



GOBIERNO DE PUERTO RICO  
ADMINISTRACIÓN DE SEGUROS DE SALUD  
Directora Ejecutiva | Edna Y. Marín Ramos | [emarin@asespr.org](mailto:emarin@asespr.org)

August 7, 2023

Mr. Francisco De la Cruz Napolis  
Key Integrated Solutions (KIS)  
President  
[francisco@kisdigitalpr.com](mailto:francisco@kisdigitalpr.com)

Dear Mr. De la Cruz Napolis:

The Puerto Rico Health Insurance Administration (PRHIA or ASES for its Spanish acronym) concluded its revision of the proposals received pursuant to NNSP-2023-013-PU for advertising services. This process was executed pursuant to the provisions of Executive Order #2021-029 and OGP's Circular Letter #013-2021.

We appreciate your participation in this process. Nonetheless, at this time, ASES has selected another provider of professional services who meets the needs of the institution in the most appropriate manner and under the most favorable conditions, ensuring the best interest of ASES within the applicable budgetary parameters.

Your contact information will be kept in our records in case there is a future need for acquiring additional resources or other projects in which the professional services that your entity provides might be needed by ASES.

Once again, thanks for your participation in this process.

Sincerely,

Edna Y. Marín Ramos, MA  
Executive Director