

Jeanne Pinder Bio Jan. 2015

Jeanne Pinder, founder and CEO

Jeanne Pinder founded clearhealthcosts.com to bring transparency to the health care marketplace by telling people what stuff costs.

She embraced web entrepreneurship after volunteering for a buyout from The New York Times. At The Times, she was an editor on the foreign desk, a reporter on the business desk, the deputy founding editor of the Circuits technology section and the work-life manager in the human resources department, among other posts.

Before founding CHC, and before The Times, she worked at The Des Moines (Ia.) Register, The Grinnell (Ia.) Herald-Register and The Associated Press.

She majored in Russian and did graduate work in Slavic studies, spending almost two years in the former Soviet Union, a place as opaque as the health-care marketplace.

Clearhealthcosts has enjoyed remarkable success.

In 2014, a partnership of clearhealthcosts, KQED public radio in San Francisco and KPCC/Southern California Public Radio in Los Angeles launched a groundbreaking project to crowdsource health care prices in [a project the three partners call PriceCheck](#). Clearhealthcosts had conducted a previous similar pilot project with WNYC public radio in New York City.

PriceCheck has brought the national spotlight to the partners, who have written about it for the Harvard Business Review/New England Journal of Medicine partnership, JAMA Internal Medicine, Health Affairs and the NPR Shots blog. The prototype was funded by a grant from the John S. and James L. Knight Foundation, which supports transformational ideas that promote quality journalism, advance media innovation and engage communities.

Pinder created [clearhealthcosts.com](#) with the help of two \$20,000 grants: one from the [Tow-Knight Center for Entrepreneurial Journalism](#) at the [City University of New York Graduate School of Journalism](#) (where her lead professors were Jeff Jarvis of "[What Would Google Do?](#)" and "[Public Parts](#)," and Jeremy Caplan, director of education, Tow-Knight Center) and one from the Ford Foundation via the [International Women's Media Foundation](#), in the [Women Entrepreneurs in the Digital News Frontier program](#), where Liza Gross, Nadine Hoffman, Elisa Munoz and the team have been among the strongest supporters of the clearhealthcosts concept.

Clearhealthcosts also won a \$14,000 grant from the McCormick Foundation's [New Media Women Entrepreneurs Program](#) via [J-Lab: The Institute for Interactive Journalism](#), a terrific vote of confidence from Jan Schaffer and her team.