



**CENTER FOR  
HEALTH VALUE  
INNOVATION**  
INFORMATION EXCHANGE FOR  
VALUE-BASED DESIGN

**Cyndy Nayer, M.A.**  
**President, CEO and co-founder of the Center**



Cyndy Nayer is a founder of the Center for Health Value Innovation and serves as its President and Chief Executive Officer. Under her direction, the Center has grown into the nation's premier organization dedicated to sharing the evidence of improved health and economic outcomes through value-based designs. Nayer is recognized as a thought leader for value based benefit design, and continues to provide education, insight and guidance to the Center's growing membership as well as government leaders, high-profile media, and other industry stakeholders. She has tracked the emergence, adoption and change in the value based designs and their link to consumer-directed health. She is the co-author of the first book from the Center, [Leveraging Health: improve health status and bend the trend on financial outcomes with value-based designs.](#) published in 2009. In 2006 she published a consumer handbook for value-based health decisions, entitled [101 Lifetips for Personal Health Management.](#) identifying the roadmap for becoming the CEO of one's health-wealth portfolio, a concept she has copyrighted.

A futurist and health improvement expert, Cyndy has forged multiple alliances for the Center, aligning its resources to share the business and academic evidence of improved health status and reduced health cost trend when consumers have access to affordable prevention, risk management, and chronic care. With her leadership, the Center is now supporting efforts in both public and private sectors to make value-based insurance design an integral component of the health system transformation.

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 Health, Nayer led the call to action and strategy for the Office of Women's Health.

Nayer is a vigorous proponent of aligning incentives for value, driving improved economic security at the personal, organizational and community level. On behalf of the Center, and River City, she has authored multiple, authoritative articles on value based design, is often called upon to present at high-profile industry conferences including the RAND, AMCP, DMAA: the Care Continuum Alliance, Health & Human Capital Management Series, AHIP, Consumer Health and Wellness Summits, and more.

Cyndy was recently voted one of the emerging leaders on consumer directed health and a visionary for health transformation. Cyndy was awarded the CEO Leadership award in Consumer Driven Health by CDHC Solutions in September 2008. She is the past chair of the Missouri Governor's Council on Health and Fitness, 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.

Nayer is a graduate of Washington University and holds a graduate degree in Gerontology with a special focus on healthy aging. She is married and has two daughters.