

**Jerry Dale Reeves, M.D., Executive Team Director of the Center for Health Value Innovation
Principal, Health Innovations LLC**

Dr. Jerry Reeves is Principal of Health Innovations LLC, offering health benefits, wellness, and health management consulting services for health plan sponsors and coalitions. He is a Director of Health Insight, the Quality Improvement Organization for Utah and Nevada and he is Medical Director of the Nevada Business Coalition for Health Improvement.



As Principal of Health Innovations LLC, Dr. Jerry Reeves provides medical consulting services and implements targeted interventions for union health and welfare benefit plans, employers, business coalitions, and healthcare consumers to achieve better efficiency, effectiveness, and value of healthcare services.

Dr. Reeves is the former Chief Medical Officer of Hotel Employees and Restaurant Employees International Union (H.E.R.E.I.U.) Welfare Fund offering multi-employer health insurance coverage for 90,000 eligible employees and their family members.

Dr. Reeves previously served as Chairman of WorldDoc Inc., Chief Medical Officer of Humana Inc. and Sierra Health Services Inc., and as Chief of Clinical Medicine at USAF Headquarters in Europe. He served two terms on the Board of Health of the State of Nevada. Dr. Reeves is board certified in Pediatrics, Pediatric Hematology-Oncology, and in Medical Management. He has authored more than 50 publications, been an editor for three professional journals, and served on the faculty of three medical schools. Dr. Reeves's specialties include Medical Management, Healthcare Incentives Innovations, Pediatrics, Pediatric Hematology-Oncology . He received his M.D from Baylor College of Medicine, Houston, Texas.
