

Kevin Riley

Experienced Healthcare & Technology Executive, President & CEO at Kevin Riley & Associates | Business Model Innovation for Healthcare

Ponte Vedra, FL, US

Kevin Riley is an entrepreneur, healthcare executive, and business model innovator.

Biography

Kevin Riley is a senior executive with 25+ years of healthcare and life sciences technology experience. He is an experienced CEO and product leader, launching many businesses to market with competitive differentiation and authentic customer value. Riley is a thought-leading strategist, technologist, and architect of an award-winning healthcare business development methodology (modelH). Kevin holds a Master of Business in entrepreneurship and marketing from Rice University. Kevin's entrepreneurial spirit, executive acumen, and business model innovation are at the core of his professional journey. He has effectively applied his skills and experiences to start-ups and global health and life sciences enterprises. As the CEO of a turnaround Care Management company, he demonstrated his ability to lead and transform. His leadership extended to overseeing all healthcare and life sciences products and customers at Salesforce. He also spearheaded several national retail health start-ups and founded a national healthcare retail company, GuideWell Health, serving as its CEO. He was the first Chief Innovation Officer of a major insurance plan at BCBS of Florida. As a leader, Riley is known to roll up his sleeves and get to work in the details while never losing sight of the big picture. He has led diverse and global teams and is considered a servant leader. Kevin is deeply technical, with a background in programming and database administration. He is also a product management expert, having created products for some of the coolest consumer and technology companies in the market. Riley is also a published author on the topic of innovation in healthcare. He spends his free time teaching others how to apply rapid product development and business model agility. He also coaches youth sports.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC

Industry Expertise

Health Care - Services, Health and Wellness, Health Care - Providers

Areas of Expertise

Retail Health, Consumerism, Innovation

Affiliations

Kevin Riley & Associates | Health Model Innovation, modelH

Event Appearances

Do Health Insurance Companies Sell Running Shoes?
Orlando, FL

Maximizing Member Engagement through Technology
World Congress

Member Engagement Best Practices for Medicare Health Plans
4th Annual Medicare Advantage Strategic Business Symposium

Becoming a Consumer Health Solutions Company
World Congress Member Services Summit 2012

Maximizing Member Engagement through Technology
Corporate Research Group

Creating a Culture of Innovation for Health Plans
AHIP Institute 2012

Design a Company with Process Orientation in its DNA
Six Sigma Council 2012

Design a Company with Process Orientation in its DNA
Business Process Summit 2012

Becoming a Consumer Health Solutions Company
NASHO Specialty Health Summit 2012

Maximizing Member Engagement through Technology
Corporate Research Group

Broadening Benefits to Meet the Needs of a Consumer Driven Market
World Congress Ancillary Benefits 2012

Harnessing Imagination at an Insurance Plan
BCBS Association

Key Note Speaker - How to Create a Start Up
Start-Up Weekend 2012

Panel on Transformation in Healthcare- Panel on Transformation in Healthcare
IBM Smarter Commerce Global Summit 2011

How Reform is Forcing Innovation on Insurance Plans
World Health Conference 2010

Innovating Business Models for New Opportunity
Frost & Sullivan Innovations in Product Development 2011

Keeping the Promise of Retail Health
Orlando, FL

Leaders Perspectives on Healthcare
Jacksonville Bus. Journal Health Care Panel 2011

Building a Health e-Commerce Company
DMA Conference 2011

Keeping the Promise of Retail Health
VITAL Conference 2010

How Mobile Health is Changing Healthcare
mHealth Summit 2010

How Mobile Health is Changing Healthcare
World Congress Consumer Health Care 2010

How to Create a Start Up
Business Process Summit 2010

Do Health Plans Need to Innovate?
Health Plan Innovations 2010

Consumer Experience
Enhancing the Consumer Experience in Health Plans Forum

Creating a retail health infrastructure: Is your Infrastructure Ready for Your Customer?
Enhancing the Consumer Experience in Health Plans Forum

Workshop: StartUp NEXT: Week 5- Go to Market
NEXT

Workshop: StartUp NEXT: Week 4- Pitching Your Idea
NEXT

Workshop: StartUp NEXT: Week 3- Fundability
NEXT

Workshop: StartUp NEXT: Week 2- Big Markets, Big Ideas
NEXT

Workshop: StartUp NEXT: Week 1- Customer Discovery
NEXT

People, Process and Technology: Moving into a Customer-oriented Market
AHIP Institute

Building an Exceptional Consumer Experience and Total Lifetime Value
AHIP Institute

What Are Your Retail Health Channels and Do They Work Together?
AHIP Institute

Power to the Patient: Technology and Networks that Support Consumerism
6th Annual Consumer-Directed Healthcare Forum

Assessing the Current Landscape of Retail Health: Opportunities for Revenue, Member Engagement, and Care Coordination through Retail Stores and Urgent Care Clinics
5th Annual Leadership Summit on Health Plan Innovation

Partnering with Traditional Retail Channels to Expand your Brand
Enhancing the Consumer Experience in Health Plans Forum

Using Reward Models to Drive Customer Actions
Enhancing the Consumer Experience in Health Plans Forum

Implementing the Tenants of User-Centered Design
Enhancing the Consumer Experience in Health Plans Forum

So you want to build a start-up accelerator?
5th Annual Leadership Summit on Health Plan Innovation

Defining a Product Set Beyond Health And Ancillary Insurance
3rd Annual Leadership Summit on Ancillary Products and Voluntary Benefits

What Opportunities Are Being Created for Expanding Ancillary Benefits?
5th Annual Leadership Summit on Health Plan Innovation

Retail Healthcare and its Implications for the Future of Health Insurance
Webinar

What Does a Good Business Model Look Like?
Pre-Event Kickoff for Jacksonville Startup Weekend

A framework for sustainable ACO enablement
ACOs Summit

Education

Rice University Jesse H. Jones Graduate School of Administration
Master of Business Administration Marketing and Entrepreneurship

Sam Houston State University
Bachelor of Science Chemistry and English

Center for Creative Leadership
Graduate

Dale Carnegie Leadership and Public Speaking
Graduate

Accomplishments

Sought after speaker with credits including:

America's Health Insurance Plans (AHIP), Direct Marketing Association (DMA), Health Plan Innovations, World Health Conference on Health Plans, World Congress Consumer Health Care, mHealth Summit, BCBS Association, Jacksonville Start-Up Weekend, VITAL Conference, Jacksonville Business Journal Health Care Panel, IBM Smarter Commerce Conference, World Congress Ancillary Benefits Conference, Global Business Forum, World Health Care Congress on Innovation,

Top Technology & Innovation Influencer in Northeast Florida

Recognized by the Business Journal as one of the most influential innovators in North East Florida.

2013 BizTech Innovation Award

The BizTech Innovation Awards aim to identify and acknowledge the substantive gains Jacksonville area businesses are making in the ways they are developing, employing and utilizing technology for their own companies and/or their clients.

Testimonials

AHIP

?the best session we have had ? very engaging, got everyone thinking?

AHIP

"Kevin Riley's presentation was outstanding" "Riley was thought provoking to say the least"

World Congress

?excellent speaker ? top ratings ? highest participation we have ever had?

National Association of Specialty Health Organizations

?extremely engaging; 5+; great presentation?

Blue Cross Blue Shield

?commitment ? and energy ? worth the price of admission?

Andrew Tardogno

I recently approached Mr. Kevin Riley to participate as a speaker at CRG's 6th Annual Consumer Directed Conference which took place this past February in Washington DC. Kevin has put together fantastic webinars for CRG in the past that were engaging, insightful and innovative; and the presentation for this conference was right in line with those standards. He is truly a great speaker and really knows the market very well. The audience found him to be extremely knowledgeable and based on the attendee evaluations; his session was ranked one of the highest at the event. I would certainly reach out to Kevin for future conferences regarding this subject as well as numerous others. He is a great person to work with.

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