The Puerto Rico Chamber of Commerce and *El Nuevo Día* invite you to the...

**Health & Insurance Conference 2020**

*State Innovation Initiatives: Modernizing Puerto Rico’s Health System to Drive Improvements in Care Delivery and Patient Outcomes*

**Friday, March 27, 2020 | Caribe Hilton Hotel – San Gerónimo Ballroom**

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

**Preliminary Schedule of Events (3-09-2020)**

7:30-8:00am  Registration

8:00-8:25am  Welcome Remarks
- **Master of Ceremony:** Mr. Rafael Bernal, Staff Writer, The Hill Newspaper
- Mr. Luis Pizarro, Esq. LLM, CEO, FIDE LLC, Chairman 2020 PRHIC & Board of Directors, PRCC
- Mr. José E. Ledesma Fuentes, President & Chairman of the Board, PRCC

8:25-9:50am  **State Innovation Initiatives: Modernizing Puerto Rico’s Health System to Drive Improvements in Care Delivery and Patient Outcomes**

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

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

**Invited Keynote Speaker:***

The Honorable Alex M. Azar II, Secretary, US Department of Health & Human Services

- Update on the national priorities for HHS to improve the health and well-being of all Americans:
  - Health Insurance Reform
  - Drug Pricing
  - The Opioid Crisis
  - Value-Based Care & the Role of Primary Care
- What programmatic suggestions can the administration provide for the disbursement and spending of the recently allocated two-year Medicaid funding for Puerto Rico?
- What kind of role could Puerto Rico’s MA program play as part of a national agenda to reinvent healthcare given its high beneficiary participation rate?

**The Puerto Rico Perspective (20 min. each)**

**Invited Keynote Speakers:**

- Mrs. Marina Díaz, Staff Director, PR/Virgin Islands, Local Engagement & Administration (LEA), Centers for Medicare & Medicaid Services (CMS), HHS
- Mr. Jorge Galva, JD, MHA, Executive Director, Health Insurance Administration (ASES)
  - Local perspective on the four (4) national priorities for HHS to improve the health and wellbeing.
    - What has been done?
    - Where are we?
    - What needs to be done?
  - What is the government’s priority from the health insurance reform perspective for this coming year?
  - How has the healthcare community adapted to new, as well as ongoing challenges Puerto Rico faces in the delivery of healthcare?
9:50-10:50am **Panel I: Private Sector Perspective: Importance of the Managed Care Model to Lower Cost, Increase Quality and Provide Access to Healthcare Services**

**Moderator:** Mr. Ricardo Rivera-Cardona, Former Executive Director of the Puerto Rico Health Insurance Administration

**Discussion Panel and Invited Panelists:**
- Mr. Roberto Pando, JD, MS, President, MCS Advantage & MCS Life Ins. Co.
- Mr. Orlando Gonzalez, Esq., CPA, President, MMM Healthcare LLC
- Mr. Luis A. Torres Olivera, Esq., President, Humana
- Dr. Helleene Torres-Colberg, MD, President, Academy of Family Physicians of Puerto Rico
  - Overall, private sector perspective on the four (4) national priorities for HHS to improve the health and wellbeing.
  - What should be the government’s priority from the health insurance reform perspective for this coming year?
    - What has been done?
    - Where are we?
    - What needs to be done?
  - How has the private sector and the healthcare community adapted to new, as well as ongoing challenges and opportunities Puerto Rico faces in the delivery of healthcare?

10:50-11:00am **Networking Break**

11:00-12:00pm **Panel II: Achieving Patient Access to Innovative Medicines**

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

**Discussion Panel and Invited Panelists:**
- Mr. Rod A. Humerickhouse, M.D., Ph.D., Hematology Lead, US Medical Affairs Abbvie
- Mr. Alejandro Drevon, Lead for the Improving Health Outcomes Committee PIA of Puerto Rico & General Manager Abbvie, Puerto Rico
- 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. Wanda T. Maldonado Dávila, Dean, School of Pharmacy at University of Puerto Rico
  - The Discovery and Development Journey of an Innovative Medicine
  - The Post Registration Phase of an Innovative Medicine
  - Impact of Innovative Medicines in Patients
  - Improving overall healthcare costs or Improving healthcare outcomes? Effective Disease Management Models

12:00-1:45pm **Luncheon**

**Presenter:** Mr. James P. O’Drobinak, MMAPA President & President & CEO, MCS, Inc.

**Special Recognition:**
- Hon. Jenniffer A. Gonzalez-Colón, Resident Commissioner of Puerto Rico
- Hon. Rafael Rodríguez-Mercado, MD, Secretary of Health of Puerto Rico

1:45-2:35pm **Panel III: Mental Health Challenges in Puerto Rico Beyond the Opioids Crisis**

**Moderator:** Mrs. Marileny Lugo, R.PH., Chief Operations Officer, MC-21

**Discussion Panel and Invited Panelists:**
- Mr. Dennis O. Romero, M.A., Regional Administrator, Substance Abuse and Mental Health Services Administration (SAMHSA)
- Mr. Victor Ramos, MD, President of the Puerto Rico College of Physicians and Surgeons
- Mrs. Awilda Broco-Rodríguez, Esq., Chief Executive Officer, FHC of Puerto Rico
- Mr. Astro Muñoz Aponte, MHSA, Chief Executive Officer, First Hospital Panamericano, Inc.
- Dr. Fernando Calderón-Julia, MD, VP Clinical Mental Health Services, MSO of PR
  - How does the Opioids Crisis reflect in PR: What has been done? Where are we? What needs to be done?
  - What challenges do Employers face from the Mental Health perspective during and post-natural disasters?
  - What solution and alternative treatment can be adopted to improve outcomes?

2:35-3:25pm **Panel IV: Valued-Based Care Model & the Role of Primary Care in the Puerto Rico Delivery System**

**Moderator:** Mr. Nardy Delgado, COO, Provider Network Solutions of Puerto Rico

**Discussion Panel and Invited Panelists:**
- Mr. Joaquín Feliciano Rosado, VP de Operaciones y Finanzas, PHM Multisalud
- Mr. Rafael L. Roig, MS,EE, President, Quality Health Solutions
- Dr. Rubette Hartford, MD, President & CEO, Atlantis Health Care Group Puerto Rico, Inc.
- Dr. Martty Martínez Friccelli, Pharm.D., President & Chief Pharmacy Officer, PharmPix, LLC
  - What is the current Puerto Rico landscape regarding valued-base care models?
  - How has the role of primary care treatment evolved throughout the years?
  - What are some of the successful trends in terms of payment models?
Panel V: The Use of Technology to Improve Care Delivery & Patient Outcomes

Moderator: Eng. Jesús Niño-Rada, Chief Technology Officer, FARO, LLC

Invited Keynote Speaker:
- Mr. Juan Díaz Goitia, Senior Vice-President, MCS Healthcare Holdings, LLC
- Mr. Juan C. Ruiz, Chief Technology Officer, Abarca Health
- Mr. Miguel Colom Mena, President of Nagnoi
- Mr. Eduardo Ballori, CEO, Intervoice

✓ Overall context on the technology landscape in Puerto Rico: What has been done? Where are we? What needs to be done?
✓ What are some of the main issues concerning accurate health data production on the island?
✓ How does the current available data and metrics, affect Puerto Rico’s treatment under CMS programs?
✓ Provide examples of successful milestones from each stakeholder’s perspective.


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

Invited Keynote Speaker:
- Admiral Peter J. Brown, Special Representative for Puerto Rico’s Disaster Recovery, The White House’s Office of Intergovernmental Affairs
✓ Latest insight on the US government efforts to build the infrastructure and resiliency of PR
✓ Updates on joint efforts between federal departments, agencies and the state government to ensure the resources to help the US citizens of Puerto Rico
✓ What programmatic suggestions can the administration provide for the disbursement and spending of the recently allocated two-year Medicaid funding for Puerto Rico?

Reaction Panel:
- Mrs. Jennifer Storipan, Esq., Executive Director, Puerto Rico Federal Affairs Administration
- Mr. Luis Baco, Esq., Senior Vice President, Capitol Hill Consulting Group & Former Chief of Staff to Congresswoman Jenniffer González-Colón, U.S. House of Representatives
✓ What is the overall healthcare reform environment in Washington?
✓ Is there any common ground or consensus in the healthcare agenda between Republicans and Democrats?
✓ Are there any opportunities for Puerto Rico’s healthcare agenda?

Closing Remarks
Mr. Luis Pizarro, Esq., LLM, CEO, FIDE LLC, Chairman 2020 PRHIC & Board of Director, PRCC

Networking Cocktail

Investment*:
- PRCC Members: $225* + Tax
- Non-Members: $250* + Tax
- Students: $175** + Tax

* Tax not included. Includes: Continental Breakfast, Lunch, Coffee Breaks, Educational Material and Networking Cocktail
** Must present student ID. Notify upon registering. We accept: MasterCard, VISA, American Express and Checks. The whole amount will be charged if your cancellation is not notified with (48) hours prior to the event. Our working hours are Monday-Friday from 8:00 a.m. – 5:00 p.m.

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