

Rosa Novo is the Executive Benefits Director of Miami-Dade County Public Schools, Florida, where for 36 years she has been creating strategic health solutions, negotiating, contracting and creation, plus implementation of the District's Wellness Program "Well Way" for the 4th largest School Board in the nation.

Mrs. Novo received her Bachelor of Science in Health Service Administration from Barry University. Mrs. Novo has been a member of the Florida Health Care Coalition since 2008 and today is the proud Board Chair of the coalition. Additionally, Mrs. Novo serves as an Advisory Board Member of the Florida School Retiree Benefits Consortium, serves in the District's Wellness Committee, is a member of the Health Promotion & Disease Prevention Committee & Consortium for a Healthier Miami-Dade, member of Cigna's Health Disparity Advisory Council and a member of the National Purchaser Alliance for Healthcare Coalition, plus other associations, and consortiums.

Mrs. Novo is responsible for the administration of the district's self-insured healthcare plan which is the second largest expenditure in the district. The annual cost of offering healthcare coverage to 68,000 covered lives (32,000 employees plus dependents and 6,000 retirees plus dependents) is \$426 million. Mrs. Novo is passionate about providing the best services to the members she represents while assuring financial stability. Additionally, Mrs. Novo continues to dedicate this passion into increasing awareness on Mental Health and her personal goal is to change the delivery of these services assuring better outcomes at lower costs, while improving qualities.