



Jeff Jacques, MD

Chief Medical Officer
Personify Health (formerly Virgin Pulse)

Jeff Jacques, MD, is a physician executive leader and entrepreneur who has spent more than 20 years in digital health, building products and services that deliver personalized support for individuals experiencing complex care journeys. As Chief Medical Officer at Virgin Pulse, he focuses on ensuring alignment with member and market needs, enhancing the company's behavior science approach, and exploring additional ways its unique capabilities can further simplify and support the member journey.

Jeff's personal experiences and frustrations with the healthcare system ignited a passion for solving complex health problems, driving much of his career. He was previously CEO and co-founder of CareTribe, a digital health platform dedicated to supporting the needs of family caregivers. It was acquired by family support company Cleo in 2022. He also held leadership roles with CVS Health/Aetna for more than a decade, including as founder of NeoCare Solutions, a CVS Health/Aetna business supporting the parents of premature infants in the NICU, and as chief clinical innovation officer at ActiveHealth Management, a CVS Health company.

Jeff was a member of the Food and Drug Administration Safety Innovation Act (FDASIA) Workgroup and has held several non-profit board positions. He trained in Internal Medicine at St. Luke's-Roosevelt Hospital, part of the Mount Sinai system in NYC.