Cheryl Larson is Vice President of the Midwest Business Group on Health (MBGH) a non-profit educational and research organization of over 120 large, self-funded public and private employers. She manages the coalition’s educational and networking activities and leads two major research projects – the National Employer Initiative on Specialty Pharmacy Benefits and the Employer Communications Initiative on Benefits Literacy and Consumerism.

This is her second time with MBGH – from 1983 to 1996 she served as the Director of Membership Development. Previous to rejoining MBGH in 2006, she spent 10 years as the Director of Employer Services for a population health management company.

Cheryl chairs the Worksite Wellness Steering Committee for Building a Healthier Chicago, a community-based initiative of the U.S. Department of HHS, Chicago Department of Public Health, Chicago Institute of Medicine and Chicago Medical Society. She serves on the advisory council for the Center for Employee Health Studies at the University of Illinois/Chicago School of Public Health and is on the board of directors of the Center for Health Value Innovation, being named a CHVI Fellow in 2010. She serves on the editorial board for Biotechnology Healthcare Magazine and is a frequent speaker on employer best practices in value-based benefits, consumerism, benefits communications and biologics/specialty pharmacy benefits.