

# **Kevin Riley**

**Principal at Kevin Riley & Associates | Business Model Innovation for Healthcare**

Ponte Vedra, FL, US

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

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## **Biography**

Kevin Riley is an entrepreneur, healthcare executive, and business model innovator. He has spent his career in the pursuit of creating consumer experiences that drive behaviors, and ultimately actions. He has applied his skills and experiences to start-ups and legacy companies alike, across the healthcare industry.

Kevin started Kevin Riley & Associates Health Model Innovation Consulting in 2006 to help companies with the convergence of health care and the consumer. He founded and was CEO of a national health care retail company, played leadership roles for several national retail health start-ups, and served as the first Chief Innovation Officer of a major insurance plan. Kevin holds a Masters of Business in entrepreneurship and marketing from Rice University.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC

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## **Industry Expertise**

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

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## **Areas of Expertise**

Innovation, Retail Health, Consumerism

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## **Affiliations**

Kevin Riley & Associates | Health Model Innovation, modelH

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## **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

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## **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**  
Gradutae

**Dale Carnegie Leadership and Public Speaking**  
Graduate

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## **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.

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## **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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