PRIYA NAMBISAN

Associate Professor
Department of Health Informatics & Administration
Director, Social Media and Health Reseach & Training (SMAHRT) lab
University of Wisconsin - Milwuakee
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EDUCATION

Post-Doctoral Fellow   Sept 2005 - July 2006
   Center for Health Enhancement Systems Studies (CHESS)
   UW-Madison Department of Industrial and Systems Engineering
   University of Wisconsin-Madison, Madison, WI

Ph.D. Marketing Communication & Technology   December 2005
   Rensselaer Polytechnic Institute, Troy, NY

M.S. Clinical Nutrition   May, 1997
   Department of Public Health, Food Studies & Nutrition
   David B. Falk College of Sport and Human Dynamics
   Syracuse University, Syracuse, NY

M.Sc. Public Health and Extension Education   May, 1993
   University of Kerala, Kerala, India

B.Sc. Public Health and Extension Education   May, 1991
   University of Kerala, Kerala, India

Other Professional Qualifications:

Registered Dietitian (R.D.)   1998 to 2008

PROFESSIONAL EXPERIENCE

2016 – present   **Associate Professor** (with Tenure)
                        Department of Health Informatics & Administration
                        University of Wisconsin – Milwaukee

2016 – 2018   **Chair**, Department of Health Informatics & Administration
                        University of Wisconsin – Milwaukee

2018 – present	**Founder, Developer & Researcher**
	myHESTIA.org
	Healing Ecosystem for Self-care and Therapeutic Integration for the Aging
	(Part of Comprehensive Digital Self-care Support System (CDSSS) project)
2014 - present	**Founder & Director**, Social Media and Health Research & Training
	(SMAHRT) Lab
	University of Wisconsin – Milwaukee
2013 – 2016	**Assistant Professor** (Tenure-track)
	Department of Health Informatics & Administration
	University of Wisconsin - Milwaukee
2011 – 2013	**Assistant Professor** (Tenure-track)
	Department of Health Administration & Policy
	College of Health & Human Services
	George Mason University
	Internship Coordinator
	MHA program (Health Informatics track)
2006- 2011	**Assistant Professor** (Tenure-track)
	Department of Health Policy, Management & Behavior
	School of Public Health
	University at Albany, SUNY
	Affiliated Faculty, Dept. of Informatics **(**2008- 2011)
	College of Computing and Information
	University at Albany, SUNY
1997 -1999	**Public Health Communication Coordinator**
	Public Health Services Department
	Ministry of Health, Singapore Government
	Singapore

RESEARCH

Research Interests

Broad areas: **Social & Behavioral Health; Healthcare Management; Health Informatics**

- Social Media, Social Support and Mental Well-being (Current projects: SMAHRT lab)
- Digital Innovations for the Aging with Multiple Chronic Conditions (Research: CDSSS)
- Predictive Data Analytics & Machine Learning for Health and Social Sciences

- Healthcare Innovation & Entrepreneurship; Healthcare Marketing & Consumer/Patient Experience; Non-profit Management
- Gerontology and Nursing Home Administration (Research: Gerontology & Aging)

Journal Publications (Peer reviewed)

- **Nambisan, P.,** Stange, K.C., Lyttinen, K., Kahana, E., Duthie, E., Potnek, M. A. (*2022*) Comprehensive Digital Self-care Support System (CDSSS) for Older Adults with Multiple Chronic Conditions: Development, Feasibility and Usability Testing of myHESTIA. **Journal of Applied Gerontology.**

- **Nambisan, P.,** Abahussain, M., Duthie, E., Galambos, C., Zhang, B., & Bukowy, E. (2022). Nursing Home Vulnerabilities amid COVID-19 Pandemic: A Study of Midwestern States. **Journal of Nursing Home Research,** Vol. 7**.** Pg :55-61. (Official journal of the International Association of Gerontology and Geriatrics).

- Kapoor, A., & **Nambisan, P.** (2020). Exploring Interactive Survivorship Care Plans to Support Breast Cancer Survivors: Protocol for a Randomized Controlled Trial. **JMIR research protocols**, 9(12), e23414.

- Weichelt, B., **Nambisan, P.,** Burke, R., & Bendixsen, C. (2020). Finding the edges of problems: social media as an exploratory research tool. **Journal of Agromedicine**, 25(4), 423-426.

- Kapoor, A., **Nambisan, P**., & Baker, E. (2020). Mobile applications for breast cancer survivorship and self-management: A systematic review. **Health Informatics Journal**, Vol. 26(4), pp.2892–2905. https://journals.sagepub.com/doi/pdf/10.1177/1460458220950853

- Kapoor A., **Nambisan, P.** (2020). Personal decision support for survivor engagement: A conceptual framework for implementing online cancer survivorship care plans. **BMC Medical Informatics and Decision Making,** 20, 59**.** https://bmcmedinformdecismak.biomedcentral.com/articles/10.1186/s12911-020-1073-8

- Kapoor, A., & **Nambisan, P.** (2018). Usability and acceptance evaluation of ACESO: A Web-based breast cancer survivorship tool. **Journal of Cancer Survivorship**, 12(3), 316-325.

- **Nambisan, P.** (2017). Should health care organizations ever use information gleaned from organization-sponsored patient support groups in strategic planning? **AMA (American Medical Association) Journal of Ethics**, 19(11).

- **Nambisan, P.** (2017). Patient Web Portal Readiness (PWPR) among the underserved: Impact of PHIM activities, health information seeking, and patient attitudes towards record keeping. **International Journal of Medical Informatics**, 102, 62–70.

- Nambisan, S. & **Nambisan, P**. (2017). How should organizations promote equitable distribution of benefits from technological innovation in health care? **AMA (American Medical Association)**

Journal of Ethics, 19 (11).

- Rastegar-Mojarad, M, Liu, H., **Nambisan, P**. (2016). Feasibility of using social media data to identify potential candidates for drug repurposing. **JMIR Research Protocols**, 5(2):e121. DOI: 10.2196/resprot.5621; PMID: 27311964.

- **Nambisan, P.,** Gustafson, D. H., Hawkins, R. and Pingree, S. (2016) Social support and responsiveness in online patient communities: Impact on service quality perceptions. **Health Expectations,** 19: 87–97. doi: 10.1111/hex.12332.

- **Nambisan, P.** Lamkin, D., DeLong, C. (2014). Feasibility, benefits and challenges of using telemonitoring for the aging with Developmental Disabilities (DD): An exploratory study. Online **Journal of Public Health Informatics**, 6 (20). http://ojphi.org/ojs/index.php/ojphi/issue/view/426/showToc

- **Nambisan, P.,** Kreps, G.L. & Polit, S. (2013). Understanding Electronic Medical Record (EMR) adoption in the United States: Communication and sociocultural perspectives. **JMIR Interactive Journal of Medical Research** (Mar 26); 2(1): e5.

- **Nambisan, P.** & Watt, J. H. (2011). Managing customer experience in online communities. **Journal of Business Research**, 64(8): 889-895.

- **Nambisan, P.** (2011). Health information seeking and social support in online health communities: Impact on patients' perceived empathy. **Journal of the American Medical Informatics Association (JAMIA)**, 18(3): 298-304.

- **Nambisan, P.** (2011). Evaluating patient experience in online health communities: Implications for healthcare organizations. **Health Care Management Review**, 36(2):124-33.

- **Nambisan, P.** (2010). Virtual Public Health Emergency Preparedness program: An evaluation of user experience with the technological environment. Online **Journal of Public Health Informatics**, Vol. 2, no. 3. ISSN 1947-2579.

- **Nambisan, P.,** Gustafson, D., Pingree, S., Hawkins, R. (2010). Patients' sociability and usability experience in online health communities: Impact on attitudes towards the healthcare organization and its services. **International Journal of Web-based Communities** (Special Issue on Web-based Communities and Healthcare), Vol. 6, No. 4, pp. 395-409.

- **Nambisan, P**. & Nambisan, S. (2009). Models of consumer value co-creation in health care. **Health Care Management Review**, Vol. 34, no. 4, pp. 344-354.

- **Nambisan, P.** (2009). Enabling consumer-driven service innovation in health care: The role of online Health Information Technologies (HIT). **Annals of Information Systems**, vol. 5, pp. 159-177.

- **Nambisan, P.** (2009). Conceptualizing customers' Online Community Experience (OCE): An experimental study. **International Journal of Internet Marketing and Advertising**, Vol. 5, Issue 4,

pp. 309-328.

- Nambisan, S. & **Nambisan, P.** (2008). How to profit from a better "virtual customer environment". **MIT Sloan Management Review**, vol. 49, no. 3, Spring, pp. 53-61.

- **Nambisan, P.** & Watt, J.H. (2008). Online Community Experience (OCE) and its impact on customer attitudes: An exploratory study, **International Journal of Electronic Marketing and Retailing**, Vol. 2, Issue 2, pp. 150-175.

Research Reports & Chapters

- **Nambisan P.** (2019). Comprehensive Digital Self-Care Support System (CDSSS). In: Gu D., Dupre M. (eds) **Encyclopedia of Gerontology and Population Aging**. Springer, Cham.

- Nambisan, S. & **Nambisan, P**. (2014) Engaging Citizens in Co-creation in Public Services. **IBM Center for the Business of Government**, Washington D.C.

(Note: This research was supported by a national competitive research award given by the *IBM Center for the Business of Government*, Washington DC.)

Papers under preparation and under review

- Alemi, F., Carmack, S., Gustafson, D., Jacobson, J., Kreps, G., **Nambisan, P.,** Ramezani, N., Simons, J., Xiao, Y. Online health information; Kids Online Safety Act (KOSA); youth safety; suicide prevention; LGBTQ+ youth; health communication; social media platforms. Under review at **Health Affairs.**

- **Nambisan, P.** A theoretical approach to designing digital innovations for self-care for older adults: Prototype of a Comprehensive digital self-care support system. To be submitted to the Gerontologist.

- **Nambisan, P.,** Ellis, J., Potnek, M. Providing care for Persons with Multiple Chronic Conditions in Populations that Experience Health Disparities: A multi-component model. To be submitted to **Journal of Community Health.**

- Abahussain,M., Nambisan, P., Galambos, C., Kibicho, J., Duthie, E., Zhang, B., Emergency preparedness deficiencies in Nursing homes: Impact on COVID-19 cases and deaths. To be submitted to **Journal of the American Medical Directors Association**.

- **Nambisan, P**., Kreps, G., Vanderslius-Morgan, K. Designing for and Assessing Learning in Digital Health Apps and Platforms: Case Study of a Comprehensive Digital Self-care Support System named 'myHESTIA'.

- **Nambisan, P**., Nambisan, S. Consumer Data Privacy and Security on Digital Health Platforms: Making the Shift from Limiting 'Access' to Promoting 'Accountable Use'. To be submitted to Digital Health.

Published Conference Proceedings (Peer Reviewed)

- **Nambisan, P**. & Kidambi, S. (Nov 2022). Addressing complex diabetes care: Tailoring a Comprehensive Digital Self-care Support System (CDSSS). **American Public Health Association (APHA) Annual Meeting** - HIIT division, Nov 2022, Boston, MA.

- **Nambisan, P**. & Kapoor, A. (Nov 2022). Video gaming and suicide ideation among Twitter users suffering from depression: Implications for early intervention. **American Public Health Association (APHA) Annual Meeting** - HIIT division, Nov 2022, Boston, MA.

- Parameswaran, V; Wang, Y., **Nambisan, P.,** Dash, R. (2022). Reading nutrition labels improves blood pressure and self-regulatory lifestyle behaviors, specifically exercise improves cardiovascular health: NHANES 2017-2018. American Heart Association Scientific Sessions, November 2022, Chicago, IL.

- **Nambisan, P.,** Alemi, F. (Oct 2022). Using Photo Voice method in social media to detect suicidality and prevent suicide among transgender youth**. INFORMS Annual Conference, October 2022, Indianapolis, IN.**

- Omranian, S., **Nambisan, P. (Oct 2022).** Using Metamap for Social Media Data Analytics: An Exploratory Study To Understand The Link Between Physical Health Conditions And Suicide. **INFORMS Annual Conference, October 2022, Indianapolis, IN.**

- **Nambisan, P.,** Stange, K.C., Lyttinen, K., Kahana, E., Duthie, E., Potnek, M. (2021). Development & Testing of a Comprehensive Digital Self-Care Support System for Older Adults With Chronic Conditions. **Innovation in Aging,** Vol. 5, Issue Supplement_1, 2021, Page 633, https://doi.org/10.1093/geroni/igab046.2392

- Abahussain, M., **Nambisan, P.,** Galambos, C., Zhang, B., & Bukowy, E. (2021). Nursing Home Factors and Their Impact on COVID-19 Cases: A Study of Wisconsin State. **Innovation in Aging**, Volume 5, Issue Supplement_1, 2021, Pg. 884,https://doi.org/10.1093/geroni/igab046.3192

- **Nambisan, P.,** Abahussain, M., Duthie, E., Galambos, C., Zhang, B., & Bukowy, E. (2021). Factors Associated with Increase in COVID-19 Cases in Nursing Homes: A Study of Nursing Homes in Midwestern States. **Journal of the American Geriatrics Society**, 69, S217–S217. https://doi.org/10.1111/jgs.17115

- **Nambisan, P.,** Lyytinen, K., Stange, K., Kahana, E., & Kreps, G. L. (2019). A Comprehensive Digital Self-Care Support System for Older Adults: A Multi-Disciplinary Framework. **Innovation in Aging**, 3(Suppl 1), S326.

- Kapoor A, **Nambisan, P,** Baker, E. (2018). Systematic evaluation of smartphone applications for Breast Cancer Survivorship. Proceedings of the **American Medical Informatics Association (AMIA)** 42nd Annual Symposium, San Francisco, CA (Peer-reviewed – Proceedings).

- **Nambisan, P.** (2017). Social media experience: Impact on employee mental well-being. Proceedings of the 77th Annual Meeting of the **Academy of Management (AoM),** August 4-8, 2017, Atlanta, Georgia, United States. (Peer-reviewed – Proceedings)

- **Nambisan, P.** (2016). Social media data for assessing the impact of water quality of nearby waterways on people's physical and mental health. Proceedings of the **American Public Health Association (APHA**) 2016 Annual meeting and Expo (Health Informatics Information Technology (HIIT) section), Denver, CO. (Peer-reviewed – Proceedings)

- Kapoor, A. & **Nambisan, P.** (2016). Self-management apps for breast cancer survivors: Applying clinical terminology standards for personal decision support. Proceedings of the **American Medical Informatics Association (AMIA)** 40th Annual Symposium, Chicago, IL. (Peer-reviewed – Proceedings)

- Nguyen, LB & **Nambisan, P.** (2016). Supporting and engaging women veterans through social media: Informational vs. emotional support for health issues. Proceedings of the **American Medical Informatics Association (AMIA)** 40th Annual Symposium. Chicago, IL. (Peer-reviewed – Proceedings)

- Kapoor, A & **Nambisan, P.** (2016). Staying up late and gaining weight: Challenges and considerations for weight management among breast cancer survivors, portrayed on Twitter. Proceedings of the **American Public Health Association (APHA)** 2016 Annual meeting and Expo (Health Informatics Information Technology (HIIT) section), Denver, CO. (Peer-reviewed – Proceedings)

- Nguyen, LB & **Nambisan, P.** (2016). Reaching women veterans through social media: Issues and challenges for health care. Proceedings of the **American Public Health Association (APHA)** conference (Health Informatics Information Technology (HIIT) section). Denver, CO. (Peer-reviewed – Proceedings)

- Kapoor, A & **Nambisan, P.** (2016). Implementing clinical guidelines: An online breast cancer survivorship tool for education and knowledge representation; **IEEE International Conference on Biomedical and Health Informatics (BHI);** Las Vegas. (Peer–reviewed – Proceedings)

- **Nambisan, P.** (2016). Entrepreneurial mindset of the healthcare workforce: Meeting the needs of the emerging healthcare market place. **United States Association for Small Business Entrepreneurs (USASBE) conference**. (Peer-reviewed – Proceedings)

- **Nambisan, P.** & Nguyen, L (2015). Women Entrepreneurs in Health Care: An Exploratory Study. World Academy of Science, Engineering and Technology – International Journal of Economics and Management Engineering, Vol. 9., No. 07. https://publications.waset.org/abstracts/24299/women-entrepreneurs-in-health-care-an-exploratory-study (Peer-reviewed – Proceedings.

- Nguyen, L & **Nambisan, P**. (2015). Role of social media in shaping public health messages regarding Human Papillomavirus (HPV) vaccinations. **American Medical Informatics Association (AMIA)** Annual Symposium 2015, San Francisco, CA. (Peer reviewed – Proceedings).

- Zolnoori, M., **Nambisan, P.,** Patrick, T. (2015). Facebook and depression: How people with depression use Facebook to manage their depression. **American Medical Informatics Association**

(AMIA) Annual Symposium 2015, San Francisco, CA. (Peer reviewed – Proceedings).

- Zhao, Y. & **Nambisan, P**. (2015). Social media and autism support: Health information seeking in Facebook by autism patients and caregivers. **American Medical Informatics Association (AMIA)** Annual Symposium 2015, San Francisco, CA. (Peer reviewed – Proceedings).

- Rastegar-Mojarad, M Liu, H., **Nambisan, P.** (2015). Social media use for drug repurposing: Understanding the consumer perspective. **American Medical Informatics Association (AMIA)** Annual Symposium 2015, San Francisco, CA. (Peer reviewed – Proceedings).

- Kapoor, A & **Nambisan, P**. (2015). ACESO (After Cancer Education and Support Operations): A clinical decision support system approach for engaging breast cancer survivors. **American Medical Informatics Association (AMIA)** Annual Symposium 2015, San Francisco, CA. (Peer reviewed – Proceedings).

- Nguyen, L & **Nambisan, P.** (2015). Women in mHealth development: Young females and their impact to future mobile healthcare technology - A public health perspective. **American Public Health Association (APHA**) 2015 Annual meeting (Health Informatics Information Technology (HIIT) section), Chicago, IL. (Peer reviewed – Proceedings).

- **Nambisan, P.** (2015). Social media use for weight management: Impact of self-regulatory behavior. **American Public Health Association (APHA)** 2015 Annual meeting (Health Informatics Information Technology (HIIT) section), Chicago, IL. (Peer reviewed – Proceedings).

- **Nambisan, P.** (2015). Patient Portal Readiness (PPR) among the underserved: Impact of PHIM activities, health information seeking, and patient attitudes towards record keeping. Proceedings of the **Hawaii International Conference on System Sciences conference, HICSS-48, Kauai, Hawaii.** (Peer-reviewed – Proceedings)

- **Nambisan, P.,** Luo, X., Kapoor, A., Patrick, T., & Cisler, R. (2015). Social media, Big Data and public health informatics: Ruminating behavior of depression revealed through Twitter. Proceedings of the **Hawaii International Conference on System Sciences conference, HICSS-48, Kauai, Hawaii**. (Peer-reviewed – Proceedings).

- **Nambisan, P.,** Luo, X., Kapoor, A. (2014). Social media and Big Data: Can tweet moods predict illness and hospital visits in a region? **American Public Health Association (APHA)** conference 141st Annual Meeting (Health Informatics Information Technology (HIIT) section), New Orleans, LA. (Peer reviewed – Proceedings).

- **Nambisan, P.,** Himathongkam, T, Meiners, M. (2014). Social media experience of older adults: Impact on mental well-being. **American Public Health Association (APHA)**141st Annual Meeting (Health Informatics Information Technology (HIIT) section), New Orleans, LA. (Peer reviewed – Proceedings).

- **Nambisan, P.** (2014) EMR adoption among office based physicians and practices: Impact of peer-to-peer interactions, peer support and online forums. Proceedings of the **Hawaii International**

Conference on System Sciences conference, HICSS-47, Kona-Big Island, Hawaii. (Peer-reviewed – Proceedings).

- Huang, K.-Y., Chengalur-Smith, I., Uzuner, Ö., **Nambisan, P.,** and Choi, N. (2012). Supporters in Deed: Studying online support provision from the perspective of social capital. Thirty Third **International Conference on Information Systems (ICIS'12),** Orlando, FL. (Peer-reviewed – Proceedings).

- Huang, K.Y., **Nambisan, P.,** & Uzuner, Ö. (2010). Informational support or emotional support: Preliminary study of an automated approach to analyze online support community contents. Proceedings of the Thirty First **International Conference on Information Systems (ICIS'10)**, St. Louis, MO. (Peer-reviewed – Proceedings).

- **Nambisan, P**., Lamkin, D. & DeLong, C. (2009). Early outcomes of a combined Telemedicine and Telemonitoring project for aging individuals with disabilities**. American Public Health Association (APHA)**– HIIT division, Philadelphia, PA. (Peer reviewed – Proceedings).

- **Nambisan, P**., Maniccia, D & Waltz, E. (2009). Virtual Public Health Preparedness program: An evaluation of user experience with the technological environment. **American Public Health Association (APHA)**– PH Edu and Health Promotion division, Philadelphia, PA. (Peer reviewed – Proceedings).

- Watt, J. H. and **Nambisan, P.** (2009, May). Impact of the pragmatic value of Web Ads on the conventional model of advertising effects. **International Communication Association (ICA)**, Sheraton New York, New York, NY.

- **Nambisan, P**. (2008). Online health communities: Implications for service innovation in healthcare organizations. Best paper collection series in the Proceedings of the **Academy of Innovation and Entrepreneurship**, Tsinghua University, Beijing, China. (Peer reviewed – Proceedings)

- Watt, J.H., Rotondo, A., Ala, S.K., Wood, K.T., Kimelfeld, Y., **Nambisan, P.,** (2008, May). Resolving the role of Web site pragmatic value in the hierarchy of advertising effects, **Information Systems division of the International Communication Association (ICA) conference**, Montreal, Quebec, Canada. (Peer reviewed - Proceedings)

- **Nambisan, P.**, Gustafson, D., & Pingree, S. (2006). Online communities in health care services: Measuring the patient experience. **American Public Health Association (APHA)** 2006 conference (Health Informatics Information Technology (HIIT) section), Boston, MA. (Peer reviewed – Proceedings). https://aphanew.confex.com/apha/134am/techprogram/paper_133438.htm

- **Nambisan, P.,** & Hawkins, R. (2006 November). Role of Information in public health: How health care organizations can tailor it based on consumers' information seeking pattern. **American Public Health Association (APHA) 2006** conference (Health Informatics Information Technology (HIIT) section), Boston, MA. (Peer reviewed – Proceedings). https://apha.confex.com/apha/134am/techprogram/paper_133512.htm

- Watt, J.H., & **Nambisan, P.** (2005, May). Impact of the pragmatic value of Web ads on the conventional model of advertising effects. **Information Systems division of the International Communication Association conference,** NYC, New York. (Peer reviewed – Proceedings)

- **Nambisan, P**., & Watt, J.H. (2004, May). The impact of online community participation: Insights from the 'uses and gratifications' perspective. **Information Systems Division of the International Communication Association (ICA) conference**, New Orleans, LA. (Peer reviewed – Proceedings)

- **Nambisan, P.** (2004, May). Online community experience: Impact on customer attitudes. **Communication and Technology Division of the International Communication Association (ICA) conference**, New Orleans, LA. (Peer reviewed - Proceedings)

Conference Presentations (Peer Reviewed)

- **Nambisan, P**. Responsible Innovation and digital products design for older adults. Accepted at the 30th Innovation and Product Development Management Conference (IPDMC).

- Abahussain, M., **Nambisan, P.**, Duthie, E., Galambos, C., Zhang, B., & Bukowy, E. (2021,November). Nursing Home Factors and Their Impact on COVID-19 Cases: A Study of Wisconsin State. Accepted for presentation at **The Gerontological Society of America (GSA) 2021 Annual Scientific Meeting,** Phoenix, Arizona.

- **Nambisan, P.,** Stange, K.C, Lyttinen, K., Kahana, E., Duthie, E., Potnek, M. (2021, November). Development & Testing of a Comprehensive Digital Self-Care Support System for Older Adults With Chronic Conditions. Accepted for presentation at **The Gerontological Society of America (GSA)** 2021 Annual Scientific Meeting, Phoenix, Arizona.

- **Nambisan, P**., Lyttinen, K., Stange, K.C, Kahana, E., & Kreps, G.L. (November 2019). A 'Comprehensive Digital Self-Care Support System' (CDSSS) for Older Adults: A Multi-Disciplinary framework. **The Gerontological Society of America (GSA) 2019 Annual Scientific Meeting,** Austin, Texas.

- **Nambisan, P.,** Abahussain, M., Duthie, E., Galambos, C., Zhang, B., & Bukowy, E. (2021, May). Factors Associated with Increase in COVID-19 Cases in Nursing Homes: A Study of Nursing Homes in Midwestern States. Annual Scientific Meeting of the American Geriatrics Society. 5/13-5/15/21, virtual. **Selected for the Presidential ePoster Session.**

- **Nambisan, P.** (2019 October). Learning to listen to our body: Making sense of personal health data. Accepted at the **International Council on Active Aging (ICAA)**, Orlando, Florida.

- **Nambisan, P.,** Lyttinen, K., Stange, K.C, Kahana, E., & Kreps, G.L. (June 2019). Designing Digital Innovations for Self-care Management for the Aging: A Multi-Disciplinary Conceptual Framework. Accepted at the **Journal of the Academy of Marketing Science Thought Leaders Conference on Innovating in the Digital Economy: Leveraging Technology to Create Value for Consumers and Firm**s. Bocconi University, Milano, Italy.

- **Nambisan, P**. (2019, January). Digital innovations in self health management: Changing patient-centered models of care. Research Symposium, 52nd Hawaii International Conference on System Sciences (HICSS).

- **Nambisan, P.** (2018 February). Understanding health consumers in social media: Role of self-regulatory mechanisms for health outcomes. **American Marketing Association Winter Academic Conference**, New Orleans, LA.

- **Nambisan, P**. (2018 January). Social media and health care: A research agenda. Research Symposium, 51st Hawaii International Conference on System Sciences (HICSS).

- **Nambisan, P.** (2017). Big Data Analytics for Text-based Data in Healthcare: A Review and Research Directions. Accepted at the 2017 **INFORMS Annual Conference** in Houston, Texas, USA. (not presented)

- **Nambisan, P.** (2017). Public perceptions of water quality and health on social media: Health policy implications. Accepted at the **International Health Conference 2017, St Hugh's College, University of Oxford**, UK.

- **Nambisan, P.,** Nguyen, LB. (2015). Women Entrepreneurs in Health care: An Exploratory Study. Accepted (but not presented) at the **International Conference on Entrepreneurship and Small Business (ICESB) conference**, Singapore, July, 2015. (Peer reviewed – abstract).

- **Nambisan, P.** & Nambisan, S. (2014). Opportunities and Challenges for Women Entrepreneurs in Healthcare IT: An Exploratory Study. Accepted (but not presented) at 2014 **Diana International Research Conference**, Stockholm. (Peer reviewed – abstract).

- **Nambisan, P**., Vanderslius-Morgan K.*, Kreps, G. (2013). Combining Social media research and Community Based Participatory Research (CBPR) to support weight management among freshmen students. **DCHC conference**. (Peer reviewed – abstract).

- **Nambisan, P.** (2009, August). Dimensions of online community experience (OCE): Impact on customer attitudes and perceptions. **Academy of Management – Organizational communication and Information systems (OCIS) Division**, Chicago, IL. (Peer reviewed - full paper)

- **Nambisan, P**. (2009). Do online health communities help create positive perceptions regarding the healthcare organization and its services? Accepted (but not presented) at the **Academy Health Annual Research** meeting, Chicago, IL. (Peer reviewed – abstract).

- **Nambisan, P.** (2007 August). Simultaneous Media Usage: A challenge for Health Communication Professionals. **National Conference on Health Communication, Marketing and Media** – by Center for Disease Control, Atlanta, GA. (Peer reviewed – abstract).

- Watt, J.H., Gourgey, K.L., **Nambisan, P.,** Landau, S., & Gourgey, A (2005, July). A model for enhancing graphical learning for students with print disabilities: An audio/tactile statistics curriculum. **HCI 2005 International Conference**, Las Vegas, Nevada. (Peer reviewed – abstract).

- **Nambisan, P.** (2005, October). Online Customer Communities and HMOs: A Knowledge Management & Knowledge Socialization Perspective. **American Medical Informatics Association, Doctoral consortium**, Washington D.C. (Peer reviewed - full paper)

- **Nambisan, P.** (2005, August). Online Customer Communities and HMOs: A Knowledge Management & Knowledge Socialization Perspective**. Health Care Management division of the Academy of Management 2005 conference**, Honolulu, Hawaii.   (Peer reviewed - full paper)

- **Nambisan, P.,** & Watt, J. H. (2004, August). Online community experience: Pragmatic and hedonic dimensions of OCE and impact on customer attitudes. **Organizational Communication & Information Systems (OCIS) division of the Academy of Management conference**, New Orleans, LA.   (Peer reviewed -full paper)

- **Nambisan, P.,** & Watt, J.H. (2003, Sept.). Participation in commercial virtual communities: Impact on consumer attitudes. **Association of Internet Researchers (AoIR) conference**, Toronto, Canada. (Peer reviewed – abstract).

- **Nambisan, P.** (2003, June). Online community participation and the 'uses and gratifications' perspective: A multinational web use study. **Third Annual Summer Graduate WebShop,** University of Maryland, College Park, MD. (Peer reviewed and highly competitive – full paper)

Thought Leadership in Academic Conferences

- **Nambisan, P.** (2022 October). **Invited Session Chair**. Title: Detecting and Preventing Suicide among Youth using social media analytics. Organized a session under Social Media Analytics Cluster, **INFORMS Annual meeting**, Indianapolis, IN. (Presenters: Farrokh Alemi, Niloofar Ramezani, Sammie Omranian)

- **Nambisan, P.** (2019 September). **Keynote Speaker for Junior Scholars.** Datapreneurship: Opportunities & Challenges in Healthcare. At the International Conference of Entrepreneurship and Innovation, School of Management at Jilin University, Changchun, China.

- **Nambisan, P.** (2019 January). **Research Symposium Leader** (Panelists: Gary Kreps, Joshua Barbour, Akshat Kapoor, Mark Aakhus & Pär Ågerfalk). Digital innovations in self health management: Changing patient-centered models of care. Research Symposium, 52nd **Hawaii International Conference on System Sciences (HICSS)**.

- **Nambisan, P** (2018 February). **Special Research Session lead.** Technology-enabled healthcare delivery: Agenda for future research in marketing. Session participants: Session participants: Rama K Jayanti, Jagdip Singh, Florian Wangenheim, Sreelata Jonnalagedda. **American Marketing Association (AMA) Winter Academic Conference**, New Orleans, LA.

- **Nambisan, P.** (2018 January**). Research Symposium Leader** (Panelists: Rama K Jayanti, Gerald Kane & Jeffrey Treem). (2018). Social media and health care: A research agenda. Research Symposium, 51st **Hawaii International Conference on System Sciences (HICSS).**

Invited Research Presentations

- Nambisan, P. myHESTIA: Usability and Feasibility Testing of a Comprehensive Digital Self-care Support System for the Aging. Informatics Research Seminar, **Duke Center for Health Informatics**, **Duke University, March 31, 2021** https://dukeinformatics.org/event/informatics-research-seminar-myhestia-usability-and-feasibility-testing-of-a-comprehensive-digital-self-care-support-system-for-the-aging/

- Nambisan, P. Pilot Testing of a Comprehensive Digital Self-Care Support System (CDSSS) for the Aging with Multiple Chronic Conditions. Department of Foundational Medical Studies, **Oakland University William Beaumont School of Medicine**, March 4, 2021.

- Nambisan, P. myHESTIA: A Healing Ecosystem for Self-care and Therapeutic Integration for the Aging. Department of Geriatrics & Palliative care, **Medical College of Wisconsin.** August 2019.

- Nambisan, P. myHESTIA: Design and development of a CDSSS for the aging. Center for Community Health Integration, School of Medicine, **Case Western Reserve University**. April 2019.

- Kapoor, A. & Nambisan, P. ACESO – After Cancer Education and Support Operations. Center for Health Enhancement Support Systems, **University of Wisconsin – Madison**. May 2018

- Nambisan, P. The impact of water pollution and poor-quality water on perceptions of individual health and well-being: Evidence from social media data. Department of Environment Health, College of Medicine, **University of Cincinnati**. April, 2017.

- Nambisan, P. The 'how' and the 'what' of using social media for health and well-being: Data from young adults and senior citizens. Aurora Research Institute, **Aurora Sinai Medical Center**, July 2014

- Nambisan, P. The 'how' and the 'what' of using social media for health and well-being: Data from young adults and senior citizens. College of Health Sciences (CHS) Research Forum Meeting, **University of Wisconsin-Milwaukee**, November, 2013

- Nambisan, P. Social Media & Health Care, CHIPRE seminar, College of Health and Human Services, **George Mason University**, Feb, 2012.

- Nambisan, P. Health Information Technology (HIT): Implications for Health Consumers and Healthcare Organizations. College of Health and Human Services, **George Mason University**, Feb, 2011.

- Nambisan, P. Public Health Challenges in the emerging global economy: A case study of Kerala, India. International Health Seminar, School of Public Health, **University at Albany**, SUNY. Feb, 2008.

- Nambisan, P. Online discussion boards: Impact of communication experience. Center for Health Systems Research and Analysis (CHSRA), **University of Wisconsin–Madison**, WI, January, 2006

- Nambisan, P. Online Communities in Health Care Services: Measuring the Patient Experience. Department of Health Management and Informatics, School of Medicine, **University of Missouri–Columbia**, MO, February, 2006.

- Nambisan, P. Online Community Experience: Impact on customer attitudes. School of Information Sciences, College of Communication and Information, **University of Tennessee-Knoxville**, TN, February 2006.

- Nambisan, P. Dietary trends in Singapore. Training of postgraduate medical personnel in nutrition and dietetics, **Ministry of Health, Govt. of Singapore**, Jan 1999.

- Nambisan, P. Nutrition in the golden years. Training of postgraduate medical personnel in nutrition and dietetics, **Ministry of Health, Govt. of Singapore**, Jan 1999.

- Nambisan, P. Educating the consumers –The plan ahead. Consumer Education '98, Singapore, **Ministry of Health, Govt. of Singapore**, May 1998

- Nambisan, P. Nutrition for young adults. Singapore Red Cross Society, Singapore & **Ministry of Health, Govt. of Singapore,** July 1998

- Nambisan, P. Goals of nutritional care in diabetes. Annual Nurses Training Program, Department of Nutrition, **Ministry of Health, Govt. of Singapore**, Jan 1998.

- Nambisan, P. Diet and dialysis. Annual Nurses Training Program, Department of Nutrition, **Ministry of Health, Govt. of Singapore**, Jan 1998.

- Nambisan, P. Hyperlipidemia and hypercholesterolemia. Annual Nurses Training Program, Department of Nutrition, **Ministry of Health, Govt. of Singapore**, Jan 1998.

- Nambisan, P. Food intolerance and allergies. Annual Nurses Training Program, Department of Nutrition, **Ministry of Health, Govt. of Singapore**, Jan 1998.

- Nambisan, P. Effectiveness of immediate postoperative enteral nutrition (NEPI). **Crouse Irving Memorial Hospital**, Syracuse, NY, 1997.

Media Interviews & Reports

- Interviewed by WUWM **Milwaukee Public Radio (NPR**) in December 2016; Title – Sharing Health Concerns in Social Media - http://wuwm.com/post/sharing-health-concerns-social-media

- Interviewed by **U.S Government Accountability Office (GAO)** (in Nov 2016) – on "Strategies that include web-based open dialogues, prize and challenge competitions, and using open data for crowdsourcing, collectively referred to as participatory government strategies" Shive, Erik; Miles,

Adam C; Kang, Yun S (Joyce) from GAO.

- Interviewed for **Social Work Today Magazine** (one of the top magazines in the field of social work) on the topic of Online Patient Communities; the interview report was published in the Summer 2016 issue - http://www.socialworktoday.com/archive/052416p6.shtml

- Review about my work in **Government Executive** (January 2014 issue) in article titled "Agencies Urged to Engage More Citizens in Government Problem-Solving" http://www.govexec.com/management/2014/01/agencies-urged-engage-more-citizens-government-problem-solving/76388/

- My work on online communities and innovation used as one of the main reference in **Wall Street Journal** article (October 26, 2009 issue) titled "Beat the Clock" http://www.wsj.com/articles/SB10001424052970204038304574145390833891688

TEACHING

Teaching Interests

Broad areas: **Social & Behavioral Health; Healthcare Management; Health Informatics**

- Healthcare Management / Healthcare Administration
- Community and Behavioral Health
- Social Media, Social Support and Health
- Gerontology and Aging
- Health Informatics and Technology Applications in Health
- Predictive Analytics and Machine Learning Applications in Health
- Healthcare Innovation and Entrepreneurship
- Healthcare Marketing
- Social Computing

Courses Taught and Currently Teaching

- HCA 813 **Health Regulatory Policy and Politics (graduate)** – *Healthcare Administration, UWM*
- HCA 400 **Marketing in Healthcare (undergrad)** - *Healthcare Administration, UWM*
- HCA 590 **Entrepreneurship for Healthcare Professionals (graduate)** - *Healthcare Administration, UWM*
- HPM 345 **How U.S. healthcare works: Myths and Realities (undergrad)** - *Dept. of Health Policy, Management & Behavior, SUNY School of Public Health*
- HCA 835 **Patient-Provider Communication: Strategies and Practices (graduate)** - *Healthcare Administration, UWM*

- HPM 500 **Health Care Organization, Delivery, and Financing (graduate)** – *Dept. of Health Policy, Management & Behavior, SUNY School of Public Health*
- HCA 502 **Health Care Delivery Systems: National and International Perspectives (undergrad)** – currently teaching – *Healthcare Administration, UWM*
- HCA 830 **Social Media and Health (graduate/doctoral)** - *Health Informatics & Administration, UWM*
- HAP 745 **Healthcare Information Security Policy (graduate)** - *Dept. of Health Administration & Policy, GMU*
- HCA 743 **Machine Learning & Predictive Analytics in Health (graduate/doctoral)** – currently teaching - *Health Informatics & Administration, UWM*
- HCA 580 **Health Data Analytics (graduate)** - *Health Informatics & Administration, UWM*
- HCA 700 **Introduction to Health Informatics (graduate)** - *Health Informatics & Administration, UWM*
- COMPSCI 790 **Social Computing: Platforms, Technologies, and People** (graduate) currently teaching - *Dept. of Computer Science, College of Applied Engineering, UWM*
- HAP 740: **Management of Health Information System** - *Dept. of Health Administration & Policy, GMU*
- HPM 580 **Health Information Technology (HIT) (graduate)** - *Dept. of Health Policy, Management & Behavior, SUNY School of Public Health*
- HPM 580 **Management of Health Information Systems (undergraduate/graduate)** - *Dept. of Health Policy, Management & Behavior, SUNY School of Public Health*
- HPM 680 **Healthcare Management Informatics (graduate)** - *Dept. of Health Policy, Management & Behavior, SUNY School of Public Health*

Student advising, Mentoring and Supervision of Master's and Doctoral Theses

Member of Master's Thesis Committee / MHA Capstone

- MHA Capstone – Heather Bartlett – Spring 2022

- MHA Capstone – Erica Martin – Spring 2022

- MHA Capstone – Michael Armanious – Spring 2022

- MHA Capstone – Megan Xiong – Spring 2022

- MS thesis committee member, Stanley Polit, MS Thesis, George Mason University, 2011-2012

- MPH Faculty advisor, Jolaoso Ismail Adeyemi, University at Albany, SUNY, Summer 2010

- MPH Faculty advisor, Katy Czesnowski Moore, University at Albany, SUNY, Spring 2009

- MPH Faculty advisor, Kristina Dallas, University at Albany, SUNY, Spring 2007

Doctoral Supervisor (Chair of the Doctoral Committee)

- PhD Committee Chair, Akshat Kapoor, Biomedical Health Informatics, University of Wisconsin–Milwaukee, graduated Spring 2016 (placed as tenure-track assistant professor at East Carolina University)

- PhD Committee Chair, Mohammed Abahussein, Health Informatics & Administration, University of Wisconsin–Milwaukee, Spring 2019 – present.

Member of Doctoral Committees

- PhD Committee member, Janelle Theisen, College of Nursing, University of Wisconsin – Milwaukee, Defended July 2022.

- PhD Committee member, Musa Dauda Hassan, School of Information Studies, University of Wisconsin – Milwaukee, Fall 2016 – 2019.

- PhD Committee member, Nazanin Tabesh, Biomedical Health Informatics, University of Wisconsin – Milwaukee, Graduated Spring 2014

- PhD Committee member, Bryan Weichelt, Biomedical Health Informatics, University of Wisconsin – Milwaukee, Graduated Spring 2016.

- PhD Committee member, Kelsey Schwei, Biomedical Health Informatics, University of Wisconsin – Milwaukee, Spring 2015.

- PhD Committee member, Kelly Vanderslius Morgan, Health Communication Science, George Mason University, Fall 2011 – Spring 2013.

- PhD Committee member, Avinash Bachwani, University at Albany, SUNY, 2010 – 2014.

- PhD Committee member, Kuang-Yuan Huang, University at Albany, SUNY, 2009 –2013.

Independent Readings Supervisor – PhD level

- PhD Independent Readings Supervisor, Divya Srinivasan-Sridhar, George Mason University, Independent study on EMR adoption, Fall 2012

AWARDS & HONORS

- Dissertation based work selected by the **American Medical Informatics Association (AMIA) Annual Doctoral Consortium,** Washington D.C., October 2005.

- Participant, **Organizational Communication Doctoral Consortium, ICA** 2005.

- Graduate Student Fellowship, School of Humanities and Social Sciences, RPI, 2004-2005

- Fellow, 3rd **Annual Summer Graduate WebShop** conducted jointly by the University of Maryland, Stanford University, and U.C. Berkeley (NSF-funded highly competitive international fellowship awarded to selected doctoral students doing research in the area of Internet and Society), Summer 2003

- Graduate Teaching Assistantship, RPI (Fall 2001; Fall 2003- Spring 2004)

- Graduate Research Assistantship, RPI (Spring 2002 - Spring 2003)

- William W. Allen Scholarship, College of Human Development, Syracuse University, 1996.

- Graduate Tuition Scholarship, College of Human Development, Syracuse University, 1995.

SERVICE

National Level Service

- Reviewer, NIH/NIMHD/SBIR-STTR - RFA-MD-21-005: Technologies for Improving Minority Health and Eliminating Health Disparities (R41/R42- Clinical Trial Optional), andRFA-MD-21-006: Innovations for Healthy Living - Improving Minority Health and Eliminating Health Disparities (R43/R44 - Clinical Trial Optional) – June 2021

- Study section member, Special Emphasis Panel: NIH - PAR 20-243: Digital Healthcare Interventions to Address the Secondary Health Effects Related to Social, Behavioral and Economic Impact of COVID-19 – May 2021

- Reviewer, NIH/NIMHD/SBIR RFA-MD-18-010: (R41/R42) RFA-MD-19-001: (R43/R44) – Jun-July 2019

- Reviewer, NIH/NIMHD/SBIR – RFA-MD-18-009- R43/R44 -Nov-Dec 2018

- Member, Special Emphasis Panel (SEP) National Institute on Minority Health and Health Disparities (NIMHD) – 2017

- AHRQ HITR review board member - 2012

- NSF/NIH Smart & Connected Health (SCH) Program: Review Panelist – 2012

State Level Service

- Member, Wellness Committee, Milwaukee County Department on Aging (MCDA) Oct 2019 – present

At UWM

- Chair, CHS IT Committee (Aug 2019 – present)

- Co-chair, Search Committee, HIA Clinical Assistant Professor position

- Member, Search Committee, HIA Tenure-track Assistant Professor position

- Department Chair, Department of Health Informatics & Administration (June 2016 – Aug 2018)

- Member, CHS Dean Search Committee (Aug 2017 – July 2019)

- Member, CHS IT Committee (Aug 2018 – present)

- Member, Dean's Core Strategic Planning Committee (Jan 2017 – June 2018)

- Member, Academic Planning Committee, College of Health Sciences, UWM (2014 – 2018)

- Member, Steering Committee, College of Health Sciences, UWM (Aug 2014 – 2018)

- Director, Social Media and Health Research & Training (SMAHRT) Lab (2014 – present)

- Member, CHS Course and Curriculum Committee, College of Health Sciences, UWM (August 2013 – September 2015)

At George Mason University

- GMU representative at the NoVA RHIO (Northern Virginia Regional Health Information Organization) Board

- Member, Course and Curriculum committee for Health Informatics, Department of Health Administration and Policy, College of Health and Human Services, George Mason University (Aug 2012 – May 2013)

- Program Coordinator, Capstone course for Health Informatics, Department of Health Administration and Policy, College of Health and Human Services, George Mason University (Aug 2012 – May 2013)

- Member, Health Informatics Accreditation committee, Department of Health Administration and Policy, College of Health and Human Services, George Mason University (Aug 2012 – May 2013)

At University at Albany, SUNY

Departmental level
- Member, Dept. of HPMB curriculum committee, School of Public Health, UAlbany, SUNY. Fall 2006- Fall 2009

- Member, Dept of HPMB personnel committee, School of Public Health, UAlbany, SUNY. Fall 2009 – Spring 2011

School level

- Member, School of Public Health Evaluation committee, UAlbany, SUNY. Spring 2007 – Spring 2011

- Member, School of Public Health computing & IT committee, UAlbany, SUNY. Fall 2007 – Spring 2011

- Chair, Subcommittee - School of Public Health computing & IT committee Fall 2007-Spring 2008.

- Member, School of Public Health Undergraduate committee, UAlbany, SUNY Fall 2010 –Spring 2011

- Member, School of Public Health Academic committee, UAlbany, SUNY Fall 2009 – Spring 2011

- Member, School of Public Health Continuing Education committee, UAlbany, SUNY Fall 2010 – Spring 2011

University level

- Member, Undergraduate Academic Council (UAC), Fall 2007 – Fall 2008.

- Member. Graduate Curriculum Committee (a subcommittee of the Graduate Academic Committee), Fall 2010 – present.

Professional Service

Reviewer for the following academic conferences and journals (*not an exhaustive list*):

- Journal of the American Medical Informatics Association (JAMIA)
- Journal of the American Board of Family Medicine (JABFM)
- Lancet
- Health Care Management Review (HCMR)
- New England Journal of Medicine (NEJM)
- Journal of Computer Mediated Communication (JCMC)
- American Medical Informatics Association (AMIA) Annual Symposium
- Academy of Management (AoM) Annual Meeting – OCIS division & HCM division
- Hawaii International Conference on System Sciences (HICSS)
- International Conference on Information Systems (ICIS)