers in relation to the urgent challenges and opportunities of the system in the coming years considering Federal and Local Reforms. Today, our 2019 Conference will provide a timely and unparalleled opportunity for deep discussion on some of the most critical areas where business, government, public policy, and health care intersect.

We have prepared a robust agenda that will be delivered by a remarkable line-up of visionary speakers. Therefore, we hope that this edition of the ***Puerto Rico Health & Insurance Conference*** not only will educate our audience, but will also stimulate and energize our entrepreneurial spirit, optimism and confidence. Evolution is inevitable, and all components need to adapt, including patients, employers and consumers. The healthcare scenario in Puerto Rico needs more ACTION, with new interactions and integrations across the stakeholders that serve in the system. Healthcare is a platform where Puerto Rico needs to maximize opportunities and tackle challenges up front.

Congratulations for being part of one the most significant health insurance forum in our Island. This shows your interest, responsibility and commitment to improving the healthcare system in Puerto Rico.

# **Schedule** of Events

7:30-8:00am

## **Registration**

8:00-8:25am

## **Welcome Remarks:**

Master of Ceremony: Mr. Javier LLano, Partner, Oldaker Law Group

- Mr. Kenneth Rivera Robles, CPA & Esq.  
President & Chairman of the Board, PRCC

8:25-9:45am

## **Special Plenary Session: Revolutionizing Healthcare: How the Unique Puerto Rico Model can Spearhead True Reinvention of the U.S. Healthcare System**

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

### *The U.S. Federal Government Perspective*

#### Invited Keynote Speaker:

- Ms. Cheri Rice  
Deputy Director of the Center for Medicare, U.S. Centers for  
Medicare & Medicaid Services

### *The Puerto Rico Perspective*

Presenting & Moderating this session: Mr. Javier LLano, Partner,  
Oldaker Law Group

#### Invited Keynote Speakers:

- Mr. Ray Hurd  
Regional Administrator / Deputy Consortium Administrator at  
Centers for Medicare & Medicaid Services (CMS), HHS
- Hon. Rafael Rodríguez Mercado, MD  
Secretary of the Puerto Rico Department of Health
- Mrs. Angela Ávila  
Executive Director, Health Insurance Administration (ASES)

9:45-10:45am

## **Panel I: The Private Sector Perspective: Importance of the Managed Care Model to Lower Cost, Increase Quality and Provide Access to Healthcare Services**

Moderator: Mrs. Marina Díaz, Director, Puerto Rico Field Office, CMS,  
HHS

## Discussion Panel and Invited Panelists:

- **Dr. Richard Shinto, MD, MBA**  
CEO of InnovaCare Health Solutions and President & CEO of MMM Holdings, LLC
- **Mr. James P. O'Drobinak**  
President & CEO, MCS, Inc. & MMAPA President
- **Mr. Luis A. Torres Olivera, Esq.**  
President, Humana
- **Dr. Yussef Galib Fiol, MD, FACP**  
President, Puerto Rico Medical Association
- **Mr. Jaime Plá-Cortés**  
President Board of Directors, Puerto Rico Hospital Association
- **Dr. Luis Pérez-Moreno, MD MPH MHSA**  
President & Managing Principal, FARO, LLC

10:45-11:00am

## **Networking Break**

11:00-12:00M

## **Panel II: Ensuring Access to Innovative Treatments (medicine): Overcoming Affordability Challenges to Improve Quality of Care and Patient Outcomes**

Moderator: Mrs. Wendy Perry, MBA, Executive Managing Director, Merck, Puerto Rico & President of the Pharmaceutical Industry Association (PIA)

## Discussion Panel and Invited Panelists:

- **Mrs. Amy Demske**  
Federal Payment Policy, Bristol-Myers Squibb
- **Mr. Raúl Rodríguez, CPA**  
President & CEO, Droguería Betances, Inc. & Luis Garratón, Inc.
- **Dr. Marcia R. Cruz Correa, MD, PhD.**  
Professor of Medicine and Biochemistry, UPR Comprehensive Cancer Center and Member of the National Cancer Advisory Board

12:00-1:30pm

## **Keynote Luncheon**

Presenter: Mr. Javier LLano, Partner, Oldaker Law Group

### Invited Keynote Speaker:

- **Hon. Luis G. Rivera-Marín**  
Acting Governor



# Schedule of Events

1:30-2:30pm

## **Panel III: A Brave New World: Rx Post-Rebate Revolution, Trump's Blueprint & the Implications for Pharmaceutical Coverage in the U.S. Mainland versus Puerto Rico**

**Moderator:** Dr. Carolyn Rodríguez, Pharm. D., EVP Pharmacy Department, MCS Healthcare Holdings, LLC

### Discussion Panel and Invited Panelists:

- **Mr. Jason Borschow**  
President and CEO of Abarca Health, LLC
- **Mrs. Marileny Lugo**  
Chief Operations Officer of MC-21, LLC
- **Dr. Martty Martínez Fraticelli, Pharm.D**  
President & Chief Pharmacy Officer, PharmPix, Corp.

2:30-3:30pm

## **Panel IV: Healthcare by the Numbers: The Importance of Accurate Metrics for the Puerto Rico Healthcare Cause**

**Moderator:** Mr. Roberto Pando, JD, MS, President, MCS Advantage & MCS Life Ins. Co.

### Discussion Panel and Invited Panelists:

- **Mr. José Carlo**  
Consultant, Milliman
- **Mr. Jonathan A. Meyers, FSA, MAAA**  
Chief Actuary Officer, InnovaCare Health
- **Mr. Eduardo Zetina**  
Principal, Qinetix Group LLC

3:30-4:00pm

## **Update on the White House National Healthcare Proposals**

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

### Invited Keynote Speaker:

- **Mr. Corey R. Lewandowski**  
TV Commentator, Campaign Manager Donald J. Trump for President 2016 and 2X NYTimes Best Selling Author

4:00-4:45pm

## **Update on Puerto Rico's Congressional Healthcare Proposals**

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

### Invited Keynote Speaker:

- **Hon. Jenniffer A. González Colón**  
Resident Commissioner of Puerto Rico

4:45-5:30pm

## **Special Plenary Session: Politics of Healthcare: New Landscape in Washington, D.C.**

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

### Invited Keynote Speakers (via video):

- **Hon. Nydia M. Velázquez**  
U.S Representative for New York's 7th Congressional District
- **Mr. Luis G. Fortuño, Esq.**  
Former Governor of Puerto Rico

### Reaction Panel:

- **Mr. Pedro R. Pierluisi, Esq.**  
Former Resident Commissioner of Puerto Rico
- **Mr. Carlos Dalmau, Esq.**  
Lawyer, Strategist, Public Policy Advisor and Professor of Law at the University of Puerto Rico

5:30-5:35pm

## **Closing Remarks**

- **Mr. Kenneth Rivera Robles, CPA & Esq.**  
President & Chairman of the Board, PRCC

5:35-7:00pm

## **Networking Cocktail**





**Hon. Luis G. Rivera Marín**  
Acting Governor

Luis G. Rivera-Marín was confirmed by the Puerto Rico Legislature on January 12, 2017 to serve as the island's 25th Secretary of State, appointed by the Governor of Puerto Rico, Ricardo Rosselló Nevares. He is a member of all Executive Branch councils and, in coordination with the US Department of State, he is the official representative of the US territory of Puerto Rico in all international and consular affairs.

Between 2009 and 2012, Secretary Rivera-Marín was head of the Puerto Rico Department of Consumer Affairs, which regulated the commerce and energy sectors. From March to December 2012, he also served as Executive Director of the Puerto Rico Tourism Company, where he promoted the island as a travel destination and regulated the gaming industry. Concurrently, he chaired several government boards, including the Hotel Development Corporation, the Puerto Rico Convention Bureau, the Puerto Rico Economic Development Bank, the Tourism Development Fund, the Puerto Rico Ports Authority, and the Administration of Traffic Accident Compensations. As a lawyer in the private sector for more than two decades before entering public service, Mr. Rivera-Marín litigated commercial cases and served as counsel for several local and international firms.

He is a member of the Council of State Governments, the National Association of Secretaries of State (NASS) and the National Lieutenant Governors Association (NLGA), organization that appointed him as member at-large of the East Region of the Executive Committee. He was also recognized as Coronel of the Great State of Kentucky.

Secretary Rivera-Marín, who is also the Economic Development Advisor to Governor Ricardo Rosselló, holds a BA degree in Economics from the University of Massachusetts, a Juris Doctor degree from the University of Puerto Rico, and studied business administration at the graduate level at New York University. He was born on September 14, 1960 in San Juan, Puerto Rico. He is married and father of two daughters.



INNOVATION THAT CARES

Pharmaceutical Industry Association  
Of Puerto Rico



**Reaffirming  
our Commitment to  
Improve Health  
Outcomes and  
Access to Innovative  
Medicines.**



**Biopharmaceutical  
Industry of Puerto  
Rico.**



SUITE 350 PARKSIDE PLAZA, METRO OFFICE PARK, GUAYNABO, PR 00968  
**787- 622- 0500**



**Mr. Javier LLano**  
Partner, Oldaker Law Group

JAVIER LLANO consults with clients on strategic and competitive issues to maximize and magnify the effectiveness of their relationships and advocacy programs to create marketplace advantage. He works closely with the House Ways and Means, House Financial Services and Senate Finance Committees on issues related to economic development, capital markets, health care, renewable energy, telecommunications and tax policy. Mr. LLano is an artist in forming strategic alliances and partnership to create new opportunities to advance the agenda of clients.

Mr. LLano has developed a network of relationship and experts involve in the drafting and analysis of legislation, public policy that include issues such as health care, mixed-income housing, transportation, renewable energy, capital markets, economic development over the years working as a City Planner and Policy Advisor to various elected officials in NYC, San Juan and Washington D.C. Mr. LLano has been quoted a number of times in various newspapers articles and radio shows related to infrastructure issues affecting economic growth, affordable housing, healthcare, economic development, planning challenges.

Mr. LLano earned an M.P.A., with specialization in urban planning/economic development and public policy from New York University in the spring of 2001. He earned a B.A. in Political Science from University of Puerto Rico at Rio Piedras campus.



**Mr. Rafael Bernal**  
Staff Writer, The Hill Newspaper

Rafael Bernal is the main writer for The Hill newspaper's Latino section, where he covers Hispanic politics by focusing on Latino leaders, issues that affect the Latino community at a national level, including Puerto Rico, and relations between the United States and Latin America. Through The Hill Latino, Rafael has opened to the mainstream coverage of a political phenomenon that is at the center of political discourse in the United States.

Rafael previously worked at United Press International as managing editor. Before jumping into journalism, Rafael practiced law in his native Mexico City, focusing on real estate and tax consulting.

Rafael has a master's degree in journalism from Northwestern University and an undergraduate law degree from Universidad Iberoamericana in Mexico City.



787.758.2500 | [mcs.com.pr](http://mcs.com.pr)

Grupal • Individual • Medicare • Vida

Síguenos     @MCSPuertoRico



Being able to set standards of **excellence** for the benefit of so many people is **our motivation**, our continued challenge, and also our pride.





**Ms. Cheri Rice**

Deputy Director of the Center for Medicare,  
U.S. Centers for Medicare & Medicaid Services

Cheri Rice is Deputy Director of the Center for Medicare at CMS. As Deputy Director, Cheri is responsible for managing policy development and operations for the Medicare Advantage and Part D prescription drug programs. Cheri was previously the Director of CMS's Medicare Plan Payment Group, where she led all aspects of policy development and day-to-day management of payments to Medicare Advantage and Part D plans. Prior to joining CMS, Cheri served as the Director of the State of California's Medi-Cal Managed Care Program and as the Deputy Chief Financial Officer of a Medi-Cal managed care plan in Southern California. Cheri holds a Bachelor of Arts degree from the University of California, Santa Barbara and a Master of Public Policy degree from Harvard University.



**Mr. Ray Hurd**

Regional Administrator / Deputy Consortium  
Administrator at Centers for Medicare & Medicaid  
Services (CMS), HHS

Mr. Ray Hurd joined CMS in June 2011 and is currently the Deputy Consortium Administrator for the Consortium for Medicare Health Plans Operations (CMHPO) and Regional Administrator for the CMS offices in Boston and New York. As the Deputy Consortium Administrator, he provides oversight to the 10 CMS regional offices across the country for the administration of Medicare Advantage and Medicare Prescription Drug Plans. As Regional Administrator, he works to strengthen engagement with a variety of CMS stakeholders and promotes awareness of all CMS programs through outreach and education.

Hurd served 20 years in the U.S. Navy as a commissioned officer where he held diverse leadership roles including two successful Commanding Officer tours. Hurd earned a Bachelor's Degree in Civil Engineering from Norwich University and a Master's Degree in Management from Troy University.

## EMPLEADO SALUDABLE = NEGOCIO SALUDABLE



Nuestra prioridad es ofrecerte las herramientas necesarias para que tus empleados se mantengan saludables y productivos.

En la red de clínicas SALUS te ofrecemos

- \$0 copago en generalistas, especialistas, subespecialistas y rayos X
- Oportunidad de realizar varias citas el mismo día
- Acceso a más de 40 especialistas

787-277-6664   SSSPR.COM

 **TRIPLE-S SALUD**   
BlueCross BlueShield of Puerto Rico



Concesionario independiente de BlueCross BlueShield, Triple-S Salud, Inc. cumple con las leyes federales aplicables de derechos civiles y no discrimina a base de raza, color, origen de nacionalidad, edad, discapacidad o sexo. Triple-S Salud, Inc. complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability or sex. ATTENTION: If you speak English, language assistance services, free of charge, are available to you. Call 787-774-6060, (TTY/TDD) 787-792-1370 or 1-866-215-1919. Free of charge 1-800-981-3241. ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística, llame al 787-774-6060, libre de costo 1-800-981-3241. (TTY/TDD) al 787-792-1370 o 1-866-215-1919. TSS-DVAC-0892-2018-A

# Humana®

Humana.pr

# 1-800-371-3121



**Hon. Rafael Rodríguez Mercado, MD**  
Secretary of the Puerto Rico Department of Health

Rafael Rodríguez-Mercado, MD, FACS, has been serving as Secretary of the Department of Health of Puerto Rico since January 2017. He served as Chancellor of the Medical Sciences Campus since October, 2009. He received medical school and residency training in Neurosurgery at the University of Puerto Rico School of Medicine, and fellowship training by Dr. L.N. Hopkins at the University of New York, Buffalo. Dr. Rodríguez is Associate Professor in Neurosurgery, Director of the Neuroendovascular Fellowship Training Program, and Director of the Neuroendovascular Surgery Program at the School of Medicine, the only program of its kind in the Caribbean Basin. A Diplomate of the American Board of Neurological Surgeons, he has served as visiting professor, as well as guest speaker in local, national and international meetings. Dr. Rodríguez has received several awards from national neurosurgical and interventional neuroradiology societies for his contributions. He also received the Zenith Prize from the Chamber of Commerce of Puerto Rico. His research interests focus on endovascular animal laboratory models. He serves as Board Member of various institutions, including the Puerto Rico Cardiovascular Center; the University Hospital; the Puerto Rico Medical Center; the Puerto Rico Trust for Science, Technology and Research, and the Diabetes Center of Puerto Rico (President).

---



**Mrs. Angela Ávila Marrero**  
Executive Director, PR Health Insurance  
Administration (ASES)

Mrs. Angela Ávila Marrero, the new executive director of the Health Insurance Administration (ASES), is a career employee at that agency.

Ávila Marrero was the interim director of ASES since Ricardo Rivera resigned at the end of 2016. From December 2000 to April 2001 she was also acting director, while from December 2010 until February 2013 she was Deputy Executive Director, positioned later as administrator of analysis.

Ávila Marrero began to work at ASES in 1977 as finance officer. In 1999 she was promoted to director of Finance of the institution, position that she occupied until 2003.

**Being Powerful.  
Being Human.  
Being PharmPix.**



Partnership is within your grasp.

Discover why PharmPix has been revolutionizing PBM since 2009.

Schedule a personalized demo at [www.pharmpix.com](http://www.pharmpix.com) or call **787-522-5252**.

# GALENUS

REVISTA PARA LOS MÉDICOS DE PUERTO RICO



SOMOS PARTE INTEGRAL DE LA SALUD DE PUERTO RICO

El medio más eficaz para llegar a todos los médicos de Puerto Rico con la información más completa y actualizada sobre la salud en Puerto Rico

Distribuida gratuitamente por correo postal a todos los médicos de Puerto Rico  
Acceso gratuito a todas las ediciones online

15,000 copias por edición con más de 100,000 lectores por edición

[info@revistagalenus.com](mailto:info@revistagalenus.com)

787.565.8171 / 787.688.5968

[www.galenusrevista.com](http://www.galenusrevista.com)



## **Mrs. Marina Díaz**

**Director, Puerto Rico Field Office, CMS, HHS**

Ms. Marina Diaz, MHSA was appointed as the Director of the CMS Puerto Rico on June 27, 2016. She is a highly qualified health care professional with significant experience in healthcare administration and health services innovation. Previous to joining

CMS Marina was CEO of SALUS Clinic, where she led the initial phase of the transformation of this multi-specialty practice formerly known as Clinica Las Americas de Guaynabo. Considered an expert in the the development of innovative behavioral healthcare delivery systems, and a passionate believer in the Possibility of Recovery from Mental Health Challenges, Marina was the first Administrator of First Hospital Panamericano in1987 and created the Managed Behavioral Healthcare organization called FHC in 1996. She holds a Master's Degree in Health Services Administration from the University Of Puerto Rico School Of Public Health since 1985. That same year she moved to New York in order to conduct a post Master Fellowship at the Elmhurst Hospital in Queens; were Marina was later recruited to serve as its Patient Advocate. This experience shaped her career as a health care professional and inspired her to applying quality driven, patient centric culture in every healthcare setting or initiative she has been exposed to. She shares her life and passion for a healthy living with Roberto Acevedo, also a Health Care Administrator, and her two children, Ninna and Roberto.



## **Dr. Richard Shinto, MD, MBA**

**CEO of InnovaCare Health Solutions and  
President & CEO of MMM Holdings, LLC**

Dr. Richard Shinto is President and Chief Executive Officer for MMM Holdings, LLC and Innovacare Health Solutions. He has more than 20 years of clinical and operational healthcare experience.

Prior to joining MMM Holdings, he served as Chief Operating Officer and Chief Medical Officer for Medical Pathways Management Company. Also, was President and CEO of North American Medical Management from 2004 to 2012.

Dr. Shinto is a specialist in Internal Medicine and Pulmonology. He holds a B.S. degree from the University of California at Irvine, his medical degree from the State University of New York at Stony Brook and an M.B.A. from University of Redlands.



[drogueriabetances.com](http://drogueriabetances.com) | [lgjpr.com](http://lgjpr.com)

the  
**Lounge**  
events • furniture • rentals

RENT THE STYLE

• Corporate Events • Weddings • Social Parties



**T. 787.728.2838**

[www.theloungepr.com](http://www.theloungepr.com) | [@salestheloungepr](https://www.instagram.com/salestheloungepr)

 [thelounge.rentals](https://www.instagram.com/thelounge.rentals)  
 [TheLoungePuertoRico](https://www.facebook.com/TheLoungePuertoRico)



**Mr. James P. O'Drobinak**  
President & CEO, MCS, Inc. & MMAPA President

Jim O'Drobinak arrived at MCS Healthcare Holdings, LLC. (MCS) in 2011 as President and Chief Executive Officer and was later appointed Chairman of the Board in 2012.

In 2012, O'Drobinak was named president of the Puerto Rico Medicaid and Medicare Advantage Products Association (MMAPA). During his tenure as President, which ended in 2016, he led the industry's efforts aimed at protecting federally funded healthcare programs for Puerto Rico, and continues his involvement with MMAPA currently as an Officer and Board Member.

Jim began his career with Deloitte & Touche, and has excelled in companies such as Advantech, and ABR Information Services, which was later sold to Ceridian. Jim and his wife, Liana, were also founders of Acclaris LLC and a member of its Board of Directors up until its sale in 2010 to a private equity group.

He graduated Cum Laude from the University of South Florida with a bachelor's degree in Business Administration, and is a Certified Public Accountant. O'Drobinak and his wife, Liana, who runs the MCS Foundation, live in San Juan, and are very proud of their four children: Ryan, Katie, Eric, and Michael, the greatest achievements of their lives.



**Mr. Luis Torres, Esq.**  
President, Humana

Luis A. Torres Olivera, Esq. is Market President of Humana in Puerto Rico with responsibility over its operations, which include Medicare Advantage and commercial group health insurance offered through employers. He also oversees Humana's TPA (third party administrator), and Humana Management Services which provides bilingual telephonic clinical and operational services. Luis is an attorney with more than 20 years of experience in health care and insurance. He joined Humana in 2004 and has overseen multiple, high-profile projects, including Humana's involvement in the MI Salud (Medicaid) and Medicare Platino Programs. Previously, he worked as a consultant in the development of Correctional Health Services Corporation and served as Deputy Executive Director of the Puerto Rico Health Insurance Administration.

# **Our** Speakers



**Dr. Yusef Galib Fiol, MD, FACP**  
President, Puerto Rico Medical Association

Yusef Galib-Frangie, MD, FACP, has worked in the healthcare industry for over 10 years, gaining experience in managed care, academic medicine, hospital medicine, and physician leadership. As President of the Puerto Rico Medical Association, he is passionate about advancing physician foresight and collaboration with all the stakeholders involved in the provision of medical care. In addition to his very active involvement within the healthcare system, he is also dedicated to the promotion of Puerto Rican culture as President of the “Círculo de Recreo” (one of Puerto Rico’s oldest and most respected social and cultural institutions) in his hometown of San Germán. Outside of these duties, Yusef enjoys playing bass in a local cover band, collecting (and devouring) books as the veritable bookworm he is, and travelling with his lovely wife María del Pilar.



**Mr. Jaime Plá-Cortés**  
President Board of Directors, Puerto Rico Hospital Association

Mr. Jaime Plá-Cortés is executive president of the Puerto Rico Hospital Association, a non-profit organization founded in 1942 that represents hospitals, other public and private health institutions and health care professionals in Puerto Rico. Mr. Plá is a recognized health care leader in Puerto Rico, has served on

the governing board of two major hospitals as well as having served as administrator of Saint Luke’s Episcopal Hospital. He is currently President of the Board of Trustees of the Carlos Albizu University.

Mr. Plá is past president of the Association of Health Services Administrators and past president of the Puerto Rico Healthcare Quality Association. For the first time in the history of the Puerto Rico Hospital Association, Mr. Plá was reelected in 2009 to serve a second consecutive term as president of the Association. As past president and currently executive president of the Puerto Rico Hospital Association, Mr. Plá leads efforts to achieve parity for Puerto Rico under federal health care programs, working together with the government of Puerto Rico and other stakeholders to represent the needs of Puerto Rico in Washington. Mr. Plá holds a Masters degree in Health Services Administration from the University of Puerto Rico and is a licenced Health Services Administrator.



**Luis Pérez-Moreno, MD, MPH, MHSA**  
President & Managing Principal at FARO, LLC

Dr. Pérez-Moreno is President and Managing Principal at FARO, LLC a management consulting, policy and health analytics advisory firm founded in 2016 that specializes in the design of population health, financial risk-share and pharmacy trend management solutions. FARO connects the dots between clinical and financial ROI for stakeholders across the healthcare ecosystem by leveraging its best in-class business intelligence and health economic modeling capabilities. Before launching FARO, Luis held senior leadership positions in pharmaceutical benefits, serving as Senior Vice President at Abarca Health, LLC in charge of Operations, Business Development and Clinical services. Before joining Abarca, Luis worked out of Abbott Laboratories headquarters in North Chicago as Area Director for Latin America in charge of Pricing, Reimbursement & Access, as well as Strategic Health Initiatives in the region. Luis also held key health insurance operations roles at FHC Health Systems as Director of Operations and Director of Quality & Health Analytics. He has been involved in healthcare and managed care for the past 22 years.

---



**Mrs. Wendy Perry**  
Executive Managing Director at Merck Puerto Rico  
and President of the Pharmaceutical Industry  
Association

Wendy directs and executes Merck's efforts to improve Puerto Rican's health via innovative drugs and expanded access. She started her career in Merck 21 years ago as a sales rep, moving to positions of increasing responsibility in marketing and sales management. Wendy believes that people are key to success and focuses on building world-class teams that are well equipped to lead business transformation. She is the President of the P.R. Pharmaceutical Industry Association and a member of the Puerto Rico Chamber of Commerce and Manufacturing Association. Wendy has an MBA from the University of Miami.

# Our Speakers



**Mrs. Amy Demske**  
Director, Federal Executive Branch Strategy  
Bristol-Myers Squibb

Amy leads federal policy strategy for Bristol-Myers Squibb, representing the company before the Executive Branch – including the Department of Health and Human Services and the Department of Veteran’s Affairs. She has spent her entire career working on healthcare issues – both in and out of government.

Amy began her career in the Florida House of Representatives working on Medicaid and healthcare reform issues for the House Majority Leader – developing legislation and building support for key issues. She joined the Florida Agency for Healthcare Administration as the agency’s lead lobbyist, representing Governor Lawton Chiles during his push for state healthcare reform. Amy represented the Agency before the state legislature and worked to shape legislation in support of the Administration’s agenda. Amy worked at the Centers for Medicare & Medicaid Services and worked on an extensive Medicaid portfolio that included the development of the State Children’s Health Insurance Program, reforms to the Disproportionate Share Hospital program, demonstration projects and donations and tax issues.

After leaving CMS, Amy spent nearly 20 years representing the interests of life science companies, provider and patient groups before Congress and federal agencies. She joined Bristol-Myers Squibb in 2016.

.....



**Mr. Raúl Rodríguez, CPA**  
President & CEO, Droguería Betances, Inc. & Luis Garratón, Inc.

CPA Raúl Rodríguez earned a Bachelor’s Degree in Business Administration, Major in Accounting, from the University of Puerto Rico. In 1982 he obtained his CPA designation. He served as VP of Finance and Administration for Cesar Castillo, Inc. and worked for the CPA firm of Deloitte & Touche. CPA Rodríguez is now owner and CEO of Droguería Betances LLC and Luis Garratón LLC. He is also President of the professional baseball team Criollos de Caguas and President of the Board of Directors of Puerto Rico’s Professional Baseball League.



**Dr. Marcia R. Cruz Correa, MD, PhD.**

Professor of Medicine and Biochemistry, UPR Comprehensive Cancer Center and Member of the National Cancer Advisory Board

Dr. Cruz-Correa is an Associate Professor of Medicine & Biochemistry at the University of Puerto Rico, Visiting Assistant Professor of Medicine at Johns Hopkins University and Adjunct Associate Professor of Surgical Oncology at the MD Anderson Cancer Center. She was the first Puerto Rican to be named as a member of the “National Cancer Advisory Board by President Barack Obama for the term of 2011 to 2016.

She leads a Gastrointestinal Oncology Program at the UPR Cancer Center, which is integrated by a multidisciplinary team of clinicians, basic and clinical scientists, and epidemiologists with an expertise in gastrointestinal cancer. Dr. Cruz-Correa and her team developed the first population-based familial colorectal cancer registry in Puerto Rico that currently has over 500 colorectal cancer patients with detailed epidemiological and environmental information.

Dr. Cruz-Correa has published over 50 original publications, is a reviewer of several NCI special review panels, and reviewer for numerous medical journals including Gastroenterology, Cancer Research, and GUT. She is actively involved as a Chair or committee member in several national gastroenterology societies and is President of the Puerto Rico Gastroenterology Association.

---



**Mrs. Carolyn Rodríguez Rivera, R.PH Pharm D.**

Pharmacy Executive Vice President  
Medical Card System, Inc.

As Executive Vice President of Pharmacy, Dr. Carolyn Rodríguez Rivera is responsible for directing and managing the financial, operational and compliance processes of MCS’s Pharmacy Department.

Carolyn Rodríguez has held various leading positions in MCS since 2005. Prior to MCS, Rodríguez already had experience in community and specialty pharmacies, including serving as owner, Chief Operating Officer and President of Nova Infusion & Compounding Pharmacy Corp.

Dr. Rodríguez has a Bachelor in Pharmaceutical Sciences (RPH) from the University of Puerto Rico, a Doctor of Pharmacy from Nova South Eastern University in Florida and a master’s degree in Jurisprudence in Health Law from the University of Loyola in Chicago, IL. She is registered in the Office of Regulation and Certification of Health Professionals and the Colegio de Farmacéuticos de Puerto Rico.

# **Our** Speakers



**Mr. Jason Borschow**  
President and CEO, Abarca

Healthcare is a part of Jason Borschow's DNA. He grew up in the business working at Borschow Drug, a medical supply company started by his grandfather in 1951.

Straight out of college, Jason launched Abarca, a pharmacy benefit management company with an entirely different approach to technology and business practices, and a corporate culture unlike any other company in the industry. He also started two other successful healthcare enterprises, MoxieMed and PICA.

In recognition of Jason's vision, willingness to take on the industry giants, and dedication to improving the healthcare experience, EY named him as a 2018 Entrepreneur of the Year honoree.

This year, he was selected as an Endeavor Entrepreneur, an elite program that recognizes and supports high-impact business leaders across the globe.

.....



**Mrs. Marileny Lugo-Cacho, R.Ph.**  
Chief Operations Officer of MC-21 LLC

Marileny Lugo is an awarded and outstanding leader with over 30 years of experience in the healthcare and pharmacy benefit management (PBM) industry. Currently, MC-21's Chief Operating Officer responsible for the design and execution of the business plans of the operational areas including account management, design and plan set up, clinical services, pharmacy services and customer services.

Lugo led MC-21's team to achieve the PBM accreditation issued by URAC and to reaccredit over the years. URAC is a nonprofit independent agency that certifies with the highest operational standards of excellence.

Previously, Lugo worked for 15 years in Eli Lilly and Company.



**Dr. Martty Martínez Fraticelli, Pharm.D**  
President & Chief Pharmacy Officer, PharmPix,  
Corp.

Dr. Martínez Fraticelli's is one of the original founders of PharmPix, Corp.; company focused on helping healthcare consumers engage in a healthy lifestyle and access the best-in-class care providers and therapy protocols available.

Martinez Fraticelli began his career as a hospital pharmacist and while doing so, he served as a member of an advisory committee that helped create a pharmacotherapy clinic at the San Juan VA Medical Center in 2000. He served as Staff and Pharmacy Manager for Walgreens in Miami, Florida and also as assistant Professor with the School of Pharmacy, UPR-Medical Science Campus. He also has served as a consultant for formulary management and development of clinical program management as a member of the P&T committee at Auxilio Mutuo Hospital, in San Juan, PR; co-founded Pharmacy Insurance Corporation of America and served as Vice President of Pharmacy Services at MMM Holdings Inc.

His honors and awards include: Schering Award – UPR, School of Pharmacy, 1994; Graduated with Honors - Nova Southeastern University, School of Pharmacy, 1999; and Best Poster Award – PR Pharmacy Association, among other.

.....



**Mr. Roberto G. Pando, MS, JD**  
President, MCS Advantage & MCS Life Ins. Co.

Roberto Pando is currently the president of MCS Advantage and MCS Life Insurance Company. He also continues to be actively involved in the healthcare community's efforts to protect healthcare programs and funding to the island. He currently leads the Chamber of Commerce Health Committee and the MMAPA Policy Committee. Roberto joined the MCS team in 2004 as Medicare Compliance Director, and since then has rose through the ranks occupying different positions that have allowed him to support various company areas and lead the development of products and services for all healthcare segments including Medicare, Medicaid and commercial. He studied a BA in Economics from the University of Michigan in Ann Arbor, and later went to the London School of Economics for a Masters in Social Planning. He also holds a Juris Doctor from the University of Puerto Rico.

# Our Speakers



**Mr. José Carlo**  
Consultant, Milliman

Jose is a Consultant with the Milliman San Francisco Healthcare practice. He has worked with a variety of government, commercial insurance, and early stage startup clients focusing on healthcare data analysis, benefit design and pricing, healthcare cost benchmarking, and medical claims auditing. Since 2009 he has worked with the Puerto Rico Health Insurance Administration consulting on a wide range of actuarial and financial projects. More recently, he was part of the team that designed the new risk model for the Government Health Plan also known as Vital.

Jose has a bachelor's degree in Financial and Actuarial Mathematics from the University of Michigan in Ann Arbor and is working towards his Associateship in the Society of Actuaries.

---



**Mr. Jonathan A. Meyers, FSA, MAAA**  
Chief Actuary Officer, InnovaCare Health

Jonathan A. Meyers, FSA, MAAA is Chief Actuary Officer of InnovaCare Health (MMM in Puerto Rico) and Chair of the Technical Committee of MMAPA. He has over 25 years of experience in all facets of Managed Care. He oversees InnovaCare's Actuarial, Risk Adjustment and Analytics functions and provides operational and strategic input to Executive leadership.

Meyers is a key advocate for the Puerto Rico Healthcare community both locally and at the Federal level trying to bring fair and equitable treatment and funding to the Medicare and Medicaid programs.

Meyers previously served in various Senior Actuarial, Financial and Operational roles as a key advisor to leadership for a wide-ranging size of plans, risk bearing groups, employers and unions nationally.



**Mr. Eduardo Zetina**  
Principal, Qinetix Group

Eduardo obtained his bachelor's degree in Mathematics from the University of Texas at Austin with concentrations in Business Administration, Finance and Actuarial Science. He has spent the last 20 years working in the health insurance industry in Puerto Rico, having held such positions as Chief Underwriter of Triple-S, Inc. and Vice President of Actuarial & Underwriting of MCS, Inc. During his career, Eduardo has contributed innovations to the Commercial, MI Salud and Medicare Advantage market segments, and continues to do so as an independent Actuarial Consultant. In 2012, along with three other health insurance professionals, Eduardo launched Qinetix Group, a technology company which developed and operates the first and only private Health Insurance Exchange in Puerto Rico serving both the large group and individual markets.



**Mr. Corey R. Lewandowski**  
TV Commentator, Campaign Manager Donald J. Trump for President 2016 and 2X NYTimes Best Selling Author

Corey R. Lewandowski is an American political operative, lobbyist and political commentator. He was a political commentator for One America News Network (OANN), Fox News and CNN, as well as a campaign manager of Donald Trump's 2016 campaign for President of the United States from January 2015 to June 2016. Prior to joining Trump's campaign, Lewandowski worked on several campaigns, worked for the conservative advocacy group Americans for Prosperity and was a lobbyist. Prior to his tenure at AFP and AFP Foundation, he served as Executive Director of the New England Seafood Producers' Association. He also worked as the Legislative Political Director, Northeast Region, for the Republican National Committee, as well as in senior positions with several Members of Congress.

Mr. Lewandowski has made numerous, regular appearances on Fox News, Fox Business, ABC, NBC, MSNBC, CBS and CNN, as well as serving as a on-the-record spokesman to major print outlets such as the Wall Street Journal, the Washington Post, the New York Times, USA Today, The Guardian, The Daily Mail, the Boston Globe, and numerous other print and on-line publications. He was also named "Power Player of the Week" by Fox News Sunday for his contribution to the Trump campaign.

# Our Speakers



## **Hon. Jenniffer A. González Colón**

**Puerto Rico's Resident Commissioner to the United States**

Hon. Jenniffer A. González Colón is a politician who is Resident Commissioner of Puerto Rico, serving since January 2017. She has occupied numerous leadership positions in the New Progressive Party (PNP). She is also the current Chairwoman

of the Puerto Rico Republican Party. Today, González serves in three prominent roles: as Minority Leader of the House of Representatives of Puerto Rico, as vice-chair of the PNP, and as the chair of the Puerto Rico Republican Party. Before serving in these roles, she was elected by her peers as the 29th Speaker of the House—becoming the youngest person to hold that post at the age of thirty-two.

In December 2015, González filed her candidacy for the PNP nomination for Resident Commissioner of Puerto Rico, Puerto Rico's sole non-voting seat in the Congress. On June 5, 2016, she won the NPP nomination for Resident Commissioner of Puerto Rico. On November 8, 2016, she became the first woman and youngest person to be elected as Resident Commissioner from Puerto Rico.

---



## **Hon. Nydia M. Velázquez**

**U.S Representative**

**New York's 7th Congressional District**

Congresswoman Nydia M. Velázquez is an American politician who has served in the United States House of Representatives since 1993. She is currently serving her thirteenth term as Representative for New York's 7th Congressional District. In the 115th Congress, she is the Ranking Member of the House Small Business Committee, a senior member of the Financial Services Committee and a member of the House Committee on Natural Resources. She has made history several times during her tenure in Congress. In 1992, she was the first Puerto Rican woman elected to the U.S. House of Representatives. In February 1998, she was named Ranking Democratic Member of the House Small Business Committee, making her the first Hispanic woman to serve as Ranking Member of a full House committee. Most recently, in 2006, she was named Chairwoman of the House Small Business Committee, making her the first Latina to chair a full Congressional committee.



## **Mr. Luis G. Fortuño, Esq.**

**Partner of Steptoe & Johnson LLP and Former Governor of Puerto Rico**

Former Governor of Puerto Rico Luis G. Fortuño represents investment funds and Fortune 500 companies in regulatory, public policy, public-private partnership (P3) and project finance, finance, and other corporate matters in the United States and throughout Latin America.

Clients benefit from Luis's ability to combine practical, business-savvy advice with an understanding of how legislative and regulatory policy can affect their business operations. His 12 years of government service includes serving as Puerto Rico's governor and as its sole representative in the US House of Representatives. Under his leadership as governor from 2009 to 2012, Puerto Rico implemented the largest tax cut in the territory's history, right-sized its government, reined in deficit spending, and developed new sources of government revenue, resulting in the island's only period of economic growth in over a decade. Additionally, Luis's signature public-private partnerships law paved the way for two of the largest recent infrastructure investments in the US, one in Puerto Rico's highway system and the island's main international airport. Luis served from 2005 to 2008 in the US House of Representatives, holding the roles of vice-president of his House Republican freshman class and later as vice-chair and then chair of the Congressional Hispanic Conference during the 109th and 110th Congresses, respectively. Additionally, he served as co-chair of the Congressional Friends of Spain Caucus. In 2007, he was appointed as the Republican minority's ranking member on the Natural Resource Committee's Subcommittee on Indian, Insular and Alaska Native Affairs. He also served as a member of the House Transportation and Infrastructure, International Relations, and Education and Workforce committees.



## **Mr. Pedro R. Pierluisi, Esq.,**

**Former Resident Commissioner of Puerto Rico**

Former Congressman Pedro Pierluisi, Puerto Rico's Resident Commissioner in Washington, D.C. (2009-2017), rejoined O'Neill & Borges as a member on January 9, 2017. He first joined the firm in 1997 after serving as the Attorney General (Secretary of Justice) of Puerto Rico (1993-1996). Pierluisi's

practice focuses on corporate and government matters. He provides strategic counseling and representation to the firm's clients on commercial, project development, public policy and dispute resolution matters.

Pierluisi began his professional career in Washington, D.C., where he practiced law from 1984 until 1990. After his four-year tenure as the Attorney General of Puerto Rico, Pierluisi became a partner in the Litigation Department of O'Neill & Borges and led the establishment of the firm's government & regulatory affairs practice group. In 2007 Pierluisi decided to run for public office and was elected in 2008 and reelected in 2012 as Puerto Rico's Resident Commissioner. As a Member of Congress Pierluisi obtained \$6.4 billion for Puerto Rico's Medicaid program, the largest increase in federal funding for health care in the island's history, as part of the Patient Protection and Affordab/e Care Act He also led successful efforts to secure enactment of legislation or promulgation of regulations to treat Puerto Rico hospitals the same as stateside hospitals under Medicare Part A, to increase payments to Puerto Rico physicians under Medicare Part B, and to improve the treatment of Puerto Rico Medicare Advantage plans under Medicare Part C.



# Our Speakers



## **Mr. Carlos Dalmau, Esq.**

Lawyer, Strategist, Public Policy Advisor and Professor of Law at the University of Puerto Rico

Carlos G. Dalmau is recognized as one of Puerto Rico's leading public affairs professionals. As an attorney, with over 25 years of experience, he has helped many clients, including Fortune 500 companies, local business leaders and nonprofits, in a wide range of legal, legislative, and regulatory matters. As a government affairs expert, he has been distinguished for his strategic acumen and ability to work both sides of the isle.

Mr. Dalmau holds an LL.M. from Harvard Law School and teaches courses on Negotiation at University of Puerto Rico Law School. He frequently appears as a political commentator on local radio and TV shows. He is admitted to practice law in Puerto Rico, New York, the First Circuit Court of Appeals and the U.S. Supreme Court.



Access our speakers  
bios and presentations:  
<https://qrqgo.page.link/4UAn>



# Our Exhibitors



- Agilerta
- Galenus
- Inspira
- MCS
- Molina Healthcare
- Triple S

## 10 RAZONES PARA SER SOCIO:

- 1.** Business Networking: el mejor y más amplio en Puerto Rico
- 2.** Líder en Cabildeo y Acción Legislativa
- 3.** Orientación y Asesorías
- 4.** Capacitación
- 5.** Más de 30 Comités de Trabajo Sectorial
- 6.** Plan de Salud, Plan de Seguro y Programas de Descuentos
- 7.** Oportunidades de promoción y mercadeo
- 8.** Fomento de Importación y Exportación
- 9.** Referidos comerciales para negocios
- 10.** Prestigio y credibilidad para tu empresa



Sé parte de la Organización Líder en el mercado.

# ¡Hazte Socio Hoy!



# Event Sponsors



# Institutional Sponsors



# VOZ Y ACCIÓN

DE LA  
EMPRESA PRIVADA



## Dirección Postal:

PO Box 9024033  
San Juan PR  
00902-4033

## Dirección Física:

100 Calle Tetuán  
Viejo San Juan, PR  
00901



787-721-6060



[www.camarapr.org](http://www.camarapr.org)



[camarapr@camarapr.net](mailto:camarapr@camarapr.net)



@Camarapr #CamaraDeComercioPR