



Humana.



Ranked Top 6
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The Puerto Rico Chamber of Commerce
invites you to the...



LONG TERM
Health Care Continuum Summit
Responding to our Demographic Challenges: an Aging Society

Thursday March 14, 2013

Conrad San Juan Condado Plaza

Registration: 7:30 a.m. - 8:30 a.m. | Summit Conference: 8:30 a.m. - 2:30 p.m.





LONG TERM

Health Care Continuum Summit

Responding to our Demographic Challenges: an Aging Society

REGISTRATION HOURS:

Thursday March 14th 7:30 AM- 8:30 AM

YOUR REGISTRATION FEE INCLUDES:

- All plenary sessions and panels
- Continental Breakfast, Coffee Breaks and Lunch
- Unlimited admission to Exhibits
- General Registration Handouts and Packet Materials

AGENDA:

Thursday March 14th
8:30 A.M. - 2:30 PM
Summit Conference

EXHIBIT HALL HOURS:

Thursday March 14th
7:30 AM - 2:30 PM
Exhibits

ADDITIONAL INFORMATION:

- Participants must wear the Summit badge for admission to all sessions and the Exhibit Area.
- Business attire is requested for all Summit sessions.

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Pablo L. Figueroa, Arch., M.A.
Chairman of the Board
Puerto Rico Chamber of Commerce

Message from your Hosts

Business Leaders, Entrepreneurs and Investors:

The Puerto Rico Chamber of Commerce (PRCC) is pleased to invite you to be part of our “Long Term Health Care Continuum Summit: Responding to our Demographic Challenges – An Aging Society”, taking place on March 14, 2013 at the Conrad San Juan Condado Plaza Hotel. This unique event will be a preamble for the forthcoming 100 Years Centennial Celebration of our Puerto Rico Chamber of Commerce this year.

The United Nations agency has predicted that people aged 60 and over will outnumber the under-15 population in the forthcoming 40 years. This rapid increase in the aging population is a product of a steady increase in human longevity worldwide and represents one of the greatest social, economic and political transformations of our time. These demographic changes will affect every community, family and person. They demand that we rethink how individuals live, work, plan and learn throughout their lifetimes, and that we re-invent how societies manage themselves. They also present daunting challenges as it requires new approaches to health care, retirement, living arrangements and inter-generational relations.

Our Long Term Care Continuum Summit will provide a timely and unparalleled opportunity for a profound discussion that will hopefully stimulate our government, business leaders, civil society and the general public to work together and take immediate steps in order to satisfy the needs of our own aging society in Puerto Rico.

We have prepared a robust agenda that will be delivered by a remarkable line-up of visionary speakers with international standing that will discuss through conferences and panels the socioeconomic implications of demographic trends, multidimensional bio-psycho social needs of the elderly, process of aging, stereotypes and misconceptions, as well as environmental milieu therapy , preventive intervention life course approach models , environments for the life span, and other related topics .

We look forward to your participation on this unique and unparalleled event. To make reservations and/or obtain more information, visit www.camarapr.org or call 787-721-6060 from Monday to Friday from 8:00 am to 5:00 p.m.

Cordially,

Pablo L. Figueroa, Arch., M.A.
Chairman of the Board
Puerto Rico Chamber of Commerce

Aissa Betancourt
Chairperson
Long Term Health Care Continuum
Summit



Mrs. Aissa Betancourt
Owner & Managing Partner,
Snelling & Snelling Medical
Professionals and Chairperson,
PRCC Health Care Summit



Bob Leith
Chairman,
Puerto Rico Chamber of
Commerce Centennial
Committee

Bob Leith
Chairman
Puerto Rico Chamber of Commerce
Centennial Committee

Long Term Health Care Continuum Summit: Responding to our Demographic Challenges: An Aging Society

Event Rational

“Health is not merely the absence of disease,
 but a state of complete physical, psychological and social”.
 Pan American Health Organization (PAHO)

Introduction

Aging is a normal stage of human development in which the individual experiences a series of normal changes of biopsychosocial nature. These changes predispose it and make it more vulnerable to the indifference of an environment compatible with these changes. However, we must not confuse the normal changes typical of this stage of life with diseases associated with aging.

This incompatibility of environmental physical scenario that downplays the normal changes of human development creates a series of aggravating circumstances for the elderly that precipitates a reduction in their levels of functioning.

This scenario provokes that normal changes transform into diseases, accelerating the process of dependency and premature deterioration. Therefore, we cannot conclude that the limitation in functioning, the physical, mental and social problems, and the deterioration in health exhibit by some elderly, are normal events, typically and exclusively of the aging process.

The physical environmental scenarios for the elderly have been traditionally focused as an isolated event and indifferent to the positive or negative consequences



of the interaction between the individual and his environment. However, it is in the physical scenario where multiple biopsychosocial transactions, essential to the health, well-being and life satisfaction of the individual are facilitated or ruptured. In other words, as far as the physical environment (tangible and intangible) is structured and organized as a coherent system of support, same will have a positive impact on the levels of functioning and independence of the elderly.



Event Rational

Dr. Celia Cintrón stated the following:

“The new definition of health incorporates elements that do not lie in the individual, but in a multiplicity of social-level factors. In the new approaches, a close relationship between the mind and body and the social environment of the individual is proposed. When these transactions provide support to the integrity of the individual, the person accomplishes a balance and sense of well-being. When, on the contrary, transactions are obstructed or complicated, threatening the balance of life and survival of the individual, the person becomes anxious and physical, emotionally or socially disorganized”.

Analysis of the Model for Addressing Demographic Needs

Our analysis of public health stems from a gerontological optic and a positive image of longevity as well as a strong belief that old age is not a disease, but rather a normal stage of development with changes and limitations, but also with possibilities and that health should be viewed from a perspective that we are the sum of all years.

A View into the Past: Historical Path of Our Health Services Model

During Spanish rule in Puerto Rico, health care services were the responsibility of municipal governments. The central government was responsible for professional regulation, preventive services and epidemiology monitoring.¹

In 1898, the United States appends Puerto Rico through the Treaty of Paris and in 1899 a health board is established to be responsible for legislation on health, environmental health and preventive care. In 1912, a Department of Health is created and directed by a cabinet member of the Governor, initiating efforts



during the first ten years to create an infrastructure for the provision of treatment and preventive health care services, which culminated in 1924 in an organization that modeled the U.S. public health units in the Island.

In 1934, the U.S. Department of Health conducted a study of medical and health problems in the Island. In line with the recommendations of this study, four general hospitals and a small district hospital in the southern region was built, constituting the key elements of facilities for acute care and making possible the viable evolution of a regionalized system of hospitals. Already

¹ Health State Plan 1985-1990, Vol. 1-Office of Planning and Development, Puerto Rico Department of Health



Event Rational

by 1938, each municipality had its own public health unit, coinciding with the approval of Law 205, aimed at promoting the well-being of the elderly and creating the Commission for Assistance to the Elderly. ²

The office of this Commission was the Bureau of Elderly Assistance within the Puerto Rico Department of Health and through Law 205, the requirement for our legislature to request the extension of Title 1 of the U.S Social Security Law for Puerto Rico was met.

From Infectious to Chronic and Degenerative

In 1940, our country was an agricultural society characterized by a severe shortage of resources in all areas. Diseases afflicting the population at this time were of acute and contagious nature, such as malaria, dysentery, pneumonia, tuberculosis and typhoid, among others³ In other words, diseases associated with poor nutrition, lack of adequate sanitation, lack of good hygiene and inadequate housing.

On May 12, 1943, Law 95 is approved thus creating and establishing the Public Welfare Division within the Puerto Rico Health Department. The purpose of this law was to consolidate the management of all forms of public assistance and social services. The law provided assistance to children, disabled people and it assumed the responsibility for assistance and economic aid to the elderly who had been receiving this service under the Commission for Assistance to the Elderly.

On August 13, 1964, Law 725 of the Seventh Ninth Congress of the United States, known as “Hospital



Survey and Construction Act” was approved to require states and territories to be eligible for benefits to prepare legislation by July 1, 1948, thus setting minimum standards at the discretion of the state or territory for the operation of hospitals receiving federal assistance. ⁴

In short, the health needs of Puerto Ricans were changing from infectious diseases and chronic degenerative diseases, alongside and concurrently with the progress that was experiencing the Island from an agricultural society with high mortality rates and low life expectancy to an industrialized society with low mortality rates and higher life expectancy. In other words, Puerto Rico has evolved from an agricultural society to a highly industrialized modern infrastructure in record time of 50 years.

² Review of state and federal legislation related to the aging population of Puerto Rico, Carmen Gloria Despiou, Graduate School of Public Health, Medical Sciences Campus, 1976.

³ Características Socioeconómicas y Demográficas de la Población de Edad Avanzada de Puerto Rico. Dr. José L. Vázquez Calzada & Prof. Judith Carnivalli.



Impact on Health Care System from Change of Agricultural to Industrial Society

Puerto Rico imported modernism; in other words, we grew rapidly, but we did not develop on par with our changing needs. This is what happened in our health care system. The model based on the primary-secondary-tertiary and supra tertiary perpetuated without evolving on par with the needs of the population, served for a long-term care system prolonged by level of operation and dependency throughout the development and life of its citizens. In other words, a health care system was not developed with interdisciplinary intervention with home care, emphasis on prevention, of biopsychosocial nature, with access to intermediate care, 24-hour skilled nursing (“skilled nursing facility”) and home care for terminal patients.

Topics to be discussed at our Long Term Health Care Continuum Summit

- Demographic and socio economic profile of our population
- Health Care needs of our population, pathology, lifestyle, concept of Wellness and Prevention.
- Comparative analysis of other countries healthcare systems: global perspective.
- Our Health Care System: healing and acute emphasis (polarized view of health, patient is right or wrong), healing and acute emphasis on interdisciplinary intervention, long-term care and by levels of performance.
- Future of Health Care: new models

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Thursday March 14, 2013

Conrad San Juan Condado Plaza | 8:30 a.m. - 2:30 p.m.

Come and learn in one day how a sound, long term care system can augment quality of life and improve the socioeconomic development of Puerto Rico.

Main Topics:

- ◉ **Global Landscape: Current World Reality**
- ◉ **US, Latin America and Puerto Rico's Current Population Profile**
- ◉ **Addressing Elderly Population Needs: Elderly-Centered Programs and Services**

Investment*:

- PRCC Members: **\$150 + Tax**
- PRCC Members: Table of Ten(10): **\$1,200 + Tax**
- Non-Members: **\$175 + Tax**
- Non-Members Table of Ten: **\$1,400 + Tax**
- Students: **\$105** + Tax**

For full schedule of events and registration:

- Call: 787-721-6060, Ext. 2241
- Visit: www.camarapr.org
- Register: <https://www.surveymonkey.com/s/HealthSummit2013>
- Follow us:



Lunch Keynote Speaker:

Dr. Jorge Sánchez-Colón

Health Advisor to the Governor of Puerto Rico



Keynote Speakers:

Mrs. Gail Miller

Chief of Product Development for Humana Cares / Senior Bridge, Humana, Inc.



Dr. Enrique Vega García

Regional Advisor Healthy Aging Panamerican Health Organization (PAHO) Washington, D.C.



Dr. Nirzka M. Labault Cabeza

Associate Professor of the Graduate School of Health, University of Puerto Rico

*Tax not included. Includes: Continental Breakfast, Coffee Break, Lunch and Educational Material. **Students must present student I.D. We accept: Mastercard, VISA, American Express, Discover and Checks. \$10 surcharge for participants not pre-registered. The whole amount will be charge if your cancellation is not notified with (48) hours prior to the activity. Our hours are Monday to Friday from 8 a.m. - 5 p.m.



LONG TERM Health Care Continuum Summit

Responding to our Demographic Challenges: an Aging Society

Schedule of Events

Updated: March 12, 2013

Thursday March 14, 2013 | Conrad San Juan Condado Plaza | Registration: 7:30 a.m. - 8:30 a.m. | Summit Conference: 8:30 a.m. - 2:30 p.m.

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

8:30 a.m. - 8:40 a.m. Welcome Remarks

Ponce de León A

- Mrs. Aissa Betancourt
 Franchise Owner & Managing Partner, Snelling Staffing Services and Chairperson, PRCC Health Care Summit
- Mr. Earl M. Harper, President-Puerto Rico Market, Humana
- Mr. Bob Leith
 Chairman, Puerto Rico Chamber of Commerce Centennial Committee
- Arch. Pablo L. Figueroa, M.A.
 Chairman of the Board, Puerto Rico Chamber of Commerce

8:40 a.m. - 9:20 a.m. Global Landscape: Current World Reality

Ponce de León A

Invited Keynote Speaker:

- Mrs. Gail Miller, Chief of Product Development for Humana Cares/Senior Bridge, Humana, Inc.

9:20 a.m. - 10:50 a.m. Panel 1 - US, Latin America and Puerto Rico's Current Population Profile

Ponce de León A

- Demographic Profile
- Socioeconomic Profile
- Financing
- Alternative International Healthcare Models
- Population needs
- Origins of our healthcare systems

Moderator: Mrs. Iraelia Pernas, Esq., Executive Director, Puerto Rico Association of Insurance Companies

Invited Keynote Speaker:

- Dr. Enrique Vega García
 Regional Advisor on Aging and Health, Panamerican Health Organization (PAHO/WHO) Washington, D.C.

Discussion Panel and Invited Panelists:

- Dr. Francisco Joglar Pesquera, MACP
 Designated Secretary, Puerto Rico Department of Health
- Dr. José F. Cordero, M.D., M.P.H.
 Dean, Graduate School of Public Health
 University of Puerto Rico



- Dr. Rafael Rodríguez Mercado, MD, FACS
 Chancellor, Medical Science Campus
 University of Puerto Rico

10:50 a.m. - 11:00 a.m. Coffee Break

Foyer Ponce de León A

11:00 a.m. - 12:30 p.m. Panel 2: Addressing Elderly Population Needs: Elderly-Centered Programs and Services

Ponce de León A

- Data Collection & Analysis/EHR
- Living Environment
- Assisted Living
- Professional Profile for Healthcare Providers & Caregivers
- Wellness, Preventive and Maintenance Programs & Services
- Quality of Care
- Community Based Care Services

Moderator: Mrs. Teresita Del C. Albors Sánchez, President, TAS Medical Billing

Invited Keynote Speaker:

- Dr. Nirzka M. Labault Cabeza
 Associate Professor of the Graduate School of Health,
 University of Puerto Rico

Discussion Panel and Invited Panelists:

- Mr. Ricardo A. Rivera
 Designated Executive Director
 Puerto Rico Health Insurance Administration (ASES)



Schedule of Events

- **Mr. Jaime Plá Cortes, MHA**, Executive President
Puerto Rico Hospital Association
- **Mrs. Ivette Ortiz, MHSA**
Health Services Administrator
President- Elect
Puerto Rico College of Health Services Administrators
- **Dr. Natalio Izquierdo**
Chairman, Puerto Rico Medical Association



12:35 p.m. - 2:25 p.m **Ponce de León B**
LUNCH

- **Dr. Jorge Sánchez-Colón**
Senior Health Advisor to the Governor of Puerto Rico

2:25 p.m. - 2:30 p.m. **Ponce de León B**
Closing Remarks

- **Mrs. Aissa Betancourt**
Franchise Owner & Managing Partner, Snelling Staffing
Services and Chairperson, PRCC Health Care Summit

Investment*:

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- PRCC Members: Table of Ten(10): **\$1,200 + Tax**
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- Non-Members Table of Ten: **\$1,400 + Tax**
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*Tax not included. Includes: Continental Breakfast, Coffee Break, Lunch and Educational Material. **Students must present student I.D. We accept: Mastercard, VISA, American Express, Discover and Checks. \$10 surcharge for participants not pre-registered. **The whole amount will be charge if your cancellation is not notified with (48) hours prior to the activity. Our hours are Monday to Friday from 8 a.m. - 5 p.m.**

 **Register: www.camarapr.org**

VISIT: www.camarapr.org | **CALL:** 787-721-6060, Ext. 2241 | **Follow us:**





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Sponsorship Opportunities

Diamond \$50,000+

- Recognition as DIAMOND Conference Summit Sponsor.
- Featured Sponsor: All Plenary and Panel Events.
- Introduction of Dignitary at Luncheon Event.
- Designation of Senior Company Representative as Speaker/Panelist at session of choice.
- Seating at Head Table of Choice.
- Ten(10) complimentary registrations to the conference.
- Two(2) complementary Premium exhibit booths.
- One-page ad in Summit Conference Program (optional).
- Hyperlink from PRCC website for one(1) year.

Platinum \$30,000

- Recognition as PLATINUM Conference Summit Sponsor.
- Featured Sponsor: All Plenary, Workshop and Panel Events.
- Introduction of Dignitary at Luncheon Event.
- Designation of Senior Company Representative as Speaker/Panelist at session of choice.
- Seating at Head Table of Choice.
- Six(6) complimentary registrations to the conference.
- Two(2) complementary Premium exhibit booths.
- One-page ad in Summit Conference Program (optional).
- Hyperlink from PRCC website for one(1) year.

Gold \$20,000

- Recognition as GOLD Conference Summit Sponsor.
- Featured Sponsor: All Plenary and Panel Events.
- Designation of Senior Company Representative as Speaker/Panelist at session of choice.
- Seating at Head Table of Choice.
- Four(4) complimentary registrations to the conference.
- One(1) complementary Premium exhibit booth.
- Half-page ad in Summit Conference Program (optional).
- Hyperlink from PRCC website for one(1) year.

Silver \$10,000

- Recognition as SILVER Conference Summit Sponsor.
- Featured Sponsor: All Plenary and Panel Events.
- Seating at Head Table at Luncheon Event.
- Two(2) complimentary registrations to the conference.
- Seating at Head Table for One(1) session of choice.
- One(1) complementary Premium exhibit booth.
- Half-page ad in Summit Conference Program (optional).

Bronze \$5,000

- Recognition as BRONZE Conference Summit Sponsor.
- Featured Sponsor: All Plenary and Panel Events.
- One(1) complimentary registration to the conference.
- Tabletop display.

Additional Sponsorship Opportunities \$2,500+

- Coffee Break Sponsorship: 2 Opportunity available at \$2,500
- Breakfast Sponsorship: Information available upon request
- Advertisement in Summit Conference Program

All Levels include:

- Recognition in all Conference Summit Press Releases.
- Placement of Company logo in all Conference Summit marketing materials.
- Placement of Company logo by the registration and exhibition areas.
- Logo exposure on screens during the event.
- Reserved seating at ALL meal events (optional).
- Inclusion of promotional item in Conference Summit Packet and/or at session of choice.
- Discounted registration prices for additional company representatives.



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Sponsorship Contract

1. Sponsor Representative Contact Information:

Mr. Mrs. Ms. Dr.

Last Name:		First Name:	
<input type="text"/>		<input type="text"/>	
Job Title:		Company/Organization:	
<input type="text"/>		<input type="text"/>	
Address:		City:	
<input type="text"/>		<input type="text"/>	
State:		Zip/Postal Code:	
<input type="text"/>		<input type="text"/>	
Country:		Telephone #:	
<input type="text"/>		<input type="text"/>	
Fax Number:		E-Mail Address:	
<input type="text"/>		<input type="text"/>	

2. SPONSOR CATEGORY: Please choose level of sponsorship by checking the appropriate box

- Diamond=\$50,000+
 Platinum=\$30,000
 Gold=\$20,000
 Silver=\$10,000
 Bronze=\$5,000
 Additional Sponsorship Opportunities=\$2,500+

3. PAYMENT OPTIONS (Please Check Only One)

Credit Card

<input type="checkbox"/> American Express	<input type="checkbox"/> VISA	<input type="checkbox"/> MasterCard
Credit Card Number:		
Card Holder Name:		
Expiration Date:		Signature:

Check or Money Orders Enclosed Payable to: Cámara de Comercio de Puerto Rico. All Checks should be in U.S. Dollars and Drawn on/payable through a U.S. Bank. Sorry, we cannot accept checks payable through a foreign bank.

For WIRE TRANSFER Information, please contact PRCC at 787-721-6060, Ext. 2224 or via E-mail at msostre@camarapr.net. NOTE: Please include a \$10.00 processing fee for wire transfer payments.

Please send COMPLETED form
Company Logo and Promotional
Material by:

February 28, 2013

Via Email: nrobles@camarapr.net
Via Fax: 787-723-1891
Via Mail: PO Box 9024033
San Juan, PR 00902-4033

For questions or further information
please call 787-721-6060, Ext. 2209
or visit our website:
www.camarapr.org



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Exhibit Contract

COST OF EXHIBIT SPACE: \$1,200.00

- One (1) 8' X 10' free standing space for booth (includes basic electricity) -\$1,200*
- One (1) Table Top Display-\$750

*Right to distribute literature or promotional material during the event

The Exhibitor _____ agrees to pay the full amount for the Exhibition Space at the Long Term Health Care Continuum Summit.

BILLING INFORMATION:

NAME: _____

TITLE: _____

COMPANY: _____

TELEPHONE: _____

FAX: _____

E-MAIL: _____

DATE: _____

SIGNATURE: _____

Check or money order payable to Cámara de Comercio de Puerto Rico
Tel. (787)721-6060, Ext. 2209 / Fax: (787) 474-6106 / Email: nrobles@camarapr.net