

**Mike Orth**  
Founder and Principal  
LaunchPad Health

Mike Orth is the Founder and Principal of LaunchPad Health, and an industry-leading expert on the new price transparency regulations. His organization helps self-funded plans & TPAs translate requirements into solutions that save plans money and enhance the member experience.

Mike has extensive expertise in health plan operations, technology, and compliance. Prior to LaunchPad Health, Mike advised several TPAs and was one of the first employees at Bright Health, where he led enterprise readiness. He was responsible for coordinating work across the company to successfully launch individual and Medicare plans. Prior to Bright Health, Mike was with Optum where he developed population health management products for large employer clients.

Mike currently serves on SIIA's Price Transparency Committee.