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Bruce is President of Berger Consulting, LLC and Emeritus Professor at Auburn University. He has developed **comMit** (Comprehensive Motivational Interviewing Training for health care providers) and AU MITI (Auburn University Motivational Interviewing Training Institute) and AU MITI (Auburn University Motivational Training Institute). He has taught motivational interviewing in health care and methods for improving treatment adherence for over 30 years.

He was born in Cleveland, Ohio. Bruce received his BS in Pharmacy from The Ohio State University. After practicing pharmacy for two years he returned to Ohio State and received his Masters and Ph.D. in social and behavioral pharmacy. He taught at Ohio State before moving to West Virginia University in January, 1980. After two years at WVU, Bruce moved to Auburn University and taught there until his retirement from the university in September of 2009.

His research interests included health behavior change and improving treatment adherence. He has written or presented over 800 papers or seminars on these topics.

He has been a consultant and trainer for Pfizer, Inc., Procter & Gamble, Amylin, Alexion, Astra-Zeneca, Sanofi-Aventis, GSK, and various health plans, including Humana, Harvard Pilgrim, Tufts Health, and numerous BlueCross BlueShield plans.

He is the recipient of the Johnson & Johnson Award, the Lyman Award and the first American Association of Colleges of Pharmacy's Award of Excellence for his research. He is the 2001 recipient of the Jack L. Beal Post baccalaureate Alumni Award from the Ohio State University.

In March of 2004 Bruce was awarded a fellowship by the American Pharmacists Association (APhA) Academy of Pharmaceutical Research and Science for a lifetime of quality research. Bruce is the 2007 and 2009 winner of the APhA Wiederholt Prize for the best research publication in the social, behavioral, and administrative sciences in pharmacy in the Journal of the APhA. The first study focused on the impact of motivational interviewing.

Bruce is the 2009 recipient of the American Association of Colleges of Pharmacy's Robert Chalmers Distinguished Pharmacy Educator Award, one of the Association's three highest honors. Bruce has also been nominated for the 2012 prestigious Pinnacle Award of the American Pharmacists Association for a lifetime of innovative leadership in medication adherence.

Bruce is the author of the book, **Motivational Interviewing for Health Care Professionals: A Practical Approach**, APhA, Washington, DC, August, 2013, along with William A. Villaume.