Cheryl Larson is the Vice President of the Midwest Business Group on Health (MBGH) and leads its educational and networking activities focused on health benefits management, health improvement and health care reform. Additionally, she oversees three major employer research projects: National Employer Initiative on Specialty Pharmacy, Value-based Benefit Design Research Series and Employer Communications Initiative on Benefits Literacy and Consumerism. Founded in 1980, MBGH is a leading national employer coalition with over 120 self-insured public and private employers represented by human resources/benefits professionals who provide health care benefits for more than 4 million individuals.

She first joined MBGH in 1983 and served as Director of Membership Development. After serving as Director of Employer Services for a population health management company, she returned to MBGH in 2006. She speaks nationally on MBGH research, offering expertise on employer best practices in value-based benefits, incentives, consumerism, engagement, wellness, communications and specialty pharmacy benefits.

Since 2008, she has served as chair, Worksite Wellness Steering Committee, Building a Healthier Chicago, founded by the U.S. Department of Health and Human Services-Region V and the Chicago Department of Public Health. She is also a member of the Advisory Council, Center for Employee Health Studies, University of Illinois/Chicago School of Public Health and serves on the Board of Directors for the Center for Health Value Innovation.