

*Stephenson School of Biomedical Engineering
Seminar Series Presents*

**USING SMARTPHONES TO IDENTIFY AND INTERVENE
UPON MECHANISMS OF BEHAVIOR CHANGE**



MICHAEL BUSINELLE, PH.D.

Associate Professor
Department of Family and Preventive Medicine
University of Oklahoma Health Sciences Center

1:30 p.m., Friday, October 26, 2018
REPF Rm. 200

BIO:

Dr. Michael Businelle is an Associate Professor in the Department of Family and Preventive Medicine at the University of Oklahoma Health Sciences Center (OUHSC) and a member of the Stephenson Cancer Center (SCC). Over the past 17 years his research has focused on testing novel treatments and reducing health disparities in socioeconomically disadvantaged populations. Dr. Businelle earned his PhD in Clinical Psychology from Louisiana State University in 2007 and completed a 2.5 year, NCI funded, postdoctoral fellowship in Cancer Prevention Research at the University of Texas MD Anderson Cancer Center in 2009. His postdoctoral training was primarily focused on using ecological momentary assessment (EMA) techniques and advanced statistical methods (e.g., structural equation modeling) to test conceptual models of the mechanisms through which socioeconomic disadvantage influences smoking cessation. Since 2011, he has been the PI on 11 intervention studies that have been funded by the NIH, ACS, and internal funds and he has over 100 peer reviewed publications in the areas of smoking cessation, health disparities, and mHealth. Dr. Businelle was recruited to the OUHSC in October 2015 to develop and direct the SCC Mobile Health (mHealth) Shared Resource. In the past 2 years, his team has developed the Insight mHealth platform.

ABSTRACT:

Dr. Businelle will discuss his work using Ecological Momentary Assessment (EMA) data to estimate imminent risk of smoking lapse and intervene in real time with Just-in-Time Adaptive Interventions (JITAI). He will also provide an overview of the versatile Insight mHealth Platform which facilitates the development of advanced mobile apps that aim to prevent cancer and other chronic diseases (i.e., mental, physical), supplement treatments, and improve quality of life.