



The Puerto Rico Chamber of Commerce and the
University of Miami School of Business Administration
invite you to the...

UNIVERSITY OF MIAMI
SCHOOL of BUSINESS
ADMINISTRATION



PUERTO RICO Health & Insurance CONFERENCE 2012

Economic Transformation in Health

February 2, 2012 | Conrad San Juan Condado Plaza 7:30 a.m. - 5:00 p.m.
5:00 p.m. - 7:00 p.m. Networking Cocktail

Preliminary Schedule of Events

January 30, 2011

7:30 a.m. - 8:15 a.m.
Registration

8:15 a.m. - 8:30 a.m.
Welcome Remarks

PONCE DE LEÓN A

- **Mr. Roberto Pando**, Chairman Health Committee and Chairman PR Health & Insurance Conference 2012
- **Dr. Steven G. Ullmann**, Professor and Director, Programs in Health Sector Management and Policy, School of Business Administration, University of Miami and Co- Chairman of the PR Health & Insurance Conference 2012
- **Mr. Salvador Calaf**, Chairman of the Board Puerto Rico Chamber of Commerce

PLENARY SESSION

8:30 a.m. - 9:15 a.m.

The Economics of New Demography

Keynote Speaker:

Dr. Mario Marazzi-Santiago, Executive Director, Puerto Rico Institute of Statistics

- A review of the key changes in Puerto Rico and Puerto Ricans in the US following the 2010 Census
- What are the trends in the PR population aging? How does it relate to the US?
- Who is leaving PR and why? Compensation in PR vs US?
- Employment creation and health related productive activity - Health related manufacturing, Health services and administration

Health Reform After One Year

Keynote Speaker:

Dr. Steven G. Ullmann, Professor and Director, Programs in Health Sector Management and Policy, School of Business Administration, University of Miami

- Is reform going to be repealed?
- How are small businesses and employers in general managing the 2010-2011 changes?
- Have prices increased due to new eligibility rules? Preventive care measures?
- How has the scenario changed for physicians?
- How does the scenario look for hospitals?

PLENARY SESSION

9:15 a.m. - 10:30 a.m.

PONCE DE LEÓN A

The White House Task Force Report on Healthcare

Invited Keynote Speaker:

Dr. Jaime R. Torres DPM, MS, Regional Director US Department of Health and Human Services New York Regional Office

- What are the policy principles sought by the White House for PR?
- What are the expectations about the PR community of providers, employers, health plans?
- What is the status of the specific practical projects that the report mandated?

Moderator:

Mr. Roberto Pando, Chairman Health Committee and Chairman PR Health & Insurance Conference 2012

Discussion Pannel and Invited Panelists:

- **Mrs. Socorro Rivas**, President & CEO Triple-S Salud
 - What is the importance of Part B eligibility?
 - How can higher Part B eligible impact the health system? The economy?
- **Mr. Jim O'Drobinak**, Chief Executive Office, MCS, Inc.
 - How can prevention and quality in Medicare impact the Puerto Rico healthcare economy?
 - What is the Medicare STAR ratings system and how does it connect with risk adjustment in Medicare Advantage?
 - What is the STARs rating economic impact for PR in 2012? 2013? Beyond?
 - What do the STARs mean for major stakeholders (beneficiaries, physicians, hospitals, pharmacies, and health plans)?
- **Mr. Elliot Pacheco Beauchamp**, President Community Pharmacy Association of Puerto Rico
 - The Community Pharmacy since the beginning of Part D: have transactions increased? Do pharmacies see more people using a health plan to pay? Do pharmacies have more volume in sales? Have pharmacies hired more employees? How can Community Pharmacies help in the assessment the impact of the lack of low Income Subsidy on beneficiary access to prescription drugs?



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- **Senator Robert G. Torricelli**
Executive Vice President, Aveta, Inc.
- What would be "generous" MA rates in PR?
- Have rate been generous?
What are the PR MA rates and costs relative to US averages?
- What were the latest fixes and what is the outlook for further corrections in the PR MA rates?
- **Dr. Jean-Christophe May**, President, Pharmaceutical Industry Association of PR (PIA) and VP & General Manager, GlaxoSmithKline
- How has the Medicare Advantage and part D programs impacted PR?
- What are pharmaceutical companies doing to help improve access to prescription drugs?

10:30 a.m. - 10:45 a.m.

Coffee Break

PONCE DE LEÓN FOYER

CONCURRENT SESSIONS

10:45 a.m. - 11:50 a.m.

The Hospital of the Future

PONCE DE LEÓN B

The Evolution of the Hospital and ACO-Like Systems

- Can you describe a hospital in 2025? What is it?
- How will services evolve and why?
- How can the hospital help small businesses?
- How will information technology improve quality and reduce costs?
- How do hospitals see vertical integration occurring?
- Exports? Medical Tourism?
- End of living services?
- What lessons can we learn from the success of three world-class innovative hospitals in the United States, China, and Colombia?

Moderator:

Mr. Juan José García, CPA

Partner, PKF Torres Llompart Sánchez Ruiz, LLC

Discussion Panel and Invited Panelists:

- **Architect, José Gelabert-Navia**, AIA, LEED AP, Principal Managing Director, Perkins+Will
- **Mr. Pedro González**, President of the Board of Directors of the PR Hospital Association

10:45 a.m. - 11:50 a.m.

The Case for Wellness and Prevention - ROI? Individual Responsibility?

PONCE DE LEÓN A

- Ideas about policies that promote the individual responsibility for health.
- What can employee associations and union groups do? What are they doing?
- Do we have case studies in PR?
- What can small businesses do?
- Will health related taxes or economic incentives become a general reality in the near future?

Moderator:

Mr. Julio Ortiz, Partner, Fulcro Insurance

Discussion Panel and Invited Panelists:

- **Dr. Kenneth E. Thorpe**, Professor and Chair of the Department of Health Policy & Management, Rollins School of Public Health of Emory University, Atlanta, Georgia
- **Mr. Gualberto Rodríguez III**, President Caribbean Produce Exchange, Inc.
- **Mrs. Mayra D. López**, MPA, Manager Human Resources Safety, Health and Environmental Department, Roche Diagnostics

LUNCH

12:00 M/d - 2:00 p.m.

PR Community Vision to Improve Health & the Economy

Invited Keynote Speaker:

Hon. Lorenzo González-Feliciano

Secretary, PR Health Department

- Vision about health programs, health reform and key challenges and opportunities for PR with regards to Federal Policy and Programs

A Private-Public Pledge: Special session involving the leadership of multiple health and entrepreneurial sectors.

ROYAL ROOM

CONCURRENT SESSIONS

2:00 p.m. - 3:00 p.m.

Puerto Rico, a Wellness Brand **PONCE DE LEÓN B**

- There is Eco-tourism... Can Wellness-Tourism work for Puerto Rico?
- What is the idea about?
- Do we have strengths in the combination of (a) natural environment, (b) hospitality offering, (c) health professionals certified in US standards?
- What is the competition around the world?

Moderator:

Mr. Edgardo Silva, Senior VP Group Division for PR & USVI, Mapfre

Discussion Panel and Invited Panelists:

- **Mr. Eduardo Arroyo**
Strategic Planning Consultant
- **Mr. Jonathan Edelheit**, Chief Executive Officer of the Medical Tourism Association™
- **Mr. Milton Segarra**, Vice President Business Development and Marketing, Grupo HIMA San Pablo

2:00 p.m. - 3:00 p.m.

The Massachusetts Case for a Health Insurance Exchange System

PONCE DE LEÓN A

- How does it work?
- Has it been successful? Are more people covered? Has it reduced costs for individuals? For small businesses?
- What is the plan in PR?

Moderator:

Mrs. María Fernanda Levis, MPH, MPA
CEO, Impactivo Consulting



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Discussion Panel and Invited Panelists:

- **Mrs. Rosemarie Day**
President, Day Health Strategies
- **Mr. Héctor Mújica Trenche, JD**, Public Affairs
Director, Humana Health Plans of PR
- **Mr. Fred Gordo, Esq.** Grant Manager of Health
Benefit Exchange Project, Puerto Rico Health
Department
- **Mr. Juan M. Montañez**, Principal
Health Management Associates (HMA)
Washington, DC

3:00 p.m. - 3:15 p.m.
Coffee Break

PONCE DE LEÓN FOYER

PLENARY SESSIONS

3:15 p.m. - 3:45 p.m.

PONCE DE LEÓN A

PR Community Vision to Improve Health & the Economy

Invited Keynote Speaker:

Mr. Rafael Cox Alomar, Esq., PPD Candidate for P.R.
Resident Commissioner in Washington

- Vision about health programs, health reform and key challenges and opportunities for PR with regards to Federal Policy and Programs

A Private-Public Pledge: Special session involving the leadership of multiple health and entrepreneurial sectors.

3:45 p.m. - 4:45 p.m.

The Opportunity: Technology, Quality and Health

- What are the new Federal Policies and Initiatives to Support Health Information Technology?
- What are the lessons learned from recognized health systems in implementing health technology for improved quality?
- What Incentives and Programs are offered by the Federal Government and what Impact will they have in the local Health System and Economy?
- What will be the role of Health Information Technology on the Healthcare of the Future?

Moderator:

Mr. Antonio L. Fernández Pereiro, Executive
Director, Health Information Technology Regional
Extension Center

Discussion Panel and Invited Panelists:

- **Dr. Walter Suárez**, Director of Health IT Strategy for Kaiser Permanente
- **Mr. Thomas Novak**, CMS Region I, II & III
HITECH Lead Health Information Technology for Economic & Clinical Health Centers for Medicare & Medicaid Services (CMS)

4:45 p.m. - 5:00 p.m.

Closing Remarks

- **Mr. Roberto Pando**, Chairman Health Committee and Chairman PR Health & Insurance Conference 2012

PONCE DE LEÓN A

5:00 p.m. - 7:00 p.m.

Networking Cocktail

PONCE DE LEÓN FOYER

Investment:

- PRCC Members: \$240.75.*|Table of Ten(10): \$1,930.00
- Non Members: \$267.50|Table of Ten: \$2,150.00
- Students: \$187.25**

* Includes: Tax, Continental Breakfast, Lunch, Educational Material and Networking Cocktail. **Must present student ID. Notify upon registering. We accept: Mastercard, VISA, American Express and Discover. \$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.

For more information, sponsorship and reservations:

 **Visit** www.camarapr.org

 **Call** **787-721-6060**, Ext. 2209, 2241, 2301



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