

**John Collier**  
CEO  
Proactive MD

President of ProactiveMD, a leading Direct Primary Care company offering health management solutions to employers across the country.

John provides the overall vision and direction for Proactive MD, continuously finding new ways to serve our patients and employers through strategic planning, executive management, innovation, and strategic partnerships.

John's professional experience leading direct-to-employer contracting for one of the largest hospital systems in the country gives him a deep understanding of the unique ecosystem of health systems, payors, and employers. John brings 15 years of in-depth knowledge of healthcare management and strategy to Proactive MD with his background in healthcare administration, payor contracting, provider network development, and employer cost containment plan design. Before joining Proactive MD, John was the CEO of another South Carolina-based direct primary care provider. John is a Fellow of the American College of Healthcare Executives and a member of The Young Presidents Organization (YPO). He earned his MBA and MHA at Grand Canyon University.

A self-proclaimed "healthcare nerd," John enjoys researching the industry and learning new ways to improve the system for the people who need it most. John lived in Mexico for a time and is fluent in Spanish. He is a lifelong St. Louis Cardinals fan and loves Arizona Wildcat basketball. But most of all, he loves to spend time with his wife and three children.