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Lead, Operations & Communications

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Cristina Evans is the Lead of Operations & Communications at the Midwest Business Group on Health. Cristina joined MBGH in 2019 and is responsible for coordinating employer advisory boards, employer roundtables, webinars, and multi-stakeholder meetings. She strategically communicates through multiple channels to attract and engage various stakeholders, and shares comprehensive online resources to help employers build a business case, plan design, and implement an evidence-based benefits program. She gathers and analyzes engagement data through multiple data systems to promote program improvement.

Cristina graduated from Illinois State University with a Health Science degree in Public Health, and became a Certified Health Education Specialist. She used her public health background while working at Ann & Robert H. Lurie Children's Hospital of Chicago in the Preventive Cardiology Department. She then earned a graduate certificate from Benedictine University in Epidemiology, after discovering a strong interest for biostatistics and data analytics. Cristina is passionate about using data to improve behavioral outcomes and improve the lives of individuals and communities alike.