



# HEALTH INDUSTRY FORUM

FEB/20-21  
2019

CONDADO  
PLAZA HILTON

## DAY 1

HEALTH INDUSTRY MANUFACTURERS REGULATORY  
CONFERENCE

## DAY 2

PERSPECTIVES FOR THE HEALTHCARE INDUSTRY

### PLATINUM



### SILVER



### BRONZE



# WHY YOU SHOULD BE THERE?

The Puerto Rico Manufacturers Association (PRMA) will hold the **2019 PRMA Health Industry Forum Conference** on February 20-21, 2019 at San Juan, Puerto Rico. Hilton Condado Plaza

- Day 1 of the event on February 20th, 2019 will unite for the first time the product manufacturers from the main FDA Regulated areas in Puerto Rico as they take part in an informative, educational and networking event. Experts from the Regulated Industry and Academia will be sharing their experiences, compliance activities and new trends with a diverse audience composed of industry professionals and university community. The agenda for Day 1 will be sponsored by the Puerto Rico Manufacturers Association (PRMA) Regulatory and Compliance Council.
- Day 2 on February 21, 2019 will be sponsored by the PRMA Health Committee concentrating on a broad agenda related to the different views of the US healthcare system and its impact to Puerto Rico. The panels and forums will present new approaches and data related to subjects such as Medicare growth in the US, local perspective of the Medicare and Medicaid future in Puerto Rico, the influence of disrupting new health care technology, and the key role of women in the industry. Due to the significance of such matters, invitations have been presented to key leaders in both federal and local government.
- The events are mainly opened to the pharmaceutical, medical devices manufacturing and healthcare key leaders of the island as well as special interest groups and the media.

# AGENDA: DAY 1 (FEBRUARY 20, 2019) (INVITED SPEAKERS)

## HEALTH INDUSTRY MANUFACTURERS REGULATORY CONFERENCE

- 7:30 AM**                      **Registration**
- 8:30 AM**                      **Welcome and Opening Remarks**  
Leo Cabranes, RCC Committee Leader  
Rodrigo Masses, PRMA President  
Rosa Hernández, President of the Health Committee and Representative of the Puerto Rico Manufacturers Association  
Hon. Rafael Rodríguez, Secretary of Health Department
- 9:15 AM**                      **Regulatory Update - FDA Inspection Citations for 2018**  
José Pedró, MDORA Supervisor, FDA San Juan District Office  
Víctor Sánchez, CEO, Pharma Bio-Serv
- 10:15 AM**                      **Coffee Break**
- 10:30 AM**                      **Quality Starts with Me**  
Ángel Marrero, QA Manager, Medtronic
- 11:00 AM**                      **Data Integrity – From theory to practice**  
Michelle Gutiérrez, Sr. Engineer, Data Integrity Program Lead, Amgen
- 11:30 AM**                      **Counterfeits and Health Fraud**  
Neri Casiano, Corporate Security Consultant
- 12:00 PM**                      **Lunch + Networking**
- 1:30 PM**                      **Business Continuity – Emergency Preparedness and Recovery Planning, How to minimize business interruption and impact on Supply Chain (Success Stories) Panel Discussion**  
Industry Speakers  
Félix Negrón, VP, Medtronic Puerto Rico Operations  
Carmen Cintrón, Supply Chain Director, Amgen  
Maridalía Torres, Former FDA San Juan District Director  
PRMA Energy Committee Representative  
Leo Cabranes, RCC Committee Leader
- 2:30 PM**                      **Pharma-Continuous Manufacturing and Emerging Technologies**  
Doug Hausner- PhD, Rutgers  
Eric Sánchez, PhD - TS Director, Janssen Ortho
- 3:30 PM**                      **Coffee Break**

- 3:45 PM**                    **MDSAP Implementation Case Study**  
Lismarie Álamo, Principal Corporate QA Auditor, Cardinal Health
- 4:15 PM**                    **Reducing Human Errors - Understanding Human Error Causes**  
Víctor Sánchez, CEO, Pharma Bio Serv  
FDA Representative
- 4:45 PM**                    **Panel Discussions (Q&A)**  
All Speakers
- 5:15 PM**                    **Closing Remarks**  
Leo Cabranes, RCC Council Leader

## AGENDA: DAY 2 (FEBRUARY 21, 2019)

### THE DIFFERENT VIEW OF THE US HEALTHCARE SYSTEM AND ITS IMPACT TO PUERTO RICO

- 7:30 – 8:30 am**            **Registration**
- 8:30 – 8:45 am**            **Welcome Remarks**  
Orlando González, Chairman of the PRMA Health Industry Forum  
Rosa Hernández, President of the Health Committee and Representative of the Puerto Rico Manufacturers Association
- 8:45 – 9:00 am**            **Opening Keynote Speaker**  
Hon. Jennifer González  
Resident Commissioner for the Government of Puerto Rico
- 9:00 – 10:15 am**        **Panel A: Transformation of the US Healthcare industry and its Impact to the Government Subsidized Programs**  
Moderator: Dr. Rick Shinto, Chief Executive Officer and President at InnovaCare  
Panelists:  
Matt Eyles, President America's Health Insurance Plan  
Dr. Donald H. Crane, President America's Physician Group  
Jon Roberts, Executive Vice President and Chief Operations Officer; CVS Health  
Madhu Palkar, Chief Operations Officer, Optum Connect
- 10:15 – 11:30 pm**        **Panel B: Local Perspective of the Future of Medicare and Medicaid (Vital) Programs for Puerto Rico**  
Moderator: Rosa Hernández, President and CEO, MC21  
Panelists:  
Alan Cintrón, Executive Director MedCentro  
Roberto Pando, President, MCS Advantage, Inc.  
Tammie Phillips, Vice President, Clinical Operations and Strategy, Triple S  
Marileny Lugo, Chief Operations Officer MC21

- 11:30 – 12:30 pm**      **Panel C: Women and their Role in the Healthcare Industry**  
Moderator: Madeline Hernández, President, Triple S Salud, Inc.  
Panelists:  
CPA Carmen Ramos, President, CRA Group  
Lic. Marta Rivera, Executive Director, San Juan Capestrano Hospital  
Wendy Perry, Executive Director, Merck  
Ángela Ávila, Executive Director, ASES
- 12:30 – 1:30 pm**      **Lunch Special Keynote Speaker**  
Presenter: Wendy Perry, Executive Director, Merck  
Speaker: Hon. Ricardo Rosselló Nevares, Governor of Puerto Rico
- 1:30 – 2:00 pm**      **Special Key Note Speaker**  
Presenter: TBD  
Speaker: Congressman Rubén Gallego
- 2:00 – 3:15 pm**      **General Session**  
Presenter: Nivea Santiago, Regional Vice President, Walgreens
- MCS Foundation**  
Liana O'Drobinak, Executive Director, MCS Foundation
- Enactus: A Refreshed Perspective to Public Healthcare and Social Entrepreneurship**  
2018 Champion Team, Lambton College, Canada  
2018 Puerto Rico Champion, UPR-Humacao
- 3:15 – 3:30 pm**      **Break**
- 3:30 – 4:15 pm**      **General Session: Disrupting Technologies for Healthcare**  
Presenter: Néstor Figueroa - Principal / Co-Founder, Nagnoi  
Speaker: Ritesh Patel, Chief Digital Officer - Health & Wellness - Ogilvy
- 4:15 – 5:00 pm**      **Special Speaker**  
Presenter: Orlando Gonzalez, President MMM  
Speaker: Dr. Zubin Damania ZDoggMD  
In a Nutshell - Rapper and Internist "ZDoggMD" Zubin Damania wants to shake up healthcare with ideas as bold and personable as his satirical videos.
- 5:15 – 7:00 pm**      **Closing / Networking Activity**

# BIOS

## MATTHEW D. EYLES

Matthew (Matt) Eyles is President & Chief Executive Officer of America's Health Insurance Plans (AHIP), the national trade association representing health insurance providers. Matt leads the association toward fulfilling its mission and vision: expanding access to affordable health care coverage to all Americans, through a competitive marketplace that fosters choice, quality, and innovation. He joined AHIP in 2015 and led its Policy & Regulatory Affairs team, and he was Chief Operating Officer before his appointment as President & CEO.

Matt has more than two decades of health care experience in the private sector and in government. He has led teams at Fortune 200 health care companies in diverse roles—including public policy, government affairs, advocacy and corporate communications—with both a U.S. and global focus. Before joining AHIP, Matt held senior executive positions at Coventry Health Care, Inc. (now an Aetna company) and Wyeth (now a subsidiary of Pfizer, Inc.). Through his work at Avalere Health, he has been a consultant to some of the largest global and U.S. health care companies and organizations. Matt began his career at the Congressional Budget Office (CBO) where he worked on many issues, including health care, budget policy, and regulatory policy.

Matt is on the Board of Directors of the National Health Council and was previously on the Board of the Network for Excellence in Health Innovation (NEHI). He was named among the 100 Most Influential People in Health Care in 2018 by Modern Healthcare. He earned undergraduate degrees from The George Washington University in Political Science and History, as well as a graduate degree in Public Policy from the University of Rochester (NY).

## DONALD H. CRANE

Don Crane is the President and CEO of America's Physician Groups, the nation's leading professional association representing medical groups and independent practice associations practicing coordinated care. With offices in Los Angeles, Sacramento and Washington, America's Physician Groups has become a leading voice for the value-based healthcare movement at the state and federal levels. America's Physician Groups' are at the forefront of national healthcare reform and represent the care model and payment methodologies adopted by federal legislation for the entire nation.

Mr. Crane serves on the Board of Directors of the National Coalition on Health Care. In 2016, he received the prestigious Mathies Award for Vision and Excellence in Health Care.

## JONATHAN C. ROBERTS

Jonathan Roberts is Executive Vice President and Chief Operating Officer of CVS Health. In this role, Roberts oversees operations for CVS Caremark, which includes the fast-growing specialty pharmacy business, and CVS Pharmacy, which includes MinuteClinic and Omnicare. Roberts' scope of responsibility also includes information technology and all pharmaceutical procurement functions for the company.

Roberts has more than 30 years of pharmacy health care experience. As Chief Operating Officer, Roberts has responsibility for operational oversight across CVS Health's unique suite of assets in order to achieve maximum efficiency, optimize investment of key resources, and most importantly, to deliver differentiated products and services to help people on their path to better health.

Prior to assuming the Chief Operating Officer role for CVS Health in March 2017, Roberts served as President of CVS Caremark, the company's Pharmacy Benefit Management (PBM) business. In this role, he and his team focused on helping the company's PBM clients improve health care outcomes for their members while managing overall health care costs.

Before being appointed as President of CVS Caremark in 2012, Roberts served as Chief Operating Officer of the PBM business. Roberts also served as EVP of pharmacy purchasing, pricing and network relations from 2009 to 2010 and Senior Vice President and Chief Information Officer from 2006 until 2008. Prior to that, he held a variety of key leadership roles in the company's retail business, CVS Pharmacy, including Senior Vice President of store operations from 2002 until 2005.

Roberts earned his degree in pharmacy from the Virginia Commonwealth University School of Pharmacy. He serves on the Board of Directors for both the Pharmaceutical Care M

# BIOS

## MADHU PALKAR

Madhu Palkar is currently the SVP & COO for Optum Connect and is accountable for Optum's Commercial ITO and BPO business operations. In this role, she is responsible for overall business P&L, business well-being, and client implementation and operations of new and existing clients, including some of Optum's Top Strategic partners. She is also responsible for Optum Connect's internal matrix relationships (Optum Operations, Optum Technology, etc.). Madhu is also on Optum's Culture Leadership Team (OCLT) and is focused on promoting our culture for M&A/Integrations & Partnerships.

Prior to her current role, Madhu was VP, Consumer Products Business, and was responsible for the development and execution of our Direct to Consumer products strategy that consumers buy directly through traditional and new channels to help live their best lives. Before this role, Madhu was VP, Corporate Strategy, and led the Optum business specific and Optum-wide strategic programs. She led the corporate strategy initiatives that have been critical for the growth and operational success of Optum across all Optum markets (consumer, provider, payer, employer, government and life sciences).

Madhu earned a MBA from Northwestern University's Kellogg School of Management, a M.S. in Electrical Engineering from the University of Minnesota, Twin Cities, and a B. E. in Electrical Engineering from the University of Mumbai, India.

Madhu lives with her two sons, Neil and Kian, in Plymouth, MN. In her spare time, Madhu participates in local theatre and Indian dance performances. Madhu is also on the board of non-profit Kupugani Scholarship Fund and volunteers/fundraises with non-profit Chance Foundation. Management Association (PCMA) and Red Oak Sourcing.

## ENACTUS

Enactus is an International non-profit organization created to develop a new lineage of leaders, willing to commit and serve a greater purpose; a sustainable and more equitable world. At Enactus, we believe investing in students who take entrepreneurial action for others creates a better world for us all. Enactus develops college students into leaders who use business to solve community challenges, creating sustainable improvements in the lives of the people their projects serve, and in turn, the lives of the students themselves. As the largest experiential learning platform devoted to entrepreneurial action, Enactus has more than 72,000 student participants on 1,730 campuses in 36 countries. In 2017, Enactus students dedicated approximately 7.3 million hours, creating and implementing over 3,800 projects that directly impacted more than 1.3 million lives.

### **ENACTUS 2018 CHAMPION TEAM - LAMBTON COLLEGE, CANADA**

The Enactus Lambton College Team developed Project One Seed over six years working with people living in Zambia, Africa, to achieve their goals: food security, health care, clean water, education, alternative energies, and to build a local economy. In the rural villages in Zambia, there is no electricity or running water, and 71% of people are unable to meet their minimum daily nutritional needs. One Seed uses entrepreneurial action to improve lives by first improving their traditional farming techniques. Now that the Zambians can produce enough food and have disposable income, Enactus Lambton listened to the needs of the community and worked alongside them to build a local economy, impacting the lives of 272,000 individuals in more than 4,000 volunteer hours.

### **ENACTUS PUERTO RICO 2018 CHAMPION - UNIVERSITY OF PUERTO RICO AT HUMACAO**

The Enactus Puerto Rico Team presented their project Re-Nacen, an environmental and eco-tourism project with the vision to transform the city of Luquillo into a gateway community in which local residents and 91 entrepreneurs are the key players for the sustainable development and conservation of the Nord-east Ecological Corridor. Their main objective is to revitalize the Corridor severely affected by hurricane María. They established a cohesive network among the local residents and entrepreneurs strengthening their economic development while ensuring the proper conservation of the ecosystem. They fostered the capabilities and profitability of local entrepreneurs with an economic impact of \$881,250.

# BIOS

## RITESH PATEL

Ritesh bills himself as a digital and social evangelist, and he has been evangelizing digital since the early days of the dot com boom in the late 1990's. As a young man, he joined Agency.com and quickly began to consult with major fortune 500 companies to evangelize the merits of the World Wide Web.

Along the way, he has worked for the likes of Havas, Cushman & Wakefield and began a deep dive into the healthcare arena in 2009 when he joined Inventiv Health as Head of Digital & innovation. There he was a pioneer in the use of the emerging social media platforms, winning a Clio award in 2010 for the Novartis Tobi Facebook page under the category of "Best Use of Social Media in 2010" for that work. Then in 2011 came the digital and social ecosystem for DRIVE4COPD, a highly successful campaign for Boehringer Ingelheim to raise awareness of COPD that used Facebook, Twitter, YouTube, Twibbon and a custom Windows-based mobile app to screen potential patients at NASCAR events.

He joined Ogilvy in 2014, as the Chief Digital Officer for Ogilvy CommonHealth, the specialist health care agency within the Ogilvy Group. There he worked with the digital team at OCHWW to create the industry's first marketing cloud that enabled clients to truly have a 360 view of their HCP customer. Ritesh has also led the team here that successfully created an EHR practice enabling clients to directly message HCPs on an EHR platform. The majority of OCHWW client brands now use this innovative solution.

Additionally, Ritesh supported and led the creation of the OCHWW Innovation Lab. The Lab has been responsible for showcasing the art of the possible. Voice-activated systems like Alexa and Google Home, connected homes, wearables, chatbots and AI are the subjects the Lab is focused to showcase how these tools and technologies have and will continue to impact healthcare in the not-too-distant future.

Now working for the recently re-branded Ogilvy, Ritesh consults with major clients on digital transformation and innovation. He is an outspoken digital evangelist who has lent his expert POV in a variety of forums over his 19+ year career. He is passionate about educating his peers and his clients about what the future of digital looks like for healthcare and, in addition to all the innovations he's been responsible for bringing forward, he has taken his mission on the road and speaks at a wide variety of digital and healthcare-centered events across the world.

## ZUBIN DAMANIA

Zubin Damania, M.D. is the Director of Healthcare Development for Downtown Project Las Vegas, an ambitious urban revitalization movement spearheaded by Zappos.com CEO Tony Hsieh. During his 10-year hospitalist career at Stanford, Zubin received the Russell Lee Award for Clinical Teaching while maintaining a shadow career performing stand-up comedy for medical audiences worldwide. His videos, created under the pseudonym ZDoggMD, have amassed nearly a million views while educating patients and providers and mercilessly satirizing our dysfunctional healthcare system.

In Las Vegas, Zubin is making the leap from satire to actionable change by developing an innovative model of healthcare delivery that promotes wellness at both the individual and community level. He has recently founded Turntable Health, a primary care clinic within Las Vegas.

# SPONSORSHIP OPPORTUNITIES

## PLATINUM \$25,000

- Recognition as Platinum sponsor
- Logo/company name at event's video projection
- Master of Ceremony acknowledgement
- One (1) table reserved for ten (10) people (VIP seating) with company logo/name signage
- Printed promotional material distribution
- 8x10 booth exhibitor- 2 days (includes lunch ticket for one person)
- Company logo/name on promotional material\*\*
- Company logo/name on "Welcome Sponsors" banner
- Company logo/name on event's program
- 60ss audiovisual presentation\*\*\*

## SILVER \$10,000

- Recognition as Silver sponsor
- Logo/company name at event's video projection
- Master of Ceremony acknowledgement
- Five (5) complimentary tickets, VIP seating and table signage
- Company logo/name on promotional material\*\*
- Company logo/name on "Welcome Sponsors" banner
- Company logo/name on event's program
- 30ss audiovisual presentation\*\*\*

## GOLD \$15,000

- Recognition as Gold sponsor
- Logo/company name at event's video projection
- Master of Ceremony acknowledgement
- One (1) table reserved for ten (10) people (VIP seating) with company logo/name signage
- Printed promotional material distribution
- Company logo/name on promotional material\*\*
- Company logo/name on "Welcome Sponsors" banner
- Company logo/name on event's program
- 30ss audiovisual presentation\*\*\*

## BRONZE \$5,000

- Recognition as Bronze sponsor
- Logo/company name at event's video projection
- Master of Ceremony acknowledgement
- Two (2) complimentary tickets
- Company logo/name on promotional material
- Company logo/name on "Welcome Sponsors" banner
- Company logo/name on event's program

\*Sponsors must provide names of participants 5 days prior to the event to guarantee VIP seating.

## CONTACTS:

**For sponsorships, please contact:**

Heriberto Santana | 787.345.0007 | [hsantana@prma.com](mailto:hsantana@prma.com)

José Torres | 787.638.0034 | [josetorres@prma.com](mailto:josetorres@prma.com)

Jaime García | 787.552.0522 | [jgarcia@jlgstrategies.com](mailto:jgarcia@jlgstrategies.com)

## PROMOTIONAL REQUIREMENTS:

\*\* **Logo format:** .eps / .svg / .pdf / .png (300dpi)

\*\*\* **Video format and size:** 1920p x 1080x (.mp4) / 1280p x 720 (.mp4)

All promotional materials (logos and videos) must be sent one week prior the event.

# TICKETS & SPONSORSHIP FORM

Member  
 Non member

Please write in print and send it by fax to **787.641.2535** or to Iris González at **i.gonzalez@prma.com**

Company \_\_\_\_\_ Tel. \_\_\_\_\_

Person making the reservation \_\_\_\_\_ Email \_\_\_\_\_

If not a member, please fill out this information

Postal Address \_\_\_\_\_

Physical Address \_\_\_\_\_

Are you the decision maker of your company?  Yes  No

If not the decision maker, please fill

Name \_\_\_\_\_ Email \_\_\_\_\_

## Sponsorship

Platinum-\$25,000.00  Silver-\$10,000.00  
 Gold-\$15,000.00  Bronze-\$5,000.00

## Tickets

One Day - \$150.00pp  20 feb  21 feb  
 Two Days - \$255.00pp

## Specify Date

## Name of participants:

feb 20    feb 21

1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____

Total: \_\_\_\_\_

\*Sponsors must provide names of participants 5 days prior to the event to guarantee VIP seating.

Payment  Check      

Card Number \_\_\_\_\_

Expiration date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Signature \_\_\_\_\_

All registration is final and constitutes a commitment to assistance. You have 72 hours before the activity to cancel in writing. It is a requirement for your reservation to include the information of the credit card. Payment must be received before the activity. It will not be refunded for cancellations made within the period of 72 hours before the activity.