

**TUFTS UNIVERSITY SCHOOL OF MEDICINE**  
**CURRICULUM VITAE AND BIBLIOGRAPHY FORMAT**  
**FOR CLINICAL FACULTY**

DATE PREPARED: 042916

FULL NAME AND DEGREE/S: Lisa Gualtieri, PhD, ScM

CURRENT ADMINISTRATIVE TITLE (hospital and /or university if applicable): Assistant Professor,  
 Tufts University School of Medicine

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**EDUCATION & TRAINING**

**Undergraduate**

<i>Year of Degree</i>	<i>Degree</i>	<i>Institution</i>	<i>Discipline</i>
1979	BA	University of Massachusetts Boston	Mathematics

**Graduate School and/or Medical School**

<i>Year of Degree</i>	<i>Degree</i>	<i>Institution</i>	<i>Discipline</i>
1981	ScM	Brown University	Computer Science
1989	PhD	Harvard University	Computer Science

**Postdoctoral Training**

**Fellowships:**

<i>Years</i>	<i>Institution</i>	<i>Specialty</i>
1989-1990	Harvard University	Computer Science

**ACADEMIC APPOINTMENTS**

<i>Dates</i>	<i>Title/Primary or Secondary</i>	<i>Department</i>	<i>Institution</i>
2001-2011	Adjunct Assistant Clinical Professor	Department of Public Health and Community Medicine	Tufts University School of Medicine
2011-present	Assistant Professor	Department of Public Health and Community Medicine	Tufts University School of Medicine
2011-present	Adjunct Assistant Professor	School of Communication	Emerson College

**ADMINISTRATIVE APPOINTMENTS**

<i>Dates</i>	<i>Title</i>	<i>Department/Program</i>	<i>Institution</i>
2013-present	Director	Digital Health Communication Certificate Program	Tufts University School of Medicine

**EDUCATIONAL ACTIVITIES**

<i>Dates</i>	<i>Role/Course or Program Title (if applicable)</i>	<i>Department</i>	<i>Institution</i>
Fall 2006–present	Course director, HCOM506 Online Consumer Health (.5 credit)	Department of Public Health and Community Medicine	Tufts University School of Medicine
Summer II 2009-present	Course director, HCOM512, Digital Strategies for Health Communication (1	Department of Public Health and Community Medicine	Tufts University School of Medicine

Spring 2011-present	credit) Course director, HCOM514, Social Media and Health (1 credit)	Department of Public Health and Community Medicine	Tufts University School of Medicine
Summer I 2012– Summer I 2015	Course director, HCOM515, Mobile Health Design (1 credit)	Department of Public Health and Community Medicine	Tufts University School of Medicine
Fall 2014-present	Course director, CH 99, Designing Health Campaigns Using Social Media (.5 credit)	Community Health Program	Tufts University
January 11-15, 2016	Course director, HCOM512, Digital Strategies for Health Communication (Biogen)	Department of Public Health and Community Medicine	Tufts University School of Medicine

## **PRACTICE ACTIVITIES & INNOVATIONS**

*Dates Activity Sponsor/Institution*

## **INVITED ACADEMIC PRESENTATIONS** (last 3 years)

### **Local/Regional:**

<i>Dates</i>	<i>Presentation Title</i>	<i>Presentation Type</i>	<i>Institution</i>	<i>Location</i>
February 11, 2013	Social Media	Guest lecturer	SB833: Designing and Implementing a Health Communication Campaign, BU School of Public Health	Boston, MA
March 1, 2013	Social Media	Guest lecturer	Strategies in Health and Nutrition Communication, Friedman School of Nutrition	Boston, MA
April 1, 2013	Social Media	Guest lecture	Computer Science Department, University of Massachusetts at Lowell	Lowell, MA
April 3, 2013	The Integration of Social Media into Public Health Education: Lessons Learned	Talk	Mary Y. Lee Medical Education Day, Tufts University School of Medicine	Boston, MA
April 6, 2013	Better Health through Mobile Devices	Invited talk	NECINA Healthcare IT Innovation Conference	Boston, MA
April 9, 2013	Beyond the Brochure: Strategies for Effective Subject Recruitment	Seminar (with Linda Hudson)	Tufts CTSI	Boston, MA
April 17, 2013	Health Communication for Technical Writers	Seminar	Society for Technical Communicators (STC)	Burlington, MA
May 6, 2013	Mobile Health Search	Talk	One Health: Medical Library Association'13, the 11th International Congress on Medical Librarianship (ICML), the 7th International Conference of Animal Health Information Specialists (ICAHIS), and the 6th International Clinical Librarian Conference (ICLC)	Boston, MA
June 6, 2013	Best Practices for Leveraging Social Media to Engage Patients	Keynote	MEDITECH 2013 Nurse and Home Care Conference	Quincy, MA
August 12, 2013	Social Media and Pharma	Talk	Biogen Idec	Waltham, MA
August 14, 2013	Pharma Marketing Goes Mobile	Webinar		
January 30, 2014	Social Media for Dentists	Workshop	Yankee Dental Congress	Boston, MA
January 31, 2014	Social Media for Dentists	Workshop	Yankee Dental Congress	Boston, MA

February 1, 2014	Social Media for Dentists	Workshop	Yankee Dental Congress	Boston, MA
February 13, 2014	Social Media for Professional Networking	Seminar	HNRCA	Boston, MA
February 26, 2014	Small Screens, Big Changes: Frontiers in Mobile Technology for Nutrition, Health and Wellness	Panel moderator	Friedman Seminar	Boston, MA
April 9, 2014	Social Media	Seminar	Frances Stern Nutrition Center combined MS/internship program	Boston, MA
May 2, 2014	Finding - and Not Crossing - The Ethics and Privacy Line in Using Big Data	Talk	Tufts Research Day on Data Science	Medford, MA
May 21, 2014	Using Social Media in the Classroom to Enhance Learning and Community	Talk	Teaching with Technology Symposium	Medford, MA
September 5, 2014	The Individual Drivers Behind Clinical Trial Participation	Panel	Patient-Centered Clinical Trials 2014	Boston, MA
September 11, 2014	The Untapped Potential of Patient Activists	Research seminar	Tufts Public Health and Community Medicine Department Research Seminar	Boston, MA
September 20, 2014	Workshop on Social Media	Panel facilitator and presenter	Tufts/Emerson Health Communication Graduate Program 20th Anniversary Celebration	Boston, MA
October 15, 2014	Patient Empowerment: The Impact of Digital Health and Mobile Technology on Patient Engagement	Invited panel	Healthcare Business Women Association (HBA)	Boston, MA
October 23, 2014	"Science vs. Dark Art" of Patient/Family Engagement	Invited panel	Connected Health Symposium 2014	Boston, MA
October 30, 2014	How to Network at a Conference	Invited seminar	Tufts PHPD Career Services Seminar	WebEx
November 20, 2014	Ebola and Social Media: Using Sentiment Analysis to Inform a Communication Plan	Roundtable discussion leader	Tufts CGPH - Global Health Research and Innovation Day	Boston, MA
January 21, 2015	Conducting a Competitive Analysis	Guest lecture	HCOM525: Seminar in Health Communication/Applied Learning Project	Boston, MA
March 30, 2015	Being "Social" How Scientists Can Find their Way in a 24-Hour Digital World	Invited speaker	Experimental Biology 2015	Boston, MA
March 31, 2015	The use of nutrition and physical activity-related apps and technology	Guest lecture	NUTR272: Nutrition, Physical Activity and Health, Friedman	Boston, MA
April 1, 2015	The Narratives of Patient Activists	Invited talk	Health Experience Refactored (HXR) 2015	Boston, MA
April 14, 2015	What You Need to Know about How Your Patients Use Technology	Guest lecture	CMPH 357: Health Care Reform and More: Current Topics in American Health Care Policy	Boston, MA

April 23, 2015	What You Need to Know about How Your Patients Use Technology	Invited plenary	The Academy for Eating Disorders (AED) International Conference on Eating Disorders (ICED 2015)	Boston, MA
June 23, 2015	Scenario Session: Understanding the Power of the Patient in Drug Development	Invited panelist	Festival of Genomics 2015	Boston, MA
July 29, 2015	Wearable Activity Trackers: Increasing Health One Step at a Time	Invited talk	The Emergency Digital Health Innovation (eDHI) Program, Brown University	Providence, RI
September 8, 2015	Conducting a Competitive Analysis	Guest lecture	HCOM525: Seminar in Health Communication/Applied Learning Experience (ALE) Project	Boston, MA
October 13, 2015	Patient Activism	Talk	2015 Planetree International Conference	Boston, MA
October 16, 2015	Increasing Utilization of Preventive Care in Asian American Women in MA	Invited talk (with Tam Nguyen)	Together: Strengthening the Health of Chinatown: An Asian Health Symposium	Boston, MA
October 19, 2015	Wearable Activity Trackers: Increasing Fitness One Step at a Time	Lunch and learn talk	Tufts University Community Health Department	Medford, MA
October 20, 2016	Conference Networking Utilizing Social Media Tools	Invited seminar	PHPD Career Services	Boston, MA (webinar)
October 20, 2016	A Guide to Networking at Professional Conferences	Invited seminar	APHA Health Communication Working Group (HCWG)	Boston, MA (webinar)
October 29, 2015	Wearables, Apps, Social Media: Flash in the Pan or Here to Stay?	Invited panelist	Partners HealthCare 12th Annual Connected Health Symposium	Boston, MA
November 19, 2015	Twitter for Scientists: Find out how to best use Twitter to promote your research	Invited seminar	HNRC, Tufts University	Boston, MA
December 5, 2015	Patient Engagement	Invited panelist	MedStart: Tufts University School of Medicine and PHPD healthcare innovation conference	Boston, MA
December 15, 2015	Wearable Activity Tracker Research Challenges	Seminar	Junior Faculty Meeting	Boston, MA
February 18, 2016	Using Wearable Activity Trackers to Increase Fitness		Wellness program	Swampscott, MA
March 14, 2016	Focus Group Facilitation	Workshop	Tufts University Community Health Department	Medford, MA
April 7, 2016	Wearable Activity Trackers: Increasing Fitness One Step at a Time	Seminar	Tisch Faculty Fellows meeting	Medford, MA
April 8, 2016	Increasing Utilization of Preventive Care in Asian American Women in Massachusetts	Invited speaker	TCRC Board Meeting	Boston, MA
April 14,	Focus Group	Workshop	Tufts University PHPD	Boston, MA

2016 April 15, 2016	Facilitation Social Media	Invited speaker	Grand Rounds, Mother-Infant Research Institute, Tufts Medical Center	Boston, MA
April 26, 2016	Social Media	Invited lecture	Frances Stern Nutrition Center combined MS/internship program, Tufts University Friedman School of Nutrition Science and Policy	Boston, MA

### **National:**

<i>Dates</i>	<i>Presentation Title</i>	<i>Presentation Type</i>	<i>Institution</i>	<i>Location</i>
March 14, 2013	Studying Patient Blogs and Online Communities: Ethical and Methodological Considerations	Keynote	Life Online: The Ethics and Methods of Conducting Research in a Digital Age	Philadelphia, PA
March 15, 2013	Using Social Media to Promote Global Health	Invited workshop	4th Annual Conference of the Consortium of Universities for Global Health (CUGH)	Washington, DC
April 13, 2013	The Integration of Social Media into Public Health Education: Lessons Learned	Talk	NEGEA Annual Retreat, Weill Cornell Medical School	New York, NY
March 6, 2014	Social Media for Dentists	Invited talk	Cranston Dental Society	Cranston, RI
May 13, 2014	The Untapped Potential of Patient Activists	Invited talk	HxRefactored (HxR)	Brooklyn, NY
July 17, 2014	The Untapped Potential of Patient Activists	Invited talk	Robert Wood Johnson Foundation	Princeton, NJ
October 9, 2014	Signals in the System: Cutting through the noise with patient insights	Invited panel	6th Annual 2014 Quintiles Executive Vision Forum	Princeton, NJ
February 10, 2015	The Untapped Potential of Patient Activism	Invited seminar	Division of Infectious Disease Epidemiology, Pennsylvania Department of Health	WebEx
February 24, 2015	The Untapped Potential of Patient Activism	Invited talk	Patient Adherence & Advocacy Summit	Philadelphia, PA
September 26, 2015	The Untapped Potential of Patient Activists	Talk	Stanford MedicineX Conference (MedX)	Palo Alto, CA
March 28, 2016	Conference Networking 101: How To Find New Friends, Mentors, and Job Prospects	Invited lecture	Health Program Planning and Evaluation course, Radford University	Radford, VA
March 28, 2016	Health Literacy	Invited lecture	Nutrition and Dietetics course, Radford University	Radford, VA
March 28, 2016	Digital Strategies for Health Communication	Invited seminar	Students from students from nursing, health education/promotion, communications, nutrition, and health and human performance, Radford University	Radford, VA
March 29, 2016	Wearable Activity Trackers: Increasing Fitness One Step at a Time	Invited seminar	Research seminar, Radford University	Radford, VA
March 30, 2016	Conference Networking 101: How To Find New Friends, Mentors, and Job Prospects	Invited workshop	SOPHE	Charlotte, NC

### **International:**

<i>Dates</i>	<i>Presentation Title</i>	<i>Presentation</i>	<i>Institution</i>	<i>Location</i>
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		<i>Type</i>		
February 20, 2013	Social Media in Healthcare Education	Invited talk	INMED 2013 Patient-Centred Medical Education: Human Factors, Patient Safety, Learning from Patients	Dublin, Ireland
June 24, 2013	Cancer Patient Blogs: How Patients, Clinicians, and Researchers Learn from Rich Narratives of Illness	Keynote	35th International Conference on Information Technology Interfaces (ITI)	Cavtat, Croatia
June 24, 2013	Mobile Health Design	Workshop	35th International Conference on Information Technology Interfaces (ITI)	Cavtat, Croatia
August 18, 2015	Digital Strategies for Health Communication	Keynote	Universitetet i Bergen	Os, Norway
August 20, 2015	Wearable Activity Trackers: Increasing Fitness One Step at a Time	Invited talk	Department of Information Science and Media Studies at Universitetet i Bergen	Bergen, Norway

## **SELECTED BIBLIOGRAPHY** (last 10 years)

### *a) Refereed Publications:*

- 1) Ressler, PK, Bradshaw, YS, Gualtieri, L, and Chui, KKH. (2012) Communicating the Experience of Chronic Pain and Illness through Blogging. *J Med Internet Res* 2012;14(5):e143.
- 2) Gualtieri, L., Javetski, G., and Corless, H. (2012). The integration of social media into courses: A literature review and case study from experiences at Tufts University School of Medicine. *Future Learning* 1 (2012) 79–102.
- 3) Gualtieri, L.N. (2012) The Potential for Social Media to Educate Farm Families About Health and Safety for Children, *Journal of Agromedicine*, 17:2, 232-239.
- 4) Koch-Weser, S., Bradshaw, Y.S., Gualtieri, L.N., and Gallagher, S.S. The Internet as a Health Information Source: Findings from the 2007 Health Information Trends Survey and Implications for Health Communication. *Journal of Health Communication*.
- 5) Gualtieri, L.N. (2010) From Twitter to Megaphones: Seven Lessons Learned about Public Health Crisis Communication, *Online Journal of Public Health Informatics*, Vol 2, No 3.
- 6) Gualtieri, L.N. (2009) The Doctor as the Second Opinion and the Internet as the First. In D.R. Olsen Jr., R.B. Arthur, K. Hinckley, M.R. Morris, S.E. Hudson, and S. Greenberg (Eds.) *Proceedings of the 27th International Conference on Human Factors in Computing Systems, CHI 2009*.
- 7) Weitzman, P, Neal, L, Chen, H, and Levkoff, SE (2008) Designing a culturally attuned bilingual educational website for US Latino dementia caregivers. *Ageing International* 32:1, March 2008, 15-24.

### *c) Book Chapters/Invited Reviews:*

- 1) Gualtieri, L.N., and Miller, D. (2011) e-learning 2.0. In K. Vu and R. Proctor (Eds.) *The Handbook of Human Factors in Web Design* 2nd edition, New Jersey and London: Lawrence Erlbaum Associates.

### *d) Monographs, Proceedings, and White Papers:*

- 1) Gualtieri, L. The Death of Reflection. *The Futurist*, September-October 2013 (Vol. 47, No. 5).
- 2) Gualtieri, L.N. and Pratt, J. (2009) Dr. Google: What Your Patients Are Doing Online and Why You Should Care. *Tufts Medicine*, Winter, 2009, Vol. 68, No. 1.
- 3) Gualtieri, L.N. (2009) Diagnosis Surfing: Using Online Medical Resources Wisely. *Tufts Magazine*, Winter, 2009.

### *i) Published Abstracts:*

- 1) Saites, C.G., Gualtieri, L., Lein, C., Bairdain, S., and Linden, B.C. (2013). The Potential Role of Inflammatory Bowel Disease Social Media in Contemporary Medical Practice, *Medicine 2.0*'13.
- 2) Gualtieri, L. (2013) The Integration of Social Media into Public Health Education: Lessons Learned, NEGEA 2013 Annual Retreat, Innovations in Medical Education: Aligning Values and Competencies (also submitted to <https://www.mededportal.org/icolaborative/>).
- 3) Gualtieri, L. and Oldroyd, T. (2012) How Disease-Specific Online Health Communities Differ Between Mobile and Web Access, *Medicine 2.0*.
- 4) Wallace, R. and Gualtieri, L. (2012) Defining Best Practices for Digital Presences of State Departments of Public Health in the United States, *Medicine 2.0*.
- 5) Fitzjarrell, K. and Gualtieri, L. (2012) Developing a Cohesive Digital Strategy for Metabolic Maintenance Products, *Medicine 2.0*.
- 6) Gualtieri, L.N. and Ressler, P.K. (2011) Communicating the Experience of Illness through Patient Blogs. *Proceedings of APHA*.
- 7) Gualtieri, L.N. and Ressler, P.K. (2011) Communicating the Experience of Illness through Patient Blogs.

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Proceedings of Medicine 2.0.

- 8) Gualtieri, L.N. and Ressler, P.K. (2010) Communicating the Experience of Illness through Patient Blogs. Proceedings of CDC National Conference on Health Communication, Marketing, and Media.
- 9) Gualtieri, L.N. and Ressler, P.K. (2010) Blogging for Health: Communicating the Experience of Illness. Proceedings of COMET: 8th Interdisciplinary Conference on Communication, Medicine and Ethics.