

Jeff Bakke
CEO
HealthEZ

Jeff Bakke is chief executive officer at HealthEZ, an innovative third party administrator (TPA) with a singular mission to simplify health plan administration for employers and to eliminate the complexities in the health care billing and payment process for all involved. A veteran innovator, strategist and game-changing business builder, he's also insightful and relatable as a leader. Jeff's as comfortable guiding employees as he is in his growing role as a leading voice in the healthcare and financial services industries, where he draws on more than 25 years of experience. His career includes a proven track record in healthcare where he's successfully overseen corporate strategy, distribution strategy, product innovation, and strategic partnerships for some of the industry's highest-performing companies.

Prior to taking the reins as CEO at HealthEZ, Jeff was a founder of what is now employee benefits and consumer-directed health accounts giant WEX Health, which he built and steered for 15 years first as chief operating officer, then as its chief strategy officer. Starting from scratch in 2005, he went on to shape a high-value company with annual revenues approaching \$500 million, leading two acquisitions in 2021 alone. He left WEX to dive headfirst into HealthEZ and its unique set of capabilities: stop-loss insurance, reinsurance, and notably, HealthEZ's innovative Preferred Provider Organization (PPO). Jeff notes the rarity of the plan's design in the market, as it's exceptional to have a third-party administrator work directly with its own provider network. While steering a course for national expansion, Jeff recognizes a massive opportunity for HealthEZ to grow in his home state of Minnesota, the Midwest, and in several key national markets.

During his time at WEX helping several hundreds of thousands of employers of all sizes educate their millions of employees on the merits of better managing their own health, lowering their premiums, and keeping more of their own money in HSA plans, Jeff had come to realize many employers still need to heed their own advice: By self-insuring—especially with HealthEZ's powerful suite of reinsurance and stop-loss safety nets, medical management and well-being programs, and exceptional member service—employers can right-size their insurance needs, get serious about employee health, and keep the savings in their own businesses. Jeff has been working for decades to demystify and simplify the healthcare system for consumers, but he strongly believes that it's key to get employers there first.

Jeff is a go-to resource for national publications such as U.S. News & World Report, podcasts and leading industry trades such as *HR Professionals Magazine*. He regularly shares his vision for eliminating the complexity in healthcare benefits, reducing costs and delivering the best technology and payment solutions onstage at industry events including HLTH and AHIP and broader audiences in webinars.

Prior to WEX Health, Bakke held key leadership positions at SafeNet Consulting, Allianz Life, and Blue Cross and Blue Shield of Minnesota, and has consulted for companies such as American Express, Medica Health Plans, Heartland Health Systems, and United Healthcare. Jeff lives in Plymouth, MN, where for over twenty years he and his family have been active supporters and volunteers in their church and in the elementary school their four children attended.