

**Louise Probst**  
**Executive Director**  
**St. Louis Area Business Health Coalition**

Louise Probst is the Executive Director of the St. Louis Area Business Health Coalition (BHC). The coalition represents St. Louis employers in their efforts to improve the health of their enrollees and the quality and affordability of health care. BHC employers seek a transparent health care market where everyone: physicians, consumers, and employers have comparative information about the quality and cost differences of health care treatments and providers and actively uses this information to improve health care.

Ms. Probst began her career in health care as a critical care nurse and has experience within the industry as a clinician, an educator, a hospital administrator, and a purchaser advocate. She has a Master's Degree in Business Administration from the University of Denver.

Ms. Probst currently serves on the National Committee for Quality Assurance's (NCQA) Physician Recognitions Committee and in recent years has served on NCQA's Standards Committee, the National Quality Forum's (NQF) Steering Committee to develop standards for the reporting of health care acquired infections, and other initiatives to enhance health care value. She is also a past Chairperson of the National Business Coalition on Health (NBCH).