

EY Announces Greg Baker of AffirmedRx, PBC as an Entrepreneur Of The Year® 2024 East Central Award Finalist

Entrepreneur Of The Year celebrates ambitious entrepreneurs who are shaping the future

LOUISVILLE, KY, UNITED STATES, April 29, 2024 /EINPresswire.com/ -- Ernst & Young LLP ([EY US](#)) today announced that Greg Baker of [AffirmedRx](#), PBC was named an Entrepreneur Of The Year® 2024 East Central Award finalist. The East Central program celebrates entrepreneurs from Western Pennsylvania, West Virginia, Northeast and South-Central Ohio and Kentucky. Now in its 38th year, Entrepreneur Of The Year is the preeminent competitive business award for audacious leaders who disrupt markets, revolutionize sectors and have a transformational impact on lives. Over the past four decades, the program has recognized the daring entrepreneurs with big ideas and bold actions that reshape our world.

Greg Baker was one of 29 regional entrepreneurs selected as finalists by an independent panel of judges. The candidates were evaluated based on their demonstration of building long-term value through entrepreneurial spirit, purpose, growth and impact, among other core contributions and attributes.

"Being selected as a finalist for EY's Entrepreneur of the Year 2024 East Central is an incredible honor and a testament to the dedication of our team at AffirmedRx. This recognition fuels our passion to improve health care outcomes by bringing clarity, integrity and trust to pharmacy benefit management. We will continue to focus on driving positive change for American families," said Greg Baker.

Entrepreneur Of The Year honors many different types of business leaders for their ingenuity, courage and entrepreneurial spirit. The program celebrates original founders who bootstrapped

The logo for AffirmedRx, featuring the word "AffirmedRx" in a blue, sans-serif font. Below it, the words "PUBLIC BENEFIT CORPORATION" are written in a smaller, black, sans-serif font. The "Rx" is stylized with a blue cross.

AffirmedRx, PBC logo



their business from inception or who raised outside capital to grow their company; transformational CEOs who infused innovation into an existing organization to catapult its trajectory; and multigenerational family business leaders who reimaged a legacy business model to fortify it for the future.

Regional award winners will be announced on June 13th during a special celebration and will become lifetime members of an esteemed community of Entrepreneur Of The Year alumni from around the world. The winners will then be considered by the National judges for the Entrepreneur Of The Year National Awards, which will be presented in November at the annual Strategic Growth Forum®, one of the nation's most prestigious gatherings of high-growth, market-leading companies.

In addition to Entrepreneur Of The Year, EY US supports other entrepreneurs through the EY Entrepreneurial Winning Women™ program and the EY Entrepreneurs Access Network to help connect women founders and Black and Hispanic/Latino entrepreneurs, respectively, with the resources, network and access needed to unlock their full potential.

Sponsors

Founded and produced by Ernst & Young LLP, the Entrepreneur Of The Year Awards include presenting sponsors PNC Bank, Cresa, Marsh USA, SAP and the Ewing Marion Kauffman Foundation. In East Central, sponsors also include DFIN and VRC (Valuation Research Corporation)

About Entrepreneur Of The Year®

Founded in 1986, Entrepreneur Of The Year® has celebrated more than 11,000 ambitious visionaries who are leading successful, dynamic businesses in the US, and it has since expanded to nearly 80 countries and territories globally.

The US program consists of 17 regional programs whose panels of independent judges select the regional award winners every June. Those winners compete for national recognition at the Strategic Growth Forum® in November where National finalists and award winners are announced. The overall National winner represents the US at the World Entrepreneur Of The Year® competition. Visit ey.com/us/eoy.

About EY

EY exists to build a better working world, helping to create long-term value for clients, people and society and build trust in the capital markets.

Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform, and operate.

Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.

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About AffirmedRx, PBC

AffirmedRx, PBC is a pharmacy benefit manager that partners with self-funded employers to deliver patient-centric pharmacy benefits with a mission to improve health care outcomes by bringing clarity, integrity and trust to pharmacy benefit management. As a public-benefit corporation, its social mission of improving public health is just as important as the bottom line.

Learn more at www.AffirmedRx.com. Connect with us on LinkedIn at www.linkedin.com/company/AffirmedRx.

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