

JOHN LEIFER

CHIEF EXECUTIVE OFFICER



As a strategist, tactician, operational leader and teacher, John Leifer has excelled at helping organizations and individuals anticipate and adapt to the many changes that have swept through healthcare over the past two decades.

Leifer serves as senior strategist for CBIZ The Leifer Group. In that role, he provides hands-on direction and oversight for all consulting projects and also is closely involved in translating strategy into action. In addition, he assists in the development of metrics designed to assess progress toward project goals.

Through his career, Leifer has served as a senior executive with hospitals and major health systems as well as chief marketing officer for a global health information company.

Leifer has held faculty positions with both the University of Kansas School of Medicines Health Policy and Management Program and the William Allen White School of Journalism. At the Health Policy Program, Leifer served as its executive in residence. In 2006, he was awarded the Kansas Health Foundation Excellence in Teaching Award.

Leifer brings a blend of analytic and creative thinking to his work, along with a passion for writing and communication. In the mid-1980s, he founded and published *The Leifer Report*, a healthcare publication that featured contributors ranging from President Bill Clinton to Newt Gingrich. He is a frequent contributor to a range of publications and has been profiled in several prominent magazines, including *Money* and *Fortune*.

Leifer attended Duke University and the University of Kansas for undergraduate and graduate studies. Leifer enjoys hiking with his three sons, along with photography, a passion he developed as a team photographer for the Kansas City Royals baseball team while in high school.



CBIZ The Leifer Group

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