

I'm Rachel Strauss



Rachel Strauss is the *CEO of PBM Princess, LLC*, a healthcare consulting firm on a mission to build an ecosystem of clients aligned around three core goals: making healthcare more affordable, accessible, and collaborative. Her work brings together startups, strategies, and partners to meet the needs of the payer side, helping the right innovations get in front of the right decision-makers.

With over two decades of experience in health insurance and pharmacy benefit management, Rachel is a master of Go-To-Market strategy—known for helping companies refine their message, position their product, and build traction with payers and partners. She is also widely regarded as a subject matter expert in pharmacy benefits and the self-funded ecosystem, bringing deep insight and clarity to even the most complex corners of healthcare.

As employee #11 at EHIM, Inc. (today, Powered by ProCARE RX), she helped transform a regional PBM into one of the top 20 in the country. A nationally awarded top sales executive for over a decade, she later led strategic development and partnerships with her signature superpower: building thoughtful, results-driven connections.

Rachel is also a trained philanthropic solicitor and brings this skillset into her work across the nonprofit sector. She has served on nonprofit boards for 15 years—including as board president—where she's raised major gifts and mobilized high-net-worth networks around causes she believes in.

Her podcast, *Insfluencers*, highlights the under-celebrated changemakers of healthcare—the insiders influencing how patients access and experience care. With wit and warmth, she breaks down complex industry conversations into stories that resonate with real people.

Rachel is deeply embedded in the group health market, closely tied to leading third-party administrators, benefit consultants, and think tanks like Health Rosetta. She's taken the stage nearly 100 times to speak on topics ranging from pharmacy benefits to leadership, fundraising, sales, and healthcare reform.

Whether she's guiding a startup, coaching a sales team, or linking the dots between patients and payers, Rachel is driven by one thing: ***helping people find their voice, their place, and their path forward in healthcare.***

Awards:

- YOU Powered Social Media Influencer of the Year - 2025
- Birthright Foundation Distinguished Alumne Honor - 2025
- Robin Perlo Berry NextGen Leadership Award - 2018
- Harold Falk Leadership Award - 2017
- Florine Marks Young Leadership Award - 2011

Charitable Affiliations:

- Rachel And Levi Strauss Family Foundation
- Jewish Federataion of North America
- Heros For Children - Houston
- Jewish Federation of Houston - Board Member, Past Women's Philanthropy Chair
- Evelyn Robinson JCC
- Jewish Family Services
- Jack Segal Academy
- Chick Mission
- Houston Holocaust Museum
- FIDF
- CHABBAD Vail
- Texas Children's Hospital
- American Heart Association

Affiliated Organizations:

Rachel has spoken on the stages of the following organizations:

- National Association of Benefit Insurance Professionals (NABIP) - National
- NABIP - Texas
- NABIP - Colorado
- NABIP Michigan
- True Captive
- HealthX St. Louis
- Health Care Administrators Association (HCAA)
- Texas Association of Benefit Administrators (TABA)
- DirsuptHR!
- You Powered Symposium
- Health Rosetta
- Jewish Federation of Metro Detroit
- Jewish Federation of Houston
- Jewish Federation of North America

