

## Delivering Health in Rural California

---

### Presenter Bio

### **Aldo De La Torre, President/CEO, Community Care Health Plan**

---

Aldo De La Torre, is the President and CEO of Community Care Health, a new local HMO health plan start-up serving the Fresno marketplace. Aldo relies on over two decades of health care innovation experience to provide a smarter more consumer centric experience that leverages technology to strengthen the relationship between consumers and their providers.

Aldo previously served as the Western Region Vice President of Provider Engagement and Contracting for Anthem Blue Cross. In the position, he was responsible for more than 200 associates and a budget of over \$14 billion in healthcare innovation dollars throughout California, Nevada and Colorado.

While at Anthem, Aldo conceived, developed and led the successful launch of the Anthem Blue Cross-Vivity virtual integrated delivery system model with seven competing hospital systems in the Los Angeles/Orange County area. The Vivity collaboration made national headlines, and even today is recognized as one of the most innovated care delivery models in the nation. Aldo oversaw the development and launch of Anthem's California ACO strategy – the largest in the state with over 20 medical groups and 400,000 attributed PPO lives. Aldo also developed and oversaw Anthem's network strategy for the health insurance exchanges, which resulted in Anthem achieving number one market share in California.

As President and CEO of Community Care Health, Aldo has scaled operations to reduce non-clinical expenses by 30%, expanded its product portfolio to include pharmacy benefits, and invested in consumer centric technology to strengthen the relationship between members and their providers. During this time Aldo has increased membership by 130% in less than two years. CCH is committed to the goal of more affordable health insurance that connects people to providers and enhanced personal care.

Aldo received his bachelor's degree in business administration from California State University, Chico and earned a master's degree in healthcare administration from the University of Southern California. He speaks Spanish and serves on many advisory boards, including the local CALVIVA board.

---

---

**Presenter  
Bio**

**Shelley Rouillard, Director, California Department of Managed Health Care**

---

Shelley Rouillard is the Director of the California Department of Managed Health Care, the state entity that oversees health plans that provide health care services to more than 25 million Californians. As Director, Rouillard is responsible for protecting consumers' right and ensuring a stable health care delivery system in accordance with federal and state rules. Prior to her appointment as director, Rouillard served as DMHC Chief Deputy Director for two years, overseeing the day-to-day operations of the department.

Rouillard came to the DMHC with more than 20 years of experience as a health care consumer advocate. She has an extensive background in government and health care, including health care policy, provider contracting, network development, and health care quality performance. Prior to joining the DMHC, she served as the Deputy Director for Benefits and Quality Monitoring at the California Managed Risk Medical Insurance Board (MRMIB), where she oversaw the contractual and clinical quality performance of 33 health, dental, and vision plans serving children in the Healthy Families Program. While at MRMIB, Rouillard also directed the development of the benefits and plan operations of the Pre-Existing Condition Insurance Plan (PCIP), the first expansion of health care coverage under the Affordable Care Act for people with pre-existing conditions.

Previously, she was a founder and director of the Health Rights Hotline, the first-of-its-kind independent consumer advocacy program designed to assist consumers who have problems with the health care system, and which became the model for the DMHC Help Center.

She has also served as chief of health policy at the California Public Employees Retirement System, director of network development for a national preferred provider organization, and legislative advocate working on health and long-term care issues affecting low income seniors and persons with disabilities.

Rouillard holds a Bachelor of Arts degree in social work from Rutgers University and is Fellow of the University of Southern California/Sierra Health Foundation Leadership Program.

---

---

**Presenter  
Bio**

**Barsam Kasravi, MD, Interim Plan President, Anthem Blue Cross**

---

Barsam Kasravi was formerly the Chief Medical Officer of Anthem CA Medicaid and oversaw all clinical and provider collaboration programs in 29 Counties for over 1.2 M Medicaid lives. Dr. Kasravi recently took on the Interim Plan President role and now oversees all aspects of the CA Medicaid business as Anthem looks to becoming the leading Medicaid Health Plan in the State. Dr. Kasravi has been with Anthem for over 11 years and trained at UCLA School of Medicine, University of Massachusetts School of Business, and Harvard School of Public Health. He continues to serve on the Boards of the Venice Family Clinic and Easterseals of Southern CA and teaches leadership and health policy at UCLA.

---

**Presenter  
Bio**

**Mei Kwong, Executive Director, Center for Connected Health Policy**

---

Mei Wa Kwong, JD has over two decades of experience in state and federal policy work. She is the Executive Director for the Center for Connected Health Policy (CCHP), the federally designated National Telehealth Policy Resource Center. She has written numerous policy briefs, crafted state legislation and led several coalition efforts on a variety of issues. Ms. Kwong has published articles on telehealth policy, is recognized as an expert in her field and has been consulted by state and federal lawmakers on telehealth legislation and policy. Ms. Kwong is a graduate of the George Washington University Law School.

---