

**Francis Darr, MD, FAAP, is the Medical Director of Upper Peninsula Health Plan (UPHP) and a board-certified pediatrician with over two decades of clinical experience in Northern Michigan. Dr. Darr completed his residency at the Kalamazoo Center for Medical Studies (Michigan State University) and practiced general pediatrics in Cheboygan and Marquette from 2002 to 2025. His work is informed by a deep commitment to preventive medicine, evidence-based practice, and clinical advocacy. As Medical Director, Dr. Darr leads initiatives in utilization management, quality improvement, and policy alignment, helping providers navigate the evolving landscape of AI, prior authorization, and immunization standards. He is recognized for his collegial approach and dedication to bridging the gap between frontline clinical care and health plan administration.**