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Kristin Parker, leads the national Total Health Management specialty practice for Mercer. She is also an affiliate of the Analytics and Measurement Solutions practice. Parker serves as a national resource and specializes in strategy, behavior change sciences, member advocacy and navigation, vendor selection, implementation and evaluation, including value of investment (VOI) analyses and methodology. She has worked in the field of health and productivity management and employee benefits for over 14 years. Throughout that time, she has worked with clients in industries including consumer products, retail, manufacturing, defense, health care and pharmaceutical, higher education and financial services. In addition to her time at Mercer, Parker worked with both Thomson Reuters (since Truven/IBM) and academic research groups. She serves as a reviewer to multiple journals including *Preventive Medicine and Human Resource Management Journal*; has published more than 15 peer-reviewed papers, multiple books and book chapters; and presents at professional conferences nationwide.