**Kevin E. Vermeer**

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November 20, 2017

Dear Selection Committee:

It is my pleasure to recommend Kent Lehr, vice president of strategy and business development, for your consideration as the Iowa State University Debbie and Jerry Ivy College of Business innovationEntrepreneur of the Year Award. I have worked with Kent over the last seven years and watched his progression from administrative fellow to trusted executive, and I can assure you that “Innovation Entrepreneur of the Year” is a fitting title for him.

Kent joined UnityPoint Health at the start of his career and at the beginning of what has proven to be the most challenging and exciting time in health care. He was eager, energetic and intelligent, and right away immersed himself in the business and our organization. Kent worked closely with me to create the first strategic growth plan for the system, mapping out the future of our organization. Early on, Kent was committed to our vision of transforming the delivery of health care even though it was not yet clearly in focus. Still, he fully invested in helping our team realize what it could become. That passion continues to drive him today.

I have watched Kent mature into a dynamic, respected leader at UnityPoint Health. He brings bold ideas to the table and has the ability to see them through from development to execution. He is results driven and through his work has made significant contributions to our organization. I am impressed with what Kent has accomplished so early on in his career and expect that he will continue to have a positive impact on UnityPoint Health and the industry for years to come. I am proud to have him on our team.

Thank you for your thoughtful consideration of Kent’s nomination.

Best regards,



Kevin Vermeer

President and CEO