



**Guest Lecture**

# **Lisa A. Marsch**

**Transforming Health and HealthCare via  
Science-based Digital Technologies**

Tuesday, October 25, 2016, 4:30pm - 6:00pm

Weinbergstrasse 56/58, 8092 Zürich, Room F109-111

## About Lisa A. Marsch

Lisa A. Marsch, Ph.D. is the Director of the Center for Technology and Behavioral Health (CTBH; a P30 “Center of Excellence” supported by the National Institutes of Health); the Director of the Northeast Node of the National Drug Abuse Clinical Trials Network; and the Andrew G. Wallace Professor within the Geisel School of Medicine at Dartmouth College. She is also co-founder of Square2 Systems, Inc. ([www.square2.co](http://www.square2.co)).

## About the Lecture

Digital technologies have radically transformed many sectors of our society, including areas of finance, business, retail, education, and social communications, and offers considerable promise for similarly transforming healthcare delivery models.

About 98% of individuals worldwide have access to mobile devices, and mobile health interventions have frequently been shown to produce outcomes that are comparable to, or better than, healthcare delivered by clinicians. Mobile health tools can also be widely accessible, personalizable, and cost-effective.

In this lecture, Dr. Lisa A. Marsch will provide an overview of the state of the science in the development, evaluation, and implementation of mobile technology-based therapeutic interventions for promoting behavioral health (addressing issues of substance abuse and mental health) as well as health behavior (e.g., preventative health; chronic disease management; medical regimen adherence).

These tools are designed to deliver engaging and effective interventions for health promotion and to collectively lead to transformations in the delivery of science-based health care – by improving quality of care, access to care, and health outcomes, while reducing costs of care (see [www.c4tbh.org](http://www.c4tbh.org)).

## Demo Session of the Center for Digital Health Interventions (CDHI)

You are also invited to join the demo session of the CDHI ([www.c4dhi.org](http://www.c4dhi.org)) in room F109-111 starting at 3:30pm. Here, PhD candidates present their digital health interventions and prototypes in a hands-on demo session.

**Prof. Dr. E. Fleisch & Dr. T. Kowatsch**

ETH Zurich & University of St.Gallen

**PD Dr. M. Schaub & PD Dr. S. Haug**

University of Zurich

