

EY Announces Monika Roots, MD, FAPA, of Bend Health as an Entrepreneur Of The Year® 2024 Midwest Award Winner

Celebrating the bold leaders who disrupt markets, revolutionize industries and transform lives

MADISON, WI, USA, June 13, 2024 /EINPresswire.com/ -- Ernst & Young LLP (EY US) today announced that Monika Roots, MD, FAPA, Co-Founder and President of [Bend Health](#) was named an Entrepreneur Of The Year® 2024 Midwest Award winner. Entrepreneur Of The Year is the preeminent competitive awards program for entrepreneurs and leaders of high-growth companies.



Dr. Roots was selected by an independent judging panel made up of previous award winners, leading CEOs and other business leaders. Candidates were evaluated based on their ability to create long-term value through entrepreneurial spirit, commitment to their purpose and the demonstration of growth and substantial impact, among other key indicators.

“I am deeply honored to receive this recognition from Ernst & Young. This award is a testament to the work we are doing at Bend Health to address the critical need for better and more accessible mental health care for children,” said Dr. Monika Roots, Co-Founder and President at Bend Health. “I am proud to represent a team dedicated to delivering personalized, family-centered care that makes a real difference and leads to better outcomes for our patients, supporting happier and healthier kids and families.”

As a Midwest award winner, Dr. Roots is now eligible for consideration for the Entrepreneur Of The Year 2024 National Awards. The National Award winners, including the Entrepreneur Of The Year National Overall Award winner, will be announced in November at the Strategic Growth Forum®, one of the nation’s most prestigious gatherings of high-growth, market-leading companies. The Entrepreneur Of The Year National Overall Award winner will then move on to

compete for the World Entrepreneur Of The Year® Award in June 2025.

Entrepreneur Of The Year recognizes many different types of business leaders for their ingenuity, courage and entrepreneurial spirit. The program celebrates original founders who bootstrapped 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 reimagined a legacy business model to fortify it for the future.

The Entrepreneur Of The Year program has recognized the leadership of entrepreneurs such as:

- Daymond John of FUBU
- Hamdi Ulukaya of Chobani, Inc.
- Holly Thaggard and Amanda Baldwin of Supergoop!
- Howard Schultz of Starbucks Coffee Company
- James Park of Fitbit
- Jodi Berg of Vitamix
- Kendra Scott of Kendra Scott LLC
- Michael Happe of Winnebago Industries
- Reid Hoffman and Jeff Weiner of LinkedIn Corporation
- Sheila Mikhail of AskBio

Entrepreneur Of The Year Award winners become lifetime members of a global, multi-industry community of entrepreneurs. They receive exclusive, ongoing access to the experience, insight and wisdom of program alumni and other ecosystem members in more than 60 countries — all supported by vast EY resources.

In addition to Entrepreneur Of The Year, EY US supports other entrepreneurs through the EY Entrepreneurial Winning Women™(Winning Women) program and the EY Entrepreneurs Access Network (EAN) 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 the Midwest, sponsors also include regional Platinum sponsors, LaSalle Network; regional Gold sponsor, Becker Professional Education; and regional Silver sponsor, ADP.

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

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About Bend Health

Bend Health, Inc., a national provider of mental health care services for kids, teens and young adults up to age 25, is on a mission to improve access to high-quality mental health care. With care options to address prevention through severe mental health - inclusive of neuropsychological testing services - Bend Health surrounds the family with the right intervention for every moment of need. Bend's unique collaborative care model includes coaches, therapists, and psychiatric providers who work with youth and families and deliver better outcomes. Bend's services are available to over 95 million people through partnerships with leading insurers, employers, and health systems. For more information, visit www.BendHealth.com

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