

# Raed Assar, MD, MBA

## *Biography*



**BUSINESS UNIT:** Health Care Delivery

**TITLE:** Medical Director—North Florida Market

**KEY RESPONSIBILITIES:** Clinical Operations (Patient Management, Quality Management, Medical Director Operations).

**EXPERIENCE:**

- Licensed to practice medicine in Florida since 1986.
- Pediatric training at the University of Florida 1985 – 1988.
- Board Certified in Pediatrics since 1989.
- Served as the North Florida Medical Director for Humana 1996 - 2000
- Served as the North Florida Medical Director for Blue Cross Blue Shield of Florida 2000 - 2008.
- Started with Aetna as the North Florida Medical Director in March 2008.
- MBA Graduate from the University of North Florida in 1997.
- Editor - in - Chief of the North Florida Medicine Journal.
- Served on JCAHO's Clinical Advisory Committee for Long Term care 2006 - 2010.
- Serving on the Board of Directors of the Duval County Medical Society 2007 - present.
- Associate Editor of the North Florida Medicine Journal 2005 - 2011.



NPI # 1417169152



## **Lourdes T. Rivas**

*Florida Medicaid Plan President*

*Amerigroup Florida and Simply Healthcare Plans*

Lourdes T. Rivas is the Medicaid plan president for Amerigroup Florida and Simply Healthcare Plans, both subsidiaries of Anthem, Inc. She is a distinguished health care executive with more than 18 years of industry experience at the helm of several leading health care organizations, including MBF Healthcare Partners and L.P. portfolio companies such as Simply, DentaQuest and PrescribeIT Rx. Ms. Rivas has served as senior vice president for United Home Care Services, and most recently served as the president and CEO of Simply Healthcare Plans, where she was responsible for the implementation of Simply's strategic development, statewide expansion, introduction of new products, membership growth and financial results. During her tenure with Simply, the company saw revenues increase four-fold; expanded its operations and provider network across the state of Florida, including winning a bid for Florida's Statewide Medicaid Managed Care Managed Medical Assistance program; and launched new Medicare and innovative specialty products, including a first of its kind HIV/AIDS Medicaid specialty plan.

In her current role as the president for Amerigroup Florida and Simply Healthcare Plans' integrated Medicaid operations, Ms. Rivas is responsible for ensuring the plans deliver operational excellence across Florida by jointly driving collaboration with partners, supporting growth efforts and ensuring the delivery of effective, quality results that meet the needs of Florida Medicaid members. Together, the affiliated plans form the second largest provider of Medicaid managed care services in Florida, serving more than 600,000 members who are beneficiaries of the state's Medicaid, Florida Healthy Kids, Managed Long Term Care and HIV/AIDS Specialty programs. Amerigroup has been recognized as the highest-rated managed care organization in the state, while Simply Healthcare's Clear Health Alliance specialty plan is the largest HIV/AIDS Medicaid specialty plan in the country. Collaboratively, the health plans serve members in 10 of Florida's 11 regions.

Throughout her career, Ms. Rivas received recognition and honors, including being named one of South Florida's top 25 most influential women and was honored as a top leader in Healthcare in the 2014 MDC Alumni Hall of Fame. Under her leadership, Simply Healthcare Plans has been awarded honors such as 2012 Company of the Year, 2012 Hispanic Company of the Year, 2013 Outstanding Minority Business of the Year, 2013 Emerging Company, 2014 Beacon Council Award and most recently the 2015 ACG Deal of the Year award. Ms. Rivas also serves on the Board of Advisors for the Center of Leadership at Florida International University and the Board of Trustees at St. Thomas University.

# John J. Matthews

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## Professional Experience

### UnitedHealthcare

General Counsel, Southeast Region (2009 – Present)

Vice President, Regulatory Affairs, Southeast Region (2010 – Present)

Vice President, Government Affairs, Southeast Region (2007 – 2009)

The Florida State University College of Law (2011 – Present)

Adjunct Professor, Health Law and Policy

Florida Department of Management Services (2002 – 2007)

Director of State Group Insurance (State Employee and Retiree Benefits Program)

Florida Department of Business and Professional Regulation (1998 – 2000)

Chief Attorney

Informal Hearing Officer

Pennington, Moore, Wilkinson, Bell & Dunbar, P.A. (1996 – 1998)

Partner, Insurance Litigation, Health Law

Associate, Civil Litigation, Insurance Law

## Appointments

Florida Health Insurance Advisory Board, appointed by Commissioner McCarty (2010 – Present)

Florida Autism Task Force, appointed by Commissioner McCarty (2009)

Director of State Group Insurance, appointed by Governor Bush (2002 – 2007)

Junior Achievement of North Florida, Board of Directors (2012 – 2013)

## Education

The Florida State University

Juris Doctor (1996)

B.S. in Economics and Political Science (1992)

M.S. in Risk Management and Insurance (anticipated August 2014)