

LUPE BRUNEMAN, HCMBA

PROFESSIONAL BIO

March, 2025



Lupe Bruneman has been a healthcare professional in the Medicare / Managed Care industry since the late 1980's, with demonstrated expertise in health care operations and implementation of strategic managed care initiatives in South Florida. Her studies include a Healthcare MBA from Florida International University (FIU) and a bachelor's degree in Professional Business Management from Nova Southeastern University.

Since 2015, Ms. Bruneman has been working within the health insurance agency industry, as Agency Development and Operations Director for Advocate Health Advisors, LLC, providing overall operations management, training, and oversight for various local South Florida general agencies and over 200 health insurance brokers. Her work has led to improving the performance, efficiency, and profitability of her sales territory, and to being the leading sales territory in the country for Advocate Health Advisors for 3 consecutive years (2021 - 2025). Her successes include improved processes and sales productivity, as well as developing and leading culturally diverse sales agent teams towards achieving and exceeding sales goals, while monitoring adherence to Medicare rules, regulations, and procedures.

Additionally, as a licensed sales broker, Mrs. Bruneman has been utilizing her Medicare expertise to educate consumers regarding their Medicare choices since 2009. The scope of this work has been to advance Medicare Sales training and consumer advocacy to ensure underserved South Florida communities receive vital information and education needed to empower them to make the most beneficial healthcare decisions for their specific needs.

Most recently, as principal consultant for Portfolio Healthcare, LLC, Ms. Bruneman has collaborated in the implementation of Medicare-specific projects with various local MCO's and private healthcare organizations. She is a Medicare subject-matter expert and excels in the areas of Value-based risk contracting, Primary Care/Specialty Network Development and Implementation of HEDIS/STARS quality initiatives. Additionally, Ms. Bruneman is a member of the Advisory Board for the Latino Center on Aging, and a member of the Miami-Dade County Elder Affairs Committee.