



Jeffrey Hogan

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Jeffrey Hogan is the President of Upside Health Advisors, a national consultancy providing advisory services to payers, providers, health systems, employers, and health-tech point solutions. Jeff also serves as an advisor to private equity, family offices, and directly to health startups looking to position themselves into the health care marketplace. Jeff is focused on health care payment reform, health policy, care transformation, value-based health care, health care quality, and precision medicine.

Before his role at Upside, Jeff served as the Northeast Regional Manager for Rogers Benefit Group, a national benefits marketing and consulting firm. He retired from Rogers Benefit Group in 2021 after 30 years with the company. Jeff regularly appears on national forums focused on moving to value-based health care and is actively working to promote healthcare-related transparency measures in the market.