



Cheryl Larson
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Cheryl Larson is the President and CEO of the Midwest Business Group on Health, a non-profit organization of over 130 mid to jumbo, self-funded, regional and multi-state, public and private employers. Coalition activities include educational programs, health benefits research, benchmarking and community-based initiatives focused on increasing the value of health benefits and health care services to [MBGH Members](#) – represented by human resources, health benefits and health care professionals.

She oversees all coalition activities including advocacy, membership, administration, research projects and educational activities, working closely with MBGH's employer-led [Board of Directors](#) to establish the strategic direction of the coalition. Larson joined MBGH in 1983 as the Director of Membership Development, returning in 2006 as Vice President, after spending 10 years with a population health management company.

Larson leads MBGH's [National Employer Initiative on Specialty Drugs](#), the first major purchaser-driven research project that supports employers in managing the higher costs of biologic and specialty drugs by helping them make critical and informed decisions. She is a nationally-recognized speaker on employer best practices in managing specialty drugs, value-based benefit design, wellness, wellbeing, consumerism, engagement and benefit communications. She currently serves on multiple boards and committees representing the purchaser perspective, including the Task Force on Low-Value Care for VBID (Value-Based Insurance Design) Health and the Oncology Medical Home Steering Committee for the Community Oncology Alliance.