



## Cheryl Larson

President & CEO

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Cheryl is President and CEO of the non-profit Midwest Business Group on Health (MBGH), a coalition of 130 mid, large and jumbo, self-funded, public and private companies who represent more than 4.5M lives. 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. She also 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.

Cheryl 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. In 2018, she became President & CEO.

Cheryl is a nationally recognized speaker on employer best practices in managing specialty drugs, value-based benefit design, wellbeing, consumerism, engagement and benefit communications. She currently serves on multiple boards and committees representing the purchaser perspective, including the Institute of Medicine Chicago – Board of Directors and Fellow, National Alliance of Healthcare Purchasing Coalitions – Executive Committee – Board of Governors, University of Michigan Value Based Insurance Design (VBID) – National Task Force on Low-Value Care.