Cheryl Larson is the Vice President of the Midwest Business Group on Health. Founded in 1980, MBGH serves as one of the nation’s leading non-profit business coalitions of large, self-insured, multi-state public and private employers. She leads the coalitions’ educational and networking activities as well as two major research projects – the National Employer Initiative on Specialty Pharmacy and the Employer Communication Toolkit on Benefits Literacy and Consumerism. She is a national speaker on MBGH research, including employer best practices in value-based benefits, incentives, wellness, consumerism, engagement, communications and specialty pharmacy benefits.

Cheryl chairs the Worksite Wellness Steering Committee for Building a Healthier Chicago, a community-based initiative of MBGH, Institute of Medicine-Chicago and Chicago Medical Society, founded and supported by the U.S. Dept. of HHS-Region V and Chicago Department of Public Health. She serves on the advisory council for The Center for Employee Health Studies at the University of Illinois/Chicago School of Public Health and on the board of directors for the Center for Health Value Innovation, being named a CHVI Fellow in 2010.

Cheryl joined the coalition in 1983 and spent almost 14 years serving 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.