

Cyndy Nayer, MA, is the President and Chief Executive Officer of the Center for Health Value Innovation, a community of employers and payers building evidence, tools and competency in value-based decision making for sustainable health improvement and corporate performance. She is one of the five equal founders of the Center, along with Pitney Bowes innovators Jack Mahoney MD (who serves as Chief Medical Officer), and David Hom, former VP of Strategic Health Resources at Pitney.

Cyndy also leads River City Partnership on Health, Inc., a national employer health strategy company linking employers, health plans, and providers in improved Total Health Management. As the former Chair of the Missouri Governor's Council on Physical Fitness and Health, Nayer led the call to action and strategy for the Office of Women's Health. A futurist and health improvement expert, Nayer was recently voted one of the emerging leaders on consumer directed health and a visionary for health transformation. She speaks and writes for national media on the concepts of consumer and employer health engagement, and she has developed worksite health strategies for Fortune 100 companies in the US and in Canada. Cyndy was awarded the CEO Leadership award in Consumer Driven Health by CDHC Solutions in September 2008. She is an honored Woman of Worth, the first recipient of the Missouri State Health and Fitness Professional Award, a graduate of the Missouri Focus on Women's Leadership and the recipient of the American Heart Association Letter of Commendation for the Aetna Women's Health Toolkit. She has recently published a consumer handbook for value-based health decisions, entitled 101 Lifetips for Personal Health Management. . SEP2008