

Lourdes Rivas

Senior Healthcare Executive



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Senior Executive Healthcare Leader, Investor and Strategic Board Advisor

Lourdes Rivas is a retired healthcare executive having worked in various healthcare organizations across 30 years of her career. Her last role was as Anthem's President of Medicare East Region. In this role, she was responsible for the growth and profitability of the Medicare Advantage, duals and chronic special needs programs, as well as Medicare supplemental across 9 states; CT, ME, NJ, NH, NC, GA, NY, VA, and FL, serving over 800,000 members with approximately \$8B in annualized revenue. Lourdes oversaw Sales, Healthcare Management, Quality Management, Revenue and Network Management functions that had meaningful contribution to the region's performance. Additionally, Lourdes was responsible for developing the long-term growth strategy for the region.

Other Career Information:

Lourdes has spent her career in government programs serving Medicare and Medicaid beneficiaries, including having served as Vice President of Alliances within the Government Business Division as well as Medicaid plan president in Florida for eight years. In her previous role as Vice President of Alliances in GBD, Lourdes has coordinated some of our most impactful and innovative alliances and acquisitions, including MMM. During her time as the Medicaid Plan President for Florida, she successfully integrated three existing Anthem companies; (Amerigroup, Simply and Better Health) from a leadership, legal and operations perspective. Together, the affiliated plans form the second-largest provider of Medicaid managed care services in Florida, serving more than 600,000 members statewide across Medicaid, Florida Healthy Kids, Long Term Care and HIV/AIDS Specialty programs. Lourdes also serves as Chair of the Government Business Division Inclusion & Diversity Council. Lourdes is fluent in Spanish, and lives in Florida with her family.

Prior to her time at Simply Healthcare, she served as Vice President of national managed care accounts for Dentaquest, a dental HMO. Lourdes began her career in healthcare working in home and community based programs designed to support members to age in place at home.

Education:

Bachelor's degree, Psychology, Florida International University, Miami, Florida

Board Affiliations

St Thomas University Board of Trustees

Florida International University Center for Leadership Advisor

Easterseals of South Florida Board Member