

FOR IMMEDIATE RELEASE

## Employers' Forum of Indiana appoints Randa Deaton, M.A., as new CEO

**Indianapolis, IN – July 10, 2025** – The Employers' Forum of Indiana (EFI) is pleased to announce the appointment of Randa Deaton, M.A., as its new Chief Executive Officer effective July 21, 2025.



Before joining EFI, Deaton served as Vice President of Purchaser Engagement for the Purchaser Business Group on Health (PBGH), a national nonprofit organization representing 40 of the largest public and private purchasers who collectively spend \$350 billion on healthcare annually for 21 million American workers and their families. In this role, she led the member value team in engaging purchasers with high-impact solutions to enhance healthcare quality, reduce costs, and improve population health.

Prior to her time at PBGH, Deaton served as President and CEO of the Kentuckiana Health Collaborative, bringing over 17 years of experience working directly with healthcare purchasers to drive improvements in the healthcare system in Kentucky and Southern Indiana. She also led the Corporate Community Health Initiative as part of the benefit strategy team for Ford Motor Company from 2004 to 2020. In her previous roles, she led the development of PBM and maternity contracting standards for employers, as well as Kentucky's first multi-payer primary care public reporting, utilizing the statewide quality measures developed under her leadership.

Deaton has served in a variety of advisory roles as Vice Chair of the National Alliance of Healthcare Purchaser Coalitions, Employer Taskforce Chair for the Biller Family Foundation, Advisory Board Member of the University of Louisville's School of Public Health and Information Sciences Advisory Board, Advisory Member to the Greater Louisville Medical Society's Quality Improvement and Patient Safety Committee, and Taskforce Member of the National Quality Forum's (NQF) Driving Value through the Next Generation of Quality.

"I'm thrilled to return to my home state at a time when employers have a vital role in transforming healthcare," said Deaton. "EFI has an incredibly strong foundation, and I look forward to connecting with members and elevating the voices of Indiana employers in health policy and practice."

Deaton holds a master's degree in industrial/organizational psychology from Middle Tennessee State University and a bachelor's degree in psychology from Indiana State University. In her personal time, she enjoys camping, traveling, and cheering on Indiana sports teams with her family.

**For media inquiries or further information, please contact:**

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**About the Employers' Forum of Indiana (EFI)**

[Employers' Forum of Indiana](https://employersforumindiana.org) is an employer-led nonprofit healthcare coalition dedicated to increasing the transparency of price, quality, and financial data in healthcare. They achieve this through providing education, conducting research, advocating for policies that promote healthcare affordability and value, and supporting initiatives that enhance public health outcomes. They also developed the revolutionary online transparency tool, Sage Transparency.

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