



Cheryl Larson
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Cheryl Larson is President and CEO of the non-profit Midwest Business Group on Health (MBGH), an employer coalition of 125 mid, large and jumbo, self-funded, public and private companies who represent more than 4M 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 and served as the Director of Membership Development for almost 14 years. She then spent 10 years with a population health management company, returning to MBGH in 2006 as Vice President. 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 – Board of Governors, University of Michigan Value Based Insurance Design (VBID) – National Task Force on Low-Value Care.