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Steven Woolf has served as Director of the VCU Center on Society and Health (formerly the VCU Center on Human Needs) since he established it in 2007. He is also Professor of Family Medicine and Population Health at VCU. He has published more than 150 articles in a career that has focused on evidence-based medicine and the development of evidence-based clinical guidelines, with a special focus on preventive medicine, cancer screening, quality improvement, and social justice. His studies demonstrate that addressing poverty, education, and the causes of racial and ethnic disparities could accomplish far more to improve the health of Americans than investing predominantly in medical technological advances. In addition to scientific publications, he has tried to bring this message to policymakers and to the public through testimony in Congress, editorials in major newspapers, web-based tools, and speeches.