



Mary Moslander

FOUNDER AND PRESIDENT,
LIVEHEALTHIER

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When Mary Moslander had her third daughter, she left her job at Washingtonpost.com and struggled to take care of herself. Her daughter had medical problems and Moslander's health took a back seat to helping her daughter. She sought help from friends, building a support system that served as the inspiration for a company she would start a year later.

Today she calls LiveHealthier's Web site the MySpace of the wellness world. Started a year and a half ago, LiveHealthier connects people who are trying to live healthier lifestyles. "It's all about this idea that if you have social support around a health goal, you're much more likely to achieve it," she says.

Moslander has a few thousand individual subscribers but she's seeing lots of potential in partnering with companies who set up online support networks for their employees. LiveHealthier has already signed up 5,000 employees at 16 different locations. The only corporate client she could reveal is Quintiles Transnational, a clinical trials company based in North Carolina's Research Triangle Park area.

Moslander has a track record with successful online ventures. She was hired by Washingtonpost.com to launch the Web site in 1996. She also created its job-recruiting site in 2000.