

# Health Care Industry Leader Joins Health by Design Executive Team

***Prevention, Knowledge and Personal Care is at the Heart of Quality Health Care***



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San Antonio, October 07, 2009 – Health by Design of San Antonio, TX, a leading provider of [health care services](#) to businesses and individuals, has recently appointed Omar Rodríguez as Executive Vice President, Corporate Development and Strategic Planning. With nearly 30 years in the health care arena, Rodríguez assumes a newly created role to help Health by Design reach more companies with its unique approach to medical care. His first area of concentration will be to further develop the Texas market.

“Omar is an outstanding individual with a wealth of experience and knowledge both in managing companies as President and CEO and administering health care benefits for self-insured companies. As we look to expand our role in helping companies provide quality medical care to their employees through prevention, knowledge and personal care, Omar will be able to bring valuable industry insight to better serve our



clients and mission,” said Health by Design CEO and Medical Director Dr. James Ogletree. Health by Design Management President Barney Randol also noted that through fiscal responsibility and client growth and retention Health by Design has had solid year over year revenue growth.

Rodríguez’s first connection with Health by Design was in 2001 as a client. As President and CEO of Benefit Planners, Inc., he hired Health by Design to manage and run their onsite clinic. The clinic’s success was overwhelming, helping Benefit Planners reduce their health care costs and increase employee productivity through the services they provided. Health by Design still manages this onsite clinic today.

In addition to his business development and strategic planning responsibilities, Rodríguez’s role will advance Health by Design in the area of guiding self-insured employers in better understanding and managing critical elements of their employee’s health and benefit programs. Along with his prior service at Benefit Planners, Rodríguez has held presidential or partnership positions at Century Healthcare, LLC and Advanced Plan for Health. Rodríguez holds a BA Magna Cum Laude from Central Washington University.

### **About Health by Design**

Founded in 1982 by Dr. David Player in San Antonio, TX, Health by Design successfully blends [medical care](#), physician knowledge and personalized care to provide quality health care for corporations, small businesses and individuals. Utilizing a long practiced unique approach to medical care, Health by Design physicians share a common philosophy of prevention, education and wellness. They perform comprehensive evaluations of a patient’s current physical condition and then develop a program that maximizes their health and lifestyle, while helping employers reduce health care costs and increase productivity. For more information, visit: [www.hbdus.com](http://www.hbdus.com).

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