

House Committee on Oversight and Accountability  
Role That Pharmacy Benefit Managers (PBMs) Play in the Pharmaceutical Market  
May 23, 2023

Biography of Greg Baker, BS Pharm  
CEO of AffirmedRx

As CEO, Greg Baker strategically develops AffirmedRx's mission for driving better health, predictable costs and partnerships that put employers in control. Greg has decades of experience in pharmacy as a pharmacist, businessman, and entrepreneur. He leads AffirmedRx in three core areas: 1. Cost Transparency, 2. Data Control and 3. Patient Health improvement. He is passionate about creating a clinically-focused versus a financially-focused PBM.

At AffirmedRx, Greg leverages his prior experience working as the pharmacy lead for Premise Health, during which time he maintained the highest levels of operational efficiency, clinical excellence and customer service to provide value within the greater pharmacy healthcare ecosystem. Drawing from this experience, as well as time spent as Pharmacy Supervisor for Walgreens and Senior Pharmacy Consultant for Blue & Co., Greg listens to scores of employers across all industries to customize the highest quality clinical care solutions with the lowest costs for AffirmedRx customers. While in a previous role, Greg led a pharmacy organization that won the 2018 PBMI award for innovation and the 2019 APhA Pinnacle Award. He was also the first community pharmacist appointed by the HHS Secretary to the National Advisory Council for the Agency of Healthcare Research and Quality, where he further advanced the role of pharmacy to improve public health outcomes.

Greg Baker lives by the motto, "Patient over Profits," in order to make AffirmedRx a nimble company in a large industry determined to do what is right for employers and the millions who work for them.