



### Cástulo de la Rocha

President and CEO

As President and CEO of AltaMed Health Services Corporation, Cástulo de la Rocha is an enduring trailblazer in community health. Under his visionary leadership, AltaMed has transformed from a storefront barrio clinic in East Los Angeles into the largest Federally Qualified Health Center in California, and among the top five in the nation.

Mr. de la Rocha has always understood that a community's health is indivisible from its prosperity. In 1977, he saw a need: people in low-income neighborhoods throughout the Southland were significantly underserved by essential health resources—in fact, the Barrio Free Clinic in his neighborhood often had a line of people that wound around the block. By meeting this one fundamental requirement, he changed the face of one community, then another, until AltaMed became one of the area's largest health care systems, with approximately 50 medical, dental and PACE sites staffed by more than 2,800 employees, providing compassionate care to nearly 300,000 patients a year.

Over the years, Mr. de la Rocha succeeded in building an essential resource for millions of underserved residents throughout Southern California, and in the process, created a model of excellence for health centers and communities everywhere. This innovative “whole community” approach to health care has earned him a UCLA Center for Health Policy Research Impact Award in Community Service (2014), the Los Angeles Business Journal's Lifetime Achievement award, and the Leader in Action award from the PRIME Program at the David Geffen School of Medicine at UCLA (2016). In 2017, he was honored alongside Lin-Manuel Miranda with a Medallion of Excellence from the Congressional Hispanic Caucus Institute.

AltaMed's standard of care and consistently strong financial performance has made it an exemplar of what a community-focused health center can be. AltaMed is accredited by the Joint Commission as a Patient Centered Medical Home, and the facility was recognized as #1 among the Hispanic Business Journal's “Top 25 Nonprofits” for seven consecutive years.

Mr. de la Rocha frequently lends his expertise in aligning best practices in health care, public policy, and social advocacy. Currently, he serves on the boards of National Medical Fellowships and America's Physician Groups (formerly the California Association of Physician Groups).

An avid believer in the healing power of art, Mr. de la Rocha has spent 30 years assembling the AltaMed Art Collection. It champions the works of emerging and established artists who reflect the history, achievements, and struggles of underserved communities, and it lives on rotating display across AltaMed's entire clinic network. Mr. de la Rocha has been recognized by the Museum of Latin American Art (MOLAA), and is also a member of the Getty Pacific Standard Time Business Leaders Council.

#### Education

J.D. Boalt Hall School of Law at the University of California, Berkeley  
B.A. Political Science, University of California, Santa Barbara  
Certificate in Management, Stanford University



## Zoila D. Escobar

Senior Vice President & Chief Administrative Officer,  
and President of the AltaMed Foundation

In her role as Sr. Vice President & Chief Administrative officer, and President of the AltaMed Foundation, Zoila D. Escobar is dedicated to leveling disparities in health care by combining her own personal insight into the Latino experience with comprehensive care. For more than 35 years, she's played an instrumental role in community health leadership, spearheading everything from grassroots initiatives to leading major policy changes at national institutions.

At AltaMed, Ms. Escobar oversees corporate communications, branding, patient experience, culture and language, human resources, the office of strategic planning and execution, and the analytics department. In this multifaceted, 360° role, she shapes nearly every dimension of the AltaMed experience, ranging from where people get care, to innovative programs and services for patients, to ensuring that everyone whom AltaMed serves receives patient-centered care in a way that honors their cultural preferences.

A prolific fundraiser, Ms. Escobar has consistently raised \$40-46 million annually for AltaMed. She currently oversees AltaMed's development and fundraising departments, and her fund development experience dates back to 1984 at the American Cancer Society (ACS), as Director of Development for Special Populations. While at ACS, Ms. Escobar also helped develop national policy in the area of uterine and breast cancer screening, smoking cessation, and HIV/AIDS for Spanish-speaking populations. In addition to leading conferences and fundraising galas, some of Ms. Escobar's most important contributions include helping change attitudes around philanthropic giving in the Latino community, as well as steering an employee-giving effort to engage 100% of the AltaMed workforce.

Ms. Escobar's professional accomplishments demonstrate a commitment to forward-thinking advocacy on behalf of underserved populations. She's had a long and illustrious history focusing on AIDS awareness and prevention, with positions including Program Director of the first Latinas and AIDS Program in Los Angeles County, with AIDS Project Los Angeles; and Clinic Administrator for HIV Services at the UCLA Family Planning Clinic. Ms. Escobar lead the pilot Hemophilia and AIDS program, a joint project between the World Health Organization and World Hemophilia Federation. Ms. Escobar was also involved in policy work that led to the development of the Ryan White Act legislation, and played a role in the inclusion of HIV/AIDS in the American with Disabilities Act legislation. Additionally, she's served as Director of Education and Government Affairs for the Arthritis Foundation.

Empowerment is one of the pillars of the AltaMed mission, and it's also the focus of Ms. Escobar's other professional engagements and memberships. In her role as Treasurer for the American Nurses Foundation Board of Directors, she advocates to advance the careers, well-being, and public image of nurses. As a member of the University of La Verne Board of Trustees, she works to promote equal opportunities for all students. She also serves as a board member for California State University Monterey Bay-External Leadership Council and the NCLR/CSULB Center for Latino Culture and Health. For nearly 15 years, Ms. Escobar was a member of the international Health Initiative of the Americas.

### Education

MBA, University of La Verne

B.S. Health Services Administration, University of La Verne



### José U. Esparza

Senior Vice President of Finance  
& Chief Financial Officer

José U. Esparza serves as Senior Vice President of Finance and Chief Financial Officer for AltaMed, overseeing close to 100 professionals in departments ranging from Finance and Accounting to Government and Risk Management. Both directly and indirectly, he touches nearly every single financial transaction spanning from revenue and accounts receivable to payables, claims and all expenses in addition to AltaMed's portfolio of investments.

In 1994, Mr. Esparza joined AltaMed, where he has been essential to the system's success – both by negotiating reimbursement for its major programs and by ensuring day-to-day operational resources are well utilized for the delivery of services. He has maintained a robust fiscal outlook for large scale projects, such as the recent opening of new community health centers in Westlake and the City of Commerce.

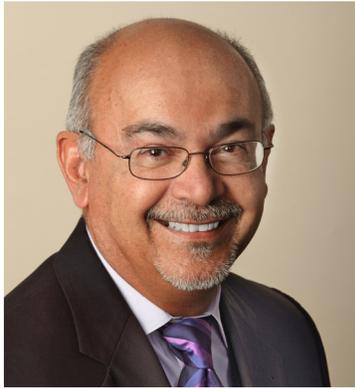
Mr. Esparza plays a strategic role by helping determine corporate direction and leading the implementation of key business plans and initiatives. Thanks to Mr. Esparza's oversight, one of AltaMed's biggest successes has been the Program of All-Inclusive Care for the Elderly (PACE). Over the years, the organization took well-planned steps to enhance the program, adding even more health care and social services that improve the health of its participants, thereby preventing the need for institutionalization. PACE has since become the most robust program of its kind in Southern California.

Previously, Mr. Esparza held positions in public accounting, where he managed independent audits and issued certified financial statements for both for-profit and nonprofit organizations. Early in his career, Mr. Esparza worked as a controller at Northeast Valley Health Corporation, one of Los Angeles' largest Federally Qualified Health Centers. Here he found a sense of professional satisfaction that had been missing from his work in other industries, and he came to personally embrace the mission of eliminating health care disparities. As a Southern California resident who spent the last three decades living in Los Angeles, he has a true affinity for how diverse cultures enrich local communities.

#### **Education**

MBA, University of Phoenix

B.A. Accounting, California State University, Los Angeles



### Robert Gomez

Vice President of Business Development

Robert Gomez is AltaMed's Vice President of Business Development. He plays an integral role in the health system's capacity to grow and better serve the needs not only of its patients, but its employees and the greater community.

Since joining AltaMed in 2007, he has helped facilitate mergers and acquisitions that doubled the number of managed care enrollees the health system serves. In this same time period, AltaMed has grown in size to 39 accredited sites, eight full-service PACE (Program of All-Inclusive Care for the Elderly) locations, and more than 150 affiliated locations.

Prior to joining AltaMed, Mr. Gomez served as Chief Executive Officer for El Rio Health Center in Tucson, Arizona. During his 20 year tenure, he helped to build it into a nationally recognized Federally Qualified Health Center (FQHC). Before this, he served as a senior consultant for Medicus Systems, a national health care consulting and software products company.

During his long career in health care, he has held leadership roles at the state and national levels, including serving on the Board of Directors and President of the National Association of Community Health Centers.

**Education:**

B.A. History, Texas A&M International University



### Anna Tran

Senior Strategy Executive

Ms. Anna Tran joined AltaMed's senior leadership team in 2017 as Senior Strategy Executive. She oversees AltaMed's Managed Care as well as the Sales and Marketing team, focusing on membership growth. She also supports our President & CEO in planning the long-term strategic growth of the organization.

Ms. Tran comes to AltaMed with an extensive history in health care leadership. While she previously served as CFO at Pacific Alliance Medical Center, she later spent a total of 18 years on the leadership team of Care1st, where she held the roles of CFO, COO, CEO, President, and Strategic Advisor, eventually facilitating the sale of Care1st and the transition of more than 500,000 members to Blue Shield of California. From 2011 to 2014, Ms. Tran was a member of AltaMed's Board of Trustees.

#### **Education**

M.S., Accounting, California State University, Los Angeles

B.S., Biology, California State University, Los Angeles