At 26 years old, Isabela saw her new born daughter die in an ICU after an eclampsia crisis, which also almost took her to death. After that, she watched the collapse of her personal life while trying to understand that terrible adverse event with the lenses of a Patient. With no answers and after years of therapy, a broken marriage and much reflection she managed to return to his professional life, at the time, as a Paediatric Dentist. She served 7 years in the Brazilian Air Force as a Specialized Dentist and 10 years at United Health Group as a Specialized Dentist and consultant for innovation and Patient experience initiatives. When Isabela entered into the Air Force as a Paediatric Dentist, she was told to see a patient with a very rare syndrome, called Meckel Gruber. It was this experience that moved Isabela into action. To this day, she remembers her feelings from the first contact with the patient and family in the NICU and the identification that she felt in the eyes of that scared mother. The patient was afraid and vulnerable within their own healthcare system. Isabela quickly realized that the healthcare system didn’t offer specialized care for people with disabilities. From there Isabela started knocking on the leaders’ doors to advocate for these patients. And after countless discussions, and some arguments, Isabela transformed specialized dentistry to treat people with disabilities, Geriatric Dentistry, Home Care Dentistry and Hospital Dentistry bridging dental care to other health care areas, not only at Air Force but in every setting she worked. What Isabela didn't realize was that she healed her own wounds while serving patients, family members and community with her devotional advocacy.

Isabela experiences vary from public, private and military hospitals and home care to experience in healthcare operations and management. She’s been involved with quality improvement, risk management and innovation initiatives and is well versed in working within new cultures, matrixed leadership teams and takes pride in not accepting the status quo.

She’s a global activist with the worldwide movement What Matter to You? (WMTY) and Patient advocate through her work on the Beryl Institute’s Global Patient and Family Advisory Board as well as on the Planetree International Patient and Family Partnership Council and also serves as Honorary Board Member for Patient Centred Care at the International Society for Quality in Health Care (ISQua). Today she speaks on patient experience issues, blogs and consults in these roles.