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

PUERTO RICO Health & Insurance Conference 2011

“A New Economy in Health Care”

February 2, 2011 | Conrad San Juan Condado Plaza | 7:30 a.m. - 5:30 p.m.

Preliminary Schedule of Events

January 31, 2010

7:30 - 8:15 AM
Registration

8:15 - 8:30 AM
Master of Ceremony: Mrs. Jennifer Wolff, President
Hill & Knowlton

Welcome Remarks

Mr. Roberto Pando, Chairman
PR Health & Insurance Conference 2011

Dr. Steven G. Ullmann, Professor and Director, Programs in Health Sector Management and Policy, School of Business Administration, University of Miami and Vice Chairman of the PR Health & Insurance Conference 2011

Eng. Raúl Gayá, Chairman of the Board
Puerto Rico Chamber of Commerce

PLENARY SESSION

8:30 - 10:00 AM

Economic Review of the Health Sector in PR
• Economic Profile of the Health Insurance Industry
  - Benefits, Premiums and Rates in PR
  - Does the Market Work Efficiently?
• Federal Reform Impact on Commercial Markets
  - Impact on Corporations and Individuals
• The Economic Impact of Medicare Advantage in the PR Healthcare Sector
• Federal Reform Impact on Government Financing
• General Policy Recommendations

Keynote Speaker: Mr. Vicente Feliciano, President
Advantage Business Consulting, Inc.

Moderator: Mr. Roberto Pando, Chairman
PR Health & Insurance Conference 2011

Discussion Panel and Invited Panelists:
• Outlook for a Medicaid Expansion
  Mr. Héctor Mujica, JD, Public Affairs Director
  Humana Health Plans of PR
• Challenges in MA Rates and the CMS Stars System
  After Health Reform
  Dr. Richard Shinto, President and Chief Executive Officer of Avera Inc. and CEO, MMM Healthcare, Inc.
• Economic Outlook for the Hospital: What Services will be in Expansion and What Services Need to Evolve?
  Mr. Jaime Plá, President of the PR Hospital Association
• Significance of MA and Part D for PR and Individual Discipline and Wellness After Health Reform
  Mr. Julio F. Juliá, President & CEO, MCS

10:15 - 11:00 AM

Federal Health Reform Implication for Employers and the Health Insurance Commercial Segment

Keynote Speaker:
Dr. Kenneth E. Thorpe, Professor and Chair of the Department of Health Policy & Management, Rollins School of Public Health of Emory University, Atlanta, Georgia

CONCURRENT SESSIONS

11:00AM-12:00M

Mental Health and Economic Effects on Your Business
• Employee Assistance Programs and Their Effect on Productivity
• The Government’s Vision and Investment in Mental Health

Moderator: Mr. Julio C. Ortiz, Partner, Fulcro Insurance, Inc.

Discussion Panel and Invited Panelists:
Mrs. Marina Díaz, Vicepresident of Development, FHC Healthcare
Mr. Alexis Cardona, President & CEO, APS Healthcare

11:00AM-12:00M

Beyond Healthcare: Business Opportunities in the New Stage of Baby Boomers
• A Demographic Profile of PR: Focus on the Elderly Population.
• What Analysis Led to the Development of New Services and Products?
• What are the Lessons Learned?
• Vision About the Future of the Market Segment.

Moderator: Mrs. Sylvette Rivera García MD,CHCQM,FAIHQ
Board Diplomate of ABQAURP and President - CEO, UTICORP

Discussion Panel and Invited Panelists:
Mr. José Acarón, AARP Puerto Rico State Director
Mr. Milton L. Cruz, Esq., President Med Holdings/The Residence Senior Living

12:00M- 1:30 PM

LUNCH

Invited Keynote Speaker:
Hon. Lorenzo González-Feliciano
Secretary, PR Health Department

Royal Room
PLENARY SESSION
1:30 - 2:30 PM
A Basic Comparative Review of Healthcare Systems-
Identifying Transformations and Business Opportunities
Keynote Speaker:
Dr. Steven G. Ullmann, Professor and Director, Programs in Health Sector Management and Policy, School of Business Administration, University of Miami

CONCURRENT SESSIONS
2:30 - 3:30 PM
Outlook of Healthcare Expansion: What to Look for?
• Exports and Imports of Services?
• What’s the Outlook from an Investor’s Perspective?
  • Hospitals Evolving, Service Networks
• Information Technology: EHR?
  • Who are the Players and Stakeholders?
• What New Technologies are Being Introduced?
  • What is the economic case for them?
Moderator: Francisco Rodríguez-Castro, Managing Director UBS Financial Services, Inc. of P.R.
Discussion Panel and Invited Panelists:
Mr. Mario González Lafuente, Executive Director Puerto Rico Tourism Company
Mr. Jaime Plá, President PR Hospital Association
Mr. Cyril Meduña, President, Advent-Morro Equity Partners
Mr. Antonio Fernández, Director, Regional Extension Center Ponce School of Medicine

2:30 - 3:30 PM
The Economic Perspective of Pharmacy: Between Jobs and Costs
Moderator: Mr. Jason Borschow, President & Founder, Abarca Health and PICA
Discussion Panel and Invited Panelists:
What Does a Sound Economic Scenario and Cost-Effective Market Mean to You?
• Mrs. Daneris Fernández, President Pharmaceutical Industry Association of Puerto Rico
• Mr. René Pabón, Director of Retail Business Strategy Wal-Mart Puerto Rico
• Mr. Elliot Pacheco, President PR Community Pharmacy Association
• Mrs. Rosa Hernández, RPh, President, MC-21

3:30 - 3:45 PM
Coffee Break

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Call 787-721-6060, Ext 2209, 2248 and 2301
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$240.75.* PRCC Members and Non Members
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