



Greg Baker
CEO
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As CEO of AffirmedRx, Greg Baker leads the company's mission to deliver better health outcomes, predictable costs, and partnerships that empower employers to take control of their pharmacy benefits. With decades of experience as a pharmacist, businessman, and entrepreneur, Greg is redefining the role of a pharmacy benefit manager (PBM) by focusing on three core areas: transparency, data, and patient health. Greg brings a strong clinical focus to pharmacy benefit management. Throughout his 30-year career, he has been a leader in direct pharmacy services with a focus on optimizing patient outcomes.