

Dan Larson

Principal & Chief Strategy & Marketing Officer



Dan Larson is Principal and Chief Strategy and Marketing Officer for HealthBridge and principal of Epic Ventures, a group specializing in investments in post-acute care solutions. He brings over 30 years in healthcare experience co-owning and building companies in the post-acute rehab space. Most recently, Dan was Chief Development Officer and co-owner of CareMeridian, a leading provider of residential subacute care services to the catastrophically ill and injured population. Following the sale of CareMeridian, he continued in the CDO role until 2019. During his tenure, he oversaw the expansion from seven sites in California to 33 locations throughout the Southwest, and was responsible for corporate sales and marketing strategy.

Prior to CareMeridian, Dan served as the first CEO to St. Louis-based start-up physician practice management company Premier Care Orthopedics, a multi-site orthopedic practice with ambulatory surgery and imaging centers. Additionally, he was the founding executive of Signature Health Services (SHS), a St. Louis-based multi-specialty MSO. SHS was designed to accelerate the recruitment of new physicians and create regional scale to enhance payer contracting leverage.

Previously, Dan was a co-owner and CDO of South Coast Rehabilitation Services (SCRS), a national provider of physical, occupational, speech, and respiratory therapy services to hospitals, skilled nursing facilities, outpatient clinics, and home health agencies. At SCRS he led strategy development, sales and marketing initiatives and managed PulsePoint technologies, the company's IT development group. SCRS grew from a private regional provider into a nationally recognized company before it was sold in 1995 to Regency Health Services (NYSE – RHS).

Dan is a past member of Vistage and ABL, California's leading CEO Groups/Executive Forums organization for healthcare and technology business leaders. He has served on several non-profit boards and is an active advisor to BreakDown STL, a non-profit which educates, equips and empowers teens to make positive life choices related to high-risk youth trends while raising up the next generation of leaders, influencers and role models. Additionally, he serves on the Board of Big Sports Properties, a youth sports development company focused on positively changing the culture of the youth sports market – promoting teamwork, positive attitude/gratitude and leadership.

Dan earned his bachelor's degree in Kinesiology and Biology from the University of Houston.

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