



Cheryl Larson

President & CEO

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Cheryl Larson is President and CEO of the Midwest Business Group on Health (MBGH), a nonprofit employer coalition representing more than 150 mid-size, large, and jumbo self-funded public and private organizations covering over 4 million lives. She leads the organization's strategy and operations, including employer-driven research initiatives, educational programming, member engagement, and public policy advocacy.

Cheryl directs MBGH's National Employer Initiative on Specialty Drugs, Cell and Gene Therapies (CGTs), and Biopharma—a 16-year purchaser-led research collaborative that helps employers address the clinical and financial challenges of high-cost biologics and emerging therapies and make informed coverage and purchasing decisions.

She joined MBGH in 1983 as Director of Membership Development, returned in 2006 as Vice President after a decade in population health management, and was named President and CEO in 2018.

A nationally recognized speaker, Cheryl focuses on employer strategies for specialty drug management and high-value benefit design. She serves on the Board of Governors for the National Alliance of Healthcare Purchasing Coalitions and on the University of Michigan's Value-Based Insurance Design (VBID) National Task Force on Low-Value Care. She previously served as a board member and purchaser fellow for the Institute of Medicine Chicago.