



Board Appointment Form

Submitted On: Sep 20, 2022, 06:19PM MDT

City Clerk

Appointing Office	Mayor
Type of Agenda	Consent
Date of Council Meeting	Tuesday, September 27, 2022
Agenda Posting Language	Bertha A. Gallardo to the City Plan Commission by Mayor Oscar Leaser
Name of Board/Committee/Commission	City Plan Commission
Appointment Type	Regular
Special Qualification Category (if applicable)	
Nominated By	Mayor Oscar Leaser
Nominee Name	Bertha A. Gallardo
Nominee Email Address	[REDACTED]
Nominee Mailing Address	[REDACTED]
Zip Code	[REDACTED]
Nominee Primary Phone Number	[REDACTED]
Does the proposed appointee have a relative working for the city?	NO
Has appointee been a member of other city boards / commissions / committees?	YES
If so, please provide names and dates.	Housing Authority Board of Commissioners 2004-2005 City/County Revolving Loan Fund Board 2009-2016
List all real estate owned by appointee in El Paso County (by address, if none, enter 'N/A')	[REDACTED]
Who was the last person to have held the position before it became vacant?	Kathleen Staudt
Incumbent Expiration Date	April 10, 2023
Reason person is no longer in office	Resigned
Date of Appointment	September 27, 2022
Term begins on	September 15, 2021
Expiration Date of New Appointee	April 10, 2023
Term	Unexpired Term
Upload File(s)	Resume - Bertha A. Gallardo.pdf

BERTHA A. GALLARDO



PROFESSIONAL EXPERIENCE

HCA HOSPITAL SYSTEM

07/10/2000 TO CURRENT

Public Affairs Officer (01/01/2007 – Current)
Las Palmas & Del Sol Regional Healthcare System
El Paso, Texas

Responsible for working closely with key hospital system and Division leadership to ensure government affairs activities fully support the organization's objectives. Coordinates legislative initiatives by working with state, local and federal government officials. Responsibility includes representing the Hospital System in public forums and serving as the political liaison for the healthcare system. A member of the legislative team for HCA Texas, I'm involved in the monitoring of legislative and regulatory changes affecting the healthcare industry and conveying support or opposition of bills by way of testifying at hearings and/or speaking with legislators and their staffs. Educate state government and elected officials and their staffs on policy priorities of the organization.

- Design and implement key site engagement strategies to increase public facing interactions with state officials.
- Serve as subject matter expert on legislative and regulatory efforts in support of the organization.
- Represent the Hospital System in multiple external facing roles, to include elected government officials, third party organizations, trade associations, regulatory authorities, and other situations as needed.
- Collaborate with executive leadership teams on the strategic support of Government Affairs.
- Ensure the Organization's lobbying and campaign contributions are compliant with all appropriate state agencies, laws, rules and regulations.
- Create strategic, coordinated initiatives to expand corporate identity of integrity and responsibility among key external stakeholders.

Community Affairs

- Oversees the community relations plan and strategies for Las Palmas Del Sol Healthcare.
- Manages and implements Las Palmas Del Sol Healthcare's community relations plan and strategy, including the implementation and maintenance of corporate philanthropic efforts and associated budget oversight.
- Actively builds relationships with key opinion leaders in the community and other external organizations to promote Las Palmas Del Sol Healthcare.
- Works to increase the visibility of Las Palmas Del Sol Healthcare's involvement in community relations and other charitable activities.
- Coordinates and manages corporate sponsorships, including negotiation and activation of sponsorship benefits and planning community partnership strategies.
- Collaborates with the marketing team to support the execution of all special events and community activities
- Represents Las Palmas Del Sol Healthcare at community functions and events, and serves directly in community and civic roles in a leadership capacity.
- Works with the Administrative Director of Marketing to manage the development, distribution and maintenance of print collateral related to sponsorships and community relations.
- Prepares briefing papers, speeches, messages and other materials related to sponsorship activities.
- Collaborates with Administrative Director of Marketing on social media strategy related to sponsorships and community engagement.
- Identifies forums for key leaders, oversees special events featuring key leaders and showcases leadership in strategic arenas.
- Provides direction and support to hospital-based teams on community affairs strategies.

Strategic Planning

In collaboration with the Hospital System leadership, I was responsible for the best use of the organization's resources by helping define and plan the organization's strategic and long-range goals and evaluating the progress or regress of the facility's goals and strategies. Successfully managed the strategic plan in collaboration with CEOs and key directors to ensure integrity of timelines, budgets and processes. Applied good judgement to plan and accomplish goals as well as lead and directed the work of others, as appropriate.

Vice President, Managed Care (07/10/2000 – 12/31/06)

HCA Corporate

Las Palmas & Del Sol Regional Healthcare System

El Paso, Texas

Responsible for negotiating domestic and international managed care contracts for the HCA System in El Paso, Texas that consists of two acute care hospitals, one inpatient rehabilitation hospital, two ambulatory surgical centers and various ancillary facilities. Appointed to various Corporate Task Force groups, including the Texas Medicaid Legislative Changes and Government Managed Care Programs, which required research, reporting and corporate operational recommendations. Responsible for the government relations function for the HCA El Paso market during the regular and special sessions of the Texas Legislature. Responsible for addressing issues and testifying before legislative committees as it relates to healthcare, health insurance plans and State and Federal regulations governing the healthcare industry. Worked closely with local brokers, managed care plans, and successfully acquire over 30,000 covered lives on an exclusive basis for the System.

TENET HEALTHCARE

05/01/95 – 06/2000

Hospitals of Providence formerly Sierra Providence Health Network

Executive Director, Managed Care Services

Physician Hospital Organization

El Paso, Texas

Responsible for negotiating domestic and international managed care contracts for Sierra Providence Health Network, a Tenet healthcare system which consisted of two acute care facilities, one inpatient rehabilitation hospital and several ancillary facilities. Also responsible for the implementation and operation of the hospital based Physician Hospital Organization (PHO). Worked closely with health plans to determine network gaps and develop a network contracting strategy to address those gaps.

THE ADMAR CORPORATION

08/01/94 - 04/95

VP, Network Operations

Santa Ana, California

Responsible for the operational and administrative functions related to the development and implementation of market specific provider networks, contracts and fee schedules. Prepared analysis to determine the need for network providers in identified areas and developed strategic plans to enhance provider availability in targeted markets. Responsible for the timely and accurate loading of contracts, provider network information and fee schedules.

YSLETA INDEPENDENT SCHOOL DISTRICT

08/30/93 - 07/94

Administrator, Employee Benefits

El Paso, Texas

Responsible for the administration of employee benefits for the state's fifth largest school district, with over 6,000 employees. Responsible for the district's compliance processes having to do with Federal and State laws. Interpreted and enforced the district's self-funded health and workers' compensation plans, retirement plan, annuities, Flex benefits, cafeteria plan, and staff leave/absence policies and procedures.

COLUMBIA/HCA HEALTHCARE CORPORATION
Director, Corporate Marketing/Managed Care
El Paso, Texas

1/28/90-08/93

Responsible for evaluating group health and national managed care plans for contracting opportunities. Analyzed, reviewed, developed and negotiated managed care contracts as well as marketed the organization's consumer benefit program.

PROVIDENCE MEMORIAL HOSPITAL
Manager, Corporate Marketing (Last position held)
El Paso, Texas

05/04/77-01/90

Responsible for the marketing of the Preferred Provider Agreements (a hospital based managed care product), First Step (hospital based employee assistance program), Occupational Health Services and various educational and health care related services.

EDUCATION & CERTIFICATIONS

- University of Texas at El Paso
Business Administration
- Temple University
Certification, Advanced Direct Contracting
- Harvard University
Certification, Mutual Gains Approach to Negotiations
- Bilingual: Can read, write and speak Spanish fluently.

ACTIVITIES/HONORS/AWARDS

Workforce Board Borderplex

Currently a board member until September 2022

- 2014 to 2016: Board Chair
- 2012 to 2013: Board Vice Chair
- 2011: Board Secretary
- 2007 to Current: Private Sector Representative to the Board of Directors
 - o Current: Past Chair
 - o Current: Economic Development Committee
 - o 2012: Business Development Committee Member
 - o 2009 – 2012: Vice Chair, Oversight and Evaluation Committee
 - o 2008 – 2012: O&E Committee Member

Greater El Paso Chamber of Commerce

- 2014 to 2017 Governing Board
- 2013 Chair, Government Relations Division
- 2013 Governing Board (Committee Chair Member)
 - o Executive Committee Member
- 2007-Current Government Relations Committee Member
- 2000-Current Member, Healthcare Council and Government Relations Committee
 - o 2006 to 2014: Executive Board Member
- 2006-Current Public Affairs Committee
 - o 2009 – 2011: Co-Chair
- 2006-2010: Access to Healthcare Committee, Member

- 1999 Community Legislative Committee, Member
- 1999 Facilities Committee, Member
- 1997-1999 Healthcare Committee, Member
- 1992 Diplomat Campaign, Co-Chair

Texas Association of Workforce Boards

- o 2015 – Co-Chair, External Affairs

Texas Medicaid and CHIP Regional Advisory Committee

- 2012 to 2015: Committee Member

County of El Paso Board of Ethics

- 2004/2005 Board Chair
- 2003/2004 Board Vice Chair

Senatorial Appointment (Sen. Eliot Shapleigh)

- 2002 Chair, Insure El Paso Employer’s Forum
- 2000-02 Co-Chair, Children’s Health Insurance Plan Enrollment Initiative
 - o 2000 Certificate of Appreciation/Children’s Health Insurance Program presented by Senator Eliot Shapleigh

Better Business Bureau

2015 – Current: Board of Governors

2006 – 2012: Board Member

City/County Revolving Loan Fund Board

- 2009 to 2016: Board Member

Mayoral appointment to the City of El Paso Housing Authority Board

- 2004 - 2005 Board Vice Chair

The Greater El Paso United Way, Past Board Member

- 2014 to 2016: Board Member
- 2003 Co-Chair, Allocations Committee
- 1999 Chair, Allocations Panel
- 1999 Chair, Agency Relations Committee
- 1992 Chair, Allocations Panel

American Association of Preferred Provider Organizations, Member

- 1999 Legislative Committee Member

El Paso Association of Healthcare Underwriters, Member

- 1999 Chair, Education and Programs/CEU Committee

El Paso Hispanic Chamber of Commerce, Past Board Member

- 1999 Executive Board Member

El Paso International Children’s Hospital Committee, Past Member

Socorro Independent School District

- Superintendent’s Advisory Committee Member

Ysleta Independent School District,

- 2007 DEIC Task Force

Southwest Healthcare Executives, Member

El Paso Political Sub-Division Healthcare Coalition, Past Member

- 1994 Co-Chair

The American Red Cross, El Paso Chapter, Past Board Member

- 1993 Chair, Fund Raising Committee

1992 Gubernatorial appointment (Gov. Ann Richards), Board of Directors,
Upper Rio Grande Private Industry Council

- 1993 Chair, Marketing Committee
- 1993 Policy/Staff Review Committee

University of Texas at El Paso

- 1992 Professional Women's Network, Past Member

Greater El Paso Chamber of Commerce Leadership El Paso Alumni

- 1992 Graduate, Class XIV

1987 Outstanding Young Women of America