



ANTONAA' ROBERTS

Founder & Chief Executive Officer

Hello,

I am the Founder and Chief Executive Officer of Guiding The Wise Inc, a Florida based preventative healthcare nonprofit organization. I have more than 15 years of experience in the healthcare management industry, and I look forward to utilizing my knowledge to improve health outcomes in our communities.

As Founder and Chief Executive Officer, I'm focused on driving equity and affordability in health care. Prior to creating Guiding The Wise in 2014, I served as a healthcare professional in the health insurance industry for over twelve years. I entered the healthcare industry while in high school, as a billing assistant for Radiology Associates. I gradually entered the healthcare managed care industry, assisting with multi-state Medicaid contracts. I later entered the network development profession. Assisting many reputable fortune 500 companies with their network adequacy campaigns. During my years as a National Network Developer, I drove strategic initiatives around cost and value stewardship, convenience and comprehensive health, fee negotiations, and led many network adequacy initiatives. I also combatted long-standing social issues influencing health outcomes.

I have personally experienced the impact that chronic conditions have on households with minimal financial resources. I am very passionate about building a safe space for minorities, underserved communities and low-and-moderate income households to focus on their health. I believe that everyone should have equal access to affordable quality healthcare and resources. I am committed to providing that to the communities that we serve.

To our staff, thank you so much for your commitment to our mission. We will continue to represent diversity and promote professional growth and collaboration.

To our donors, please know that every donation matters and helps us move our mission forward. Thank you so much for your support.

To our customers, we're continuously working to bridge the gap in the healthcare market. We will always strive to be a great support system that prioritizes your health, and that genuinely cares about your overall wellbeing. We look forward to working with you.

Sincerely,

Antonaa' Roberts

Founder/Chief Executive Officer