

Holly Figueroa

Tribal Liaison, Health Choice Arizona



Holly Figueroa is Ohkay Owingeh and Hopi from the village of Sipaulovi and is Sun Clan. Holly serves as the Tribal Liaison for Health Choice Arizona. As the Tribal Liaison, she works to strengthen tribal relations with 17 tribes in HCA service area, focusing on Crisis Service, Access to Care, Prevention, Coordination of Care, Nation Building, Training & Education, Reducing Health Disparities and Stigma Reduction.

With a Cultural Competency background, Holly works to ensure that culturally appropriate services are delivered to all including HCA members and that providers meet the language and unique cultural needs of those they serve. Holly also develops education and awareness programs for staff and residents of the HCA service area to help reduce the stigma aimed at diverse cultures and to raise awareness and decrease health disparities they often suffer. Holly was born into a military family and is the spouse of an Operation Desert Storm & Operation Vigilant Warrior Veteran. Holly is a certified Adult, Youth, and Veteran Mental Health First Aide Trainer. Holly is a Northern Arizona Healthcare Foundation Certificate Holder, and she serves on the Arizona Town Hall Board of Directors; Arizona Rural Health Association Board of Directors; the MPOWRD Board of Directors. Holly is also a OneNTen volunteer and is a dedicated Ally who works to advocate and ensure Safe Spaces for LGBTQ2S individuals and community. Additionally, Holly pursues other ways to give back to her community and to be an effective advocate for Native American people everywhere.