



Lourdes T. Rivas

*Florida Medicaid Market President
Anthem Inc.*

Lourdes T. Rivas is the Medicaid Market president within the Government Business Division of Anthem Inc. In her current role, Ms. Rivas 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 is a distinguished health care executive with more than 20 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 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.

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. In 2017, Ms. Rivas was selected as one of the Power Leaders in Healthcare by South Florida Business Journal. 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 as well as Board of Directors for Florida Health Maintenance Organization Consumer Assistance Plan (HMOCAP), Miami-Dade Beacon Council and Florida Association of Health Plans.