



**Donald Kemper**  
**Chairman & CEO, Healthwise**  
**Founding Chair, IxCenter Board of Directors**

Don Kemper is founder, Chairman, and CEO of Healthwise, a nonprofit organization whose mission is to help people make better health decisions. Under Kemper's direction, Healthwise has helped to make Boise the consumer health information capital of the world. People turn to Healthwise information and decision support tools over 120 million times per year. Healthwise provides the core information for most major health Web sites and disease management call centers in the country.

Kemper has also worked to create a work culture at Healthwise built on the principles of respect, teamwork, and "doing the right thing". The culture has helped Healthwise attract and keep exceptionally smart, dedicated, and creative people that keep re-inventing Healthwise with renewed and innovative interpretations of its mission. Healthwise won the National Psychologically Healthy Workplace award in 2007 from the American Psychological Association. In the same year, the Wall Street Journal named Healthwise one of the top 15 small workplaces in America.