

## **Healthwise**

### **Donald Kemper, MPH**

Donald W. Kemper is Chairman and CEO of Healthwise, Incorporated. Since its founding in 1975, Kemper has directed the Healthwise mission “to help people make better health decisions”. Every day more than 100,000 people turn to Healthwise information for help in managing their health care problems.

Kemper co-authored the Healthwise Handbook used by millions of American families to manage common illnesses. He inspired development of the Healthwise® Knowledgebase which is integrated in the Web sites of nine of the top ten health plans, WebMD, MSN, and hundreds of hospitals.

Kemper was the founding chairman of Hi-Ethics, creating the ethical standards now followed by URAC’s Health Web Site Accreditation Program.

Acclaimed for his visionary leadership in consumer health, Kemper’s efforts are currently focused on Information Therapy—the prescription of information to the patient as a part of their process of care. He anticipates information prescriptions becoming part of every clinic visit.