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Seth A. Friedman is a national pharmacy practice and health plan services leader for Gallagher Benefit Services. He works to build and implement best-in-class pharmacy consulting strategies, alongside innovative value propositions to overcome current market complexities and ensure positive results. Friedman is responsible for business development growth, new product development, client quality assurance and service accountability as well as the overall profit and loss for the entire National Pharmacy Practice and Health Plan Services Divisions of Gallagher Benefit Services (GBS). Prior to Arthur J. Gallagher's acquisition of Solid Benefit Guidance (SBG), Friedman was area senior vice president and lead all regions of the firm's pharmacy benefits employer consulting business. Being recognized as a seasoned pharmacy benefit management (PBM) consultant by top industry publications and organizations, Friedman has published articles in *Employee Benefit News*, *The Wall Street Journal* and other various health care journals, along with being a sought keynote speaker at national conferences, business group symposiums and other unique industry events. Friedman has over 22 years of health care expertise as a senior-level executive in both the consulting and PBM space. His most notable leadership positions include Northeast regional pharmacy practice lead at Aon Hewitt working with Fortune 500 employers, Taft-Hartley Funds, municipalities and large health plans, and 15 years in lead roles at Medco Health Solutions. Friedman holds an M.B.A. degree in health systems from Fairleigh Dickerson University and a bachelor's degree of science in health management from Quinnipiac University.