

Jeffrey Hogan is the President of Upside Health Advisers, a national healthcare consultancy working in every aspect of healthcare with a focus on value-based healthcare, care transformation, care delivery and the promotion of precision medicine as a feature of these. Jeff retired in 2021 from Rogers Benefit Group, a national benefits and marketing and consulting firm, after 30 years with the company. Jeff serves as an advisor to many health tech startups and has worked with national payers and large provider groups collaborating on product and services development and launch and with vendors looking to integrate themselves into nuanced care paths. Since COVID, Jeff is engaged with providers moving to risk and with health tech enabled provider organizations distinguishing themselves as 'high performance'. Jeff also works with large employers looking to embed accountable high-performance providers and episodic payment features into their plans.

Jeff regularly appears on national forums focused on moving to value based health care and is actively working to promote health care related transparency measures in the market. Jeff is a board member for the Connecticut Business Group on Health. He serves as the group's liaison to the National Alliance of Healthcare Purchaser's Coalition and as the Regional Leader for the Leapfrog Group. He is also one of the Coordinators of Connecticut's Moving to Value Alliance. Jeff was recently awarded the Outstanding 2020 Benefits Advisor/Broker Health Value Award by the Validation Institute.

Jeff and his family are active annual participants in the Pan-Mass Challenge and have raised more than 300K for the Dana Farber Cancer Institute. Jeff served his local government as the Farmington Town Council Chair from 2012-2014 and as a town council member over a 10-year period. Jeff is an avid outdoorsman, and previously served as the Director of the Appalachian Mountain Club's Mountain Leadership School and for the past 20 years instructs in the Wilderness Medicine Symposium for the UCONN Medical School.

- ◇ **Emsana Health** Advisor. Emsana Health was established by the employer members of the Purchaser's Business Group on Health as a healthcare innovation studio that helps employers build solutions to increase quality and lower cost.
- ◇ **Archway Health** is a technology company utilizing data to help move health care into risk-based payment models. Archway is working to create a virtualized high performance provider network. Further, endeavoring to use its unique technology and data to help employers manage the financing of health care risk.
- ◇ **Wildflower Health** is a women's focused health tech organization designed to improve quality and lower cost by enabling a high-performance hub for value-based health care helping practices hospitals and payers transition from fee for service to value based health care.
- ◇ **Hashed Health** is a health care blockchain venture studio focused on driving innovation and collaboration in the healthcare market.
- ◇ **State of New Jersey** Advisor and consultant for the Division of Pension and Benefits for implementing a value-based health care strategy for the State of NJ employee health plan, representing 822,000 active and retired employees.
- ◇ **Centivo** Advisor and consultant to startup third party value-based administrator focused on advanced primary care and direct contracting.
- ◇ **Moving to Value Alliance** executive committee member. MTVA is a multi-stakeholder group focused on building a value-based ecosystem of highest quality, appropriate cost services. Participants include health systems, providers, purchasers, and payers.
- ◇ **CT Business Group on Health** board member. CTBGH is a regional health purchaser coalition for the largest CT employers, including fortune 500 companies.