



With a Focus on Playing a Larger Role in San Mateo County’s Health Care Ecosystem, the Peninsula Health Care District Welcomes New Executives to Leadership Team

New hires have extensive experience in direct services and community investments.

Burlingame, CA (February 2, 2024) - Peninsula Health Care District (PHCD) has welcomed three new members to the executive team. Fátima M. Rodríguez, PhD, Richard Bergstrom, and Marc Rappaport, MFT, have joined PHCD's efforts to help advance the District’s vision that all District residents achieve their optimal health through education, prevention and access to basic health care services.

Fátima M. Rodríguez, DrPH, MPH, has joined the Peninsula Health Care District as the Strategic Initiatives Director (SID). As a recognized leader in health and wellness, Dr. Rodríguez will monitor the health needs and priorities of the community by facilitating collaborative approaches to address gaps in services and identifying opportunities for PHCD intervention.

Dr. Rodríguez is a results-oriented professional with leadership and management experience in public health, health care, and communications. Having previously worked for Kaiser Permanente and LA Care Health Plan, she has expertise in quality improvement, client outreach and retention, and forging partnerships with internal and external stakeholders. Dr. Rodríguez holds a doctorate in Public Health from UC Berkeley, a master's degree in Community Health Sciences, and a bachelor's degree in Human Biology from Stanford University.

“The Peninsula Health Care District has a history of being on the frontlines working with populations that have been historically hard to reach,” said Dr. Fátima M. Rodríguez, Strategic Initiatives Director, Peninsula Health Care District. “Through the District’s strategic initiatives and community partnerships, we are going to further strengthen and support San Mateo County’s health care safety net.”

Richard Bergstrom is the new Director of Peninsula Health Care District Health and Fitness Center. As the Director, he will be responsible for community outreach, enhancing and

developing programs, and implementing safe and efficient operations of the PHCD Health & Fitness Center at 1875 Trousdale (Center).

“Having devoted my entire career to providing people with the necessary tools to live an active and healthy lifestyle,” said Richard Bergstrom, Director, Health and Fitness Center, Peninsula Health Care District. “I look forward to providing San Mateo County residents with access to a top-level fitness facility that will focus on training and nutrition.”

Bergstrom is a recognized fitness professional with experience in personal training and fitness center management. He has experience overseeing health and fitness centers and their marketing. Most recently, Bergstrom led fitness efforts at the Tice Creek Fitness where he worked with a multi-generational population to provide access to active lifestyle programs. Bergstrom received a bachelor's degree in Health, Exercise, and Sports Sciences from the University of the Pacific in 2011.

Marc Rappaport, MFT, joins Peninsula Health Care District as the Clinical Director of allcove™ San Mateo. Marc is a licensed Marriage and Family Therapist with experience as a Clinical Director of various health centers for the care of all ages. He is extremely knowledgeable in childhood trauma, multi-axial diagnosis, severe psychopathology, PTSD (simple and complex), crisis, and substance abuse issues. He has a bachelor's degree in Psychology from the University of California Santa Cruz, a master's degree in Counseling Psychology from the California Institute of Integral Studies-San Francisco, and is a licensed yoga instructor.

“I am thrilled to join Peninsula Health Care District and look forward to supporting the vital work of improving mental health and well-being of our youth through allcove™ San Mateo,” said Marc Rappaport, Clinical Director, Peninsula Health Care District. “I look forward to working together towards our shared goal of providing excellent care to our district residents.”

“In selecting Dr. Rodriguez, Mr. Bergstrom, and Mr. Rappaport to my team, I am bringing on board three action-oriented professionals with a history of accomplishment everywhere they have worked,” said Ana M. Pulido. “Consistent with my board leadership’s direction, these new executives will allow for our agency to continue growing our service and health investment footprint for the benefit of District residents as we enter this new chapter.”

About Peninsula Health Care District: Founded in 1947, the Peninsula Health Care District serves the communities of San Bruno, Millbrae, Burlingame, Hillsborough, San Mateo, and a portion of Foster City and South San Francisco by supporting the unique health and wellness priorities of our Peninsula communities, and safeguarding access to health services, today and in the future. PHCD fulfills its commitment to the community through oversight of District assets and infrastructure, providing direct services, planning for future health care needs, and investing taxpayer dollars in local health-focused programs and partner organizations.

For more information: <https://www.peninsulahealthcaredistrict.org/>