

Rosa Novo

Rosa is the Administrative Benefits Director of Miami-Dade County Public Schools, where for 37 years she has been creating strategic health solutions, negotiating, contracting and creation, plus implementation of the District's Wellness Program "Well Way" for the 3rd largest School Board in the nation. Rosa 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 46,000 covered lives (32,000 employees plus dependents and 9,241 retirees plus dependents) is \$441 million. Rosa is active on many state and national boards and councils including as an Advisory Board Member of the Florida School Retiree Benefits Consortium, the District's Wellness Committee, the Health Promotion & Disease Prevention Committee & Consortium for a Healthier Miami-Dade, Cigna's Health Disparity Advisory Council, and a member of the National Purchaser Leadership Council for the National Alliance. Rosa received her Bachelor of Science in Health Service Administration from Barry University.

Rosa has served on the Florida Alliance Board of Directors for many years and is currently the Board Chair.