



Brian Poger

Mayo Venture Partner



Brian Poger is an accomplished CEO / CXO / Founder / Investor with a passion for driving innovation in digital health, insurtech & healthcare services and improving the quality and efficiency of healthcare. With a versatile background spanning Fortune 500 companies, management consulting, providers, VC-backed startups, PE-owned companies, and private equity, Brian excels at identifying unmet market needs, assembling exceptional teams, and instilling operational excellence to ensure success.

Brian is currently serving Mayo Clinic as a Mayo Venture Partner, helping to create companies that leverage Mayo technology and expand its patient-centric reach. Prior to Mayo, Brian was an executive in residence at Frazier Healthcare Partners, focused on companies that lowered the cost of employer-sponsored healthcare. Brian joined Frazier after leading the integration and strategic revitalization of Benefitter into UnitedHealthcare, serving as CEO following UHG's acquisition of HealthMarkets & Benefitter in 2019. At HealthMarkets, Brian held the position of COO, where he played a pivotal role in improving profitability and growth at one of the largest FMOs/GAs/Agencies in the individual, Medicare and small group markets, as well as an innovative manufacturer of voluntary and life insurance plans. Brian's journey to Healthmarkets began with the acquisition of Benefitter, a company he founded.

Brian previously founded the Alight Retiree Exchange (aka Aon Retiree Exchange, Senior Educators), which he sold to Aon. Under Brian's leadership, the company served esteemed clients such as UPS, 3M, and State Farm.

He received his MBA with honors from Kellogg School of Business at Northwestern University and his BS in engineering, Magna Cum Laude, from Washington University in St. Louis.

Our primary value

The needs
of the patient
come first

