

IN CONVERSATION

# Navigating *U.S.* Payer Systems

How health tech companies integrate, scale, and win within America's complex insurance & reimbursement landscape

FEATURED SPEAKER

**Gregg  
Shibata**

Health Tech Advisor

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HOST

**Kicker Venture  
Partners**

Early-Stage Venture Capital

TOPICS: U.S. Payer Landscape · Claims & Reimbursement · Health Tech Integration · Go-to-Market Strategy · Interoperability

DATE

**April 14**

2025 · Monday

TIME

**12:00 PM**

JST · Japan Standard Time

FORMAT

**Online**

Live · Q&A Included

ABOUT THE SPEAKER



**Gregg Shibata** · *Health Plan Sherpa*

Senior Principal, Corporate Development, **Blue Shield of California**

Gregg is a healthcare veteran with deep expertise navigating the payer channel and landscape. He currently leads the strategic venture investment program for **Blue Shield of California**, building partnerships between internal stakeholders and innovative startups—with \$150M AUM and impact across 4.9M members.

Previously a market development exec at an IBX/Comcast joint venture, a leader at **Echo Health Ventures**, and value-based care implementer at **Cambia Health Solutions**. BA from **UC Berkeley**; four years teaching English in Kitadaito, Okinawa, Japan.

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