

Alejandro Sonera, Jr. has been the senior administrator at Urban Health Plan since February of 2000. He is responsible for overseeing all of the operations at El Nuevo San Juan Health Center, including purchasing, patient advocacy, transportation and the Call Center. He also provides support to El Viejo San Juan, the satellites, the school health based programs and other support areas.

Mr. Sonera has been in the health sector for over 25 years. He began his career in 1983 as a manager of a for-profit group practice where he worked for almost 14 years. It was here that he honed his administrative skills and in less than ten (10) years was acting as a troubleshooter for the practice's various sites.

Before arriving at UHP, he worked per diem for different private physician practices performing various administrative duties and served as an administrator at the New York Medical Group, a group practice contracted by HIP to run its health centers. After three (3) years, when HIP began the process of severing its relationship with the New York Medical Group, Mr. Sonera replied to a want ad for an administrator in the New York Times. He interviewed with Ms. Paloma Hernandez, President/CEO, of Urban Health Plan. He knew that UHP was the place for him and as it turns out, so did Ms. Hernandez. Mr. Sonera feels very gratified about being at UHP because it felt like a homecoming; he was born in Hunts Point, on Manida Street. "I am proud of the work that we do here at UHP. I am very lucky to be part of an organization that has played a major role in helping improve the status of healthcare in the South Bronx and its surrounding areas."

Mr. Sonera is a graduate of Queens College where he received a B.A. degree in Political Science.