



Rita Numerof

Rita Numerof is an internationally recognized consultant and author with over 30 years of experience in the field of strategy development and execution, business model design, and market analysis. Her work across the entire healthcare spectrum gives her a unique perspective on the challenges of pharmaceutical and medical device manufacturers, healthcare delivery institutions, payers, physicians, and suppliers. Dr. Numerof has served as an advisor to Congress on issues related to healthcare reform and wrote The Heritage Foundation's policy paper, *Why Accountable Care Organizations Won't Deliver Better Health Care – and Market Innovation Will*. She is the author of six books, including [Bringing Value to Healthcare: Practical Steps for Getting to a Market-Based Model](#). The book outlines a market-based model in healthcare focused on transparency in cost and quality, and payment connected to outcomes that matter. These themes are reflected in her [biweekly column](#) for Forbes where she offers insights on the business of healthcare.

Dr. Numerof is the co-founder and President of Numerof & Associates, based in St. Louis. The firm is a strategy and implementation consultancy focused on industries in transition. It brings more than 30 years' experience working across the global healthcare ecosystem – from pharmaceutical and medical device manufacturers, healthcare delivery institutions, payers, physicians, and suppliers.