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What Would Mickey Say?

Coaching Men to Health and Happiness

by Michael Samuelson

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ABOUT THE AUTHOR

MICHAEL SAMUELSON currently serves as Executive Lead, Health & Wellness Initiative, Blue Cross Blue Shield of Rhode Island. Prior to this engagement, Michael served as the Chairman of The National Center for Health Promotion, a health and productivity consulting organization he co-founded in 1977.

Michael is widely published and is a frequent director, consultant, and advisor to numerous prestigious boards and organizations including The Men's Health Network, The Lance Armstrong Foundation, and The Department of Defense. In addition, he has written and contributed to corporate policies for several major US corporations.

A graduate of the University of Michigan with an MA degree in Education, he is a frequent guest lecturer for a number of UM departments. Michael has appeared on over 200 television and radio stations throughout North America and has been interviewed by numerous print publications including *Newsweek*, *USA Today*, and *The Wall Street Journal*. His work in the area of behavior change and healthcare consumer advocacy has been featured on the ABC News program, *20/20*, *The CBS Morning Show*, CNN, and MSNBC. Michael serves on a number of national cancer boards and, at the request of former President George H. W. Bush, is a member of C-Change, which is comprised of the nation's key cancer leaders from government, business, and nonprofit sectors.

Michael is the author of *Voices from the Edge: Life Lessons from the Cancer Community*, *Moments...Not Years*, *Relaxation*, and *Marketing Healthy Lifestyles: Advancing Health Promotion as a Profit Center and Cost Containment Strategy*.

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