



Michelle King Robson (pronounced robe-son) is the founder and Chairman of EmpowHer.com, a free digital Internet community where women ask, share and connect to enhance each other's health. The site features the country's first online medical video encyclopedia and features health education and tips from some of America's leading physicians. Now in beta format, the site will be upgraded and formally launched in November of 2008. Michelle founded the company in 2007, the result of years of health advocacy for her friends and colleagues about their healthcare ordeals.

Her passion for health advocacy was rooted from her own very personal health nightmare. Following a complete hysterectomy some five years ago, Michelle was transformed from a highly active woman to being unable to function. She saw multiple doctors, suffered numerous hospitalizations and took nine different medications before getting the help she needed. The lack of information and resources on women's health led her to create EmpowHer.com. as a "medical home" for women to discuss their most intimate health concerns.

Michelle has served her community, her state and even the national stage regarding vital health care and community issues. She has served as chair of various state commissions and played a key role in the national effort to educate the Food and Drug Administration (FDA) about the benefits of bioidentical hormones, resulting in the largest consumer advocacy campaign with the FDA behind smoking.

She served as co-chair of the St. Joseph's Hospital and Barrow's Medical Center \$32 million dollar Pushing Boundaries Capital Campaign. She is a founding member of the National Campaign for Tolerance, and continues to serve as a Board Member at The Biltmore Bank of Arizona. Michelle was also a former board member of the Josephson Institute of Ethics, the nation's leading advocacy group for ethics education and community outreach with a campaign called Character Counts.

Most recently, she was nominated to serve on the Governor's Arizona Commission of Women's and Children's Health.

Michelle has been featured in many women's magazines and has shared her story with newspapers, television and radio outlets across the U.S.

Michelle lives with her husband Ed, and daughter Amanda in Phoenix, Arizona.

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