



Cheryl Larson

President & CEO
Midwest Business Group on Health

Cheryl is President and CEO of the non-profit Midwest Business Group on Health (MBGH), a coalition of more than 150 mid, large and jumbo, self-funded, public and private companies who represent more than 4M lives. She oversees coalition activities including employer-directed projects, educational events, membership activities and advocacy. Cheryl leads MBGH's National Employer Initiative on Specialty Drugs & Biopharma. This 15-year-old purchaser-driven research project supports employers in managing the high costs of biologic and specialty drugs and investigates ways they can provide coverage for high-cost cell and gene therapies, 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 and other benefits related topics. She currently serves on the University of Michigan Value Based Insurance Design (VBID) National Task Force on Low-Value Care. She is a former board member and fellow representing the purchaser perspective for the Institute of Medicine Chicago, and an active member and former board of governors for the National Alliance of Healthcare Purchasing Coalitions.