



SPECIAL PRESENTATION:

What Intervention Optimization Can Contribute to Implementation Science

Wednesday, October 13, 2021

TIME: 12PM



SPECIAL PRESENTER: Linda M. Collins, PhD

PRESENTER BIO: Linda Collins is Professor of Social and Behavioral Sciences and Professor of Biostatistics in the School of Global Public Health, New York University. She previously held faculty positions at Penn State and the University of Southern California. Dr. Collins's interests are focused on development, dissemination, and application of the multiphase optimization strategy (MOST), an engineering-inspired methodological framework for optimizing and evaluating behavioral, biobehavioral, biomedical, and social-structural interventions. The objective of MOST is to improve intervention effectiveness, affordability, scalability, and efficiency, balancing these strategically to achieve intervention *EASE*. Dr. Collins has collaborated on research applying MOST in a range of areas, including HIV, smoking cessation, prevention of sexually transmitted infections, and weight loss.

She is also collaborating on development of methods for decision-making based on the results of an optimization trial; optimizing interventions for cost-effectiveness; and optimizing adaptive interventions. Her research has been funded by NIDA, NIAAA, NCI, NIDDK, and NSF. Dr. Collins's publications have appeared in journals in the behavioral sciences, quantitative methodology, medicine, and engineering. She is a Fellow of the American Psychological Association, the Association for Psychological Science, the Society for Prevention Research, and the Society of Behavioral Medicine, and has been President of the Society of Multivariate Experimental Psychology and the Society for Prevention Research. Among the honors she has received are a Fulbright Specialist grant, the President's Award from the Society for Prevention Research, and the 2020 Valkhov Chair from Radboud University Medical Centre in The Netherlands.

