

Rodrigo Cerdá, M.D., MPH

Rodrigo Cerdá, M.D., MPH, is senior vice president of Health Services and chief medical officer at Independence Blue Cross (Independence). He leads Independence's collaborative efforts to bring together health insurers, hospitals, and doctors together to improve access to well-coordinated, high quality, and affordable health care to the region. He is also the company's chief clinical spokesperson. Dr. Cerdá has overall corporate responsibility for population health, case and condition management, provider experience, medical management and policy, and health value optimization.