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Dr. Ron Goetzel is senior scientist and director of the Institute for Health and Productivity Studies (IHPS) at the Johns Hopkins Bloomberg School of Public Health. The mission of the IHPS is to bridge the gap between academia, the business community and the health care policy world—bringing academic resources into policy debates and day-to-day business decisions, and bringing health and productivity management issues into academia. Before moving to Johns Hopkins, Goetzel was on the faculty at Emory and Cornell. He is responsible for leading innovative projects for health care purchaser, managed care, government and pharmaceutical clients interested in conducting cutting-edge research focused on the relationship between health and well-being, medical costs and work-related productivity. He is an internationally recognized and widely published expert in health and productivity management, return on investment, program evaluation and outcomes research. Goetzel has published well over 200 peer-reviewed articles and book chapters and frequently presents at international business and scientific forums.