

The Puerto Rico Chamber of Commerce, the University of Miami School of Business Administration and the Medicaid and Medicare Advantage Products Association invite you to the...



PUERTO RICO
Health & Insurance
CONFERENCE 2014
Doing More with Less: The 2014 Economics of Productivity and
Quality in Healthcare for Puerto Rico

March 5, 2014 | The Condado Plaza Hilton

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

Preliminary Program – Feb. 21th

7:00-8:00am Registration

8:00-8:15am **Master of Ceremony: Mr. Luis Pizarro, Esq.**, Member of the PRCC Health Committee
Welcome Remarks
Mr. Roberto Pando, MS, JD, Chairman, PR Health & Insurance Conference 2014
Mr. James P. O'Drobinak, CEO of MCS, Inc. & President of the Medicaid and Medicare Advantage Products Association (MMAPA)
Dr. Steven G. Ullmann, PhD, Professor and Director, Programs in Health Sector Management and Policy, School of Business Administration, University of Miami
Mr. Jorge M. Cañellas Fidalgo, Esq., CPA, Chairman of the Board, Puerto Rico Chamber of Commerce

8:30-8:50am Plenary Session

The 2014 Demographic Update and Healthcare Numbers

Invited Keynote Speaker:

Dr. Mario Marazzi Santiago, Executive Director, Puerto Rico Statistical Institute

- What updates do we have since the 2010 Census? Are tendencies the same? Any changes?
- Employment creation and health related productive activity.
 - Health related manufacturing, Health services and administration
- Who is leaving PR and why? Compensation in PR vs US?
- What are the trends in the PR population aging? How does it relate to the US?

8:50-10:00am Plenary Session

The Puerto Rico Medicare Coalition for Fairness

A Policy Lifesaver Needed:

Unintended ACA Consequences and Risks to Puerto Rico's Health System, and Economy

Moderator: Mr. Roberto Pando, MS, JD, Chairman, PR Health & Insurance Conference 2014

Invited Keynote Speakers:

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

- Update of the Medicare program in Puerto Rico, the economics at the bottom.
- The Coalition – an effort of the healthcare community; an effort of Puerto Rico.
- What is next?

Mr. Elliot Pacheco Beauchamp, President, Community Pharmacies Association of Puerto Rico

- Impact of the Part D Low Income Subsidy exclusion to PR.
- The human face at the community pharmacies.
- The STARS and Medication Adherence at the pharmacies in Puerto Rico.

Discussion Panel and Invited Panelists:

- **Dr. Richard Shinto, M.D.**, CEO, MMM Healthcare, Inc.
- **Mr. Carlos A. Carrero Ramos**, President, American Health / Triple-S Medicare
- **Mr. Earl M. Harper**, President- Puerto Rico Market, Humana
- **Mr. Jaime Plá Cortez, Esq.**, Executive President, Puerto Rico Hospital Association
- **Mr. Camilo Gómez**, Chairman of the Board, Pharmaceutical Industry Association of Puerto Rico

10:00-10:15 Special Alert

HIPAA Omnibus Final Rule Goes into Effect with Stricter Fines and Covering a Broader Spectrum

Invited Keynote Speaker:

Mr. Sigfredo Vélez, CPA, Shareholder Audit & Attest Service, BDO

10:15-10:25am Break

10:25-11:05am Plenary Session

Invited Keynote Speaker:

Jaime R. Torres, DPM, MS, Regional Director, Region II (NY, NJ, PR,VI)

U.S. Department of Health and Human Services

[An HHS Update: Quality, Exchanges and the President's Task Force on Puerto Rico](#)

Presenters:

Mr. William Toby Jr. Former HCFA Administrator, Health Policy Consultant

Contents Guidance:

- What are the challenges and progress so far with Medicare-Medicaid Coordination?
- What are the current achievements and challenges of the Quality STAR Rating system as we enter 2014?
- Even when it is not mandated by ACA, Puerto Rico will most likely evolve into an exchange type market for individual and small group health insurance. What are your main recommendations to plans, producers and small businesses based on the lessons learned in the states?
- CMS and The Puerto Rico White House Task Force on Healthcare

Concurrent Sessions

11:10-12:10am Update on Information Technology, Management and Healthcare in PR

Moderator: Mr. Luis Pérez, Senior Vice-President, Abarca Health

Discussion Panel and Invited Panelists:

Mr. Antonio Sisco, State Coordinator, PR Health Information Network

- Status of the Puerto Rico Health Information Network
- Responsibilities of main stakeholders to get this done:
 - Department of Health
 - ASES
 - IPAs, Physicians
 - Hospitals
 - Laboratories
 - Pharmacies

- Compliance with action plans and timelines agreed for Federal funding.
- **Eng. Ricardo Rivera Cardona**, Executive Director, PR Health Insurance Administration (ASES)
- **Mr. Antonio Fernández**, Executive Director, Regional Extension Center, Ponce School of Medicine
 - Economic incentives to physicians
 - How much has been distributed? How many physicians have benefited? How many have reached meaningful use?
 - What have been the main challenges for physicians? Is the experience different in PCP offices compared to specialists' practices?

11:10-12:10pm Balancing Quality Care and Costs for Chronic Conditions

Moderator: Dr. Inés Hernández, M.D., Chief Medical Officer, MCS

Invited Keynote Speaker:

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

- Chronic conditions and costs from the perspective of the employer. How do we convince businesses of the cost effectiveness of prevention and health maintenance?
- Chronic conditions and costs in a Medicare plan?
- Physician perspective?
- Individual patient perspective? Creating the value of treatment adherence for the individual?

Discussion Panel and Invited Panelists:

Hon. Ana Ríos Armendáriz, Secretary

Puerto Rico Health Department

Mrs. Waleska Crespo, Executive Director, Cardiovascular Hospital of Puerto Rico

- Comments from the Puerto Rico experience with chronic conditions.

12:10 – 2:00pm Lunch

Invited Keynote Speaker:

Hon. Alejandro García Padilla

Governor of the Commonwealth of Puerto Rico

Working on the Future of Medicaid, Medicare and Commercial Healthcare to Support Universal Access to Care in Puerto Rico

Concurrent Sessions

2:00-3:00pm

A Health Insurance Marketplace Update: Any Lessons for Puerto Rico?

Moderator: Mr. Luis Pizarro, Esq., Member of the PRCC Health Committee

Discussion Panel and Invited Panelists:

Mrs. Angela Weyne, Esq., Puerto Rico Insurance Commissioner

- Puerto Rico regulatory update and 2014 market offerings for individuals and small groups.
- Have benefits changed? Have prices changed?

Eng. Ricardo Rivera Cardona, Executive Director, PR Health Insurance Administration (ASES)

- Are we closing the gap on the uninsured?
- Are we creating universal access in the commercial segment?
- Mainland Exchanges Experience so Far and lessons learned.
- Updated progress in the states and comparison with Puerto Rico.
- How are private exchanges influencing the market?

2:00-3:00pm

Making Quality Work: Hospital Engagement Network (HEN) and the CMS STAR Rating System

Moderator: Mr. Héctor Mújica-Trenche, JD, Public Affairs Director, Humana Health Plans of PR

Invited Keynote Speakers:

Mr. Jaime Plá Cortez, Esq., Executive President, Puerto Rico Hospital Association

- HEN Update – goals, hospital engagement, progress with measures

Mr. Stephen Wood, Senior Vice-President, Universal American Corporation

- The CMS STAR system in the future of healthcare programs – Medicare and Medicaid – A national perspective

Discussion Panel and Invited Panelists:

Mr. Omar Candelas, CPA, VP of Finance, Millennium Medical and Center for Integrated Services

- The STARS system in the primary care practice

Mr. Néstor Ortiz, Director Commercial & Government Affairs, AbbVie Corp.

- What are pharmaceutical companies doing to enhance STAR ratings and improve performance with medication adherence?

Ms. Marileny Lugo, VP of Operations, MC-21

- Service innovation for medication adherence.

Concurrent Sessions

3:10-4:10pm

The 2014 Economics of Healthcare for Small Businesses and Individuals

Moderator: Mr. Carlos Iván De Jesús, VPA of MCS

Invited Keynote Speaker:

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

Discussion Panel and Invited Panelists:

Mr. Pablo Almodovar, President, Triple-S Salud

Mr. Eddie Ortiz, MD, Vice President of Medical Affairs, First Medical Health Plan, Inc.

Mr. Luis O. Maldonado, FSA, MAAA, General Manager, Milliman

Mr. Eduardo Zetina, Principal, Qinetix Group

3:10-4:10pm

Exporting Healthcare from Puerto Rico and Economic Development

Moderator: Mr. Julio Ortiz, Partner, FULCRO Insurance, Inc.: Puerto Rico in Atlanta and Dominican Republic

Discussion Panel and Invited Panelists:

Mrs. Rosa Hernández, President, MC-21: Puerto Rico in Colombia

Mr. Francisco Chévere, Esq., Executive Director, Puerto Rico Trade & Export Company

- How did you begin thinking about providing services outside Puerto Rico?
- What opportunities do you think Puerto Rico has in other markets?
- How is Puerto Rico winning with your expansion to other markets? Jobs? Knowledge? Opportunities for other businesses? Capital?
- How is the Government of Puerto Rico supporting these and similar initiatives? How can the government make a difference and support the expansion of local healthcare companies to other markets?

Plenary Session

4:15-4:30pm

Conclusions

Mr. Roberto Pando, MS, JD, Chairman, PR Health & Insurance Conference 2014

Mr. Jorge M. Cañellas Fidalgo, Esq., CPA, Chairman of the Board, Puerto Rico Chamber of Commerce

5:00-7:00pm

Networking Cocktail

Other Important Value Added Elements for the Event

- Summary of new legislation – by ACOSESE
- Summary of economic and census data – compiled by PRCC Health Committee
- Exhibition booths