

Scientific Director, Population Research, Interventions, and Measurement Core



Brian D. Gonzalez, PhD

- Recruited from Rutgers in 2016
- Assistant Member, Health Outcomes & Behavior
- Research focuses on reducing the burden of quality of life issues (e.g., sleep disturbance, cognitive impairment) in cancer patients and survivors
- PI of K01; Co-I on Gateway Foundation grant
- Over 30 peer-reviewed publications
- Member, Society of Behavioral Medicine Board of Directors

Survey Methods Core Update

Brian D. Gonzalez, PhD

Assistant Member



Recent feedback

- 2016 CCSG score: “Exceptional”
 - Decreased use
 - Most users are HOB members
- 2018 EAC report
 - Expand services
 - Custom databases
 - Integrate data from multiple sources
 - Internal assessment on future directions/scope

Changes to SMC

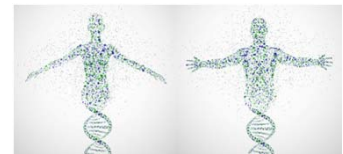


SMC Task Force

- Continue existing services
- Add new methodologic expertise
- Collect PRIO data
- Concierge services
- Rebrand to emphasize new offerings
- Restructure core

My research

- Personalized medicine approach to quality of life
- Biobehavioral risk factors for quality of life
 - Genetic, clinical, psychological, behavioral
- Developing personalized interventions
 - mHealth apps
- Collecting PRIO data
 - Automated databases to collect PROs
 - Wearable sensors to analyze sleep, circadian rhythms

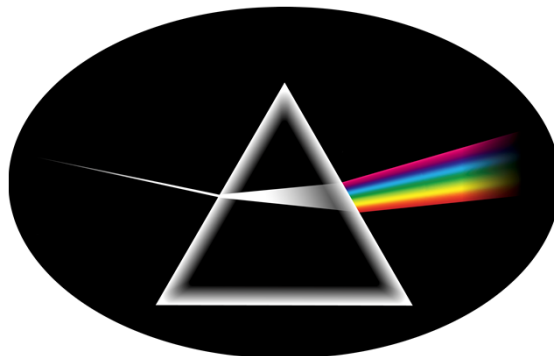


SMC Task Force

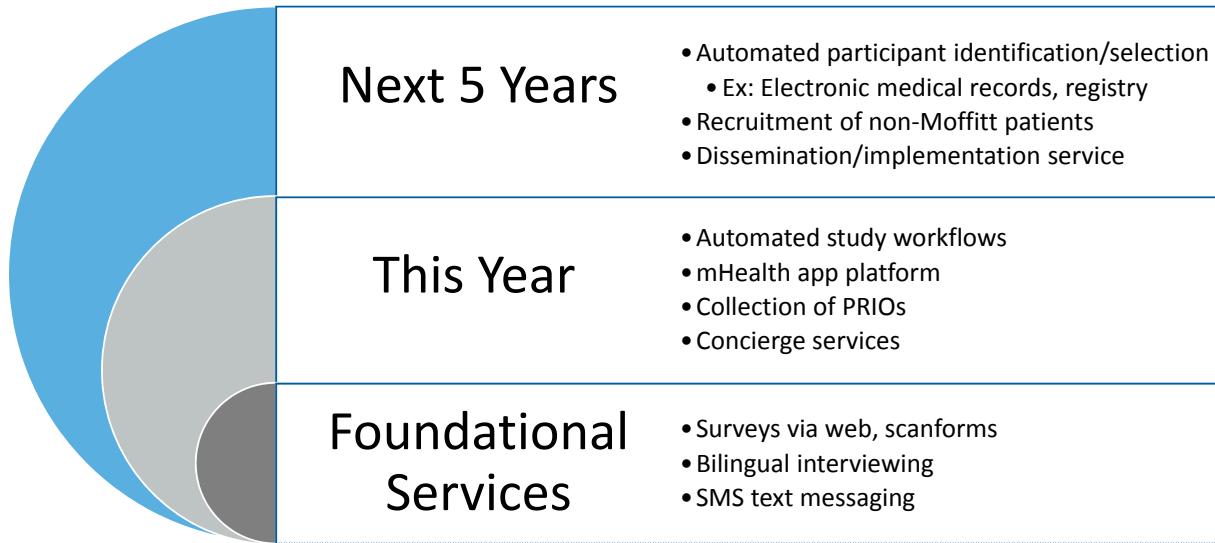
- ✓• Continue existing services
- ✓• Add new methodologic expertise
- ✓• Facilitate collection of PRIOs
 - Concierge services
 - Rebrand to emphasize new offerings
 - Restructure core

Rebranding core

Population Research, Interventions, and Measurement (PRISM) Core

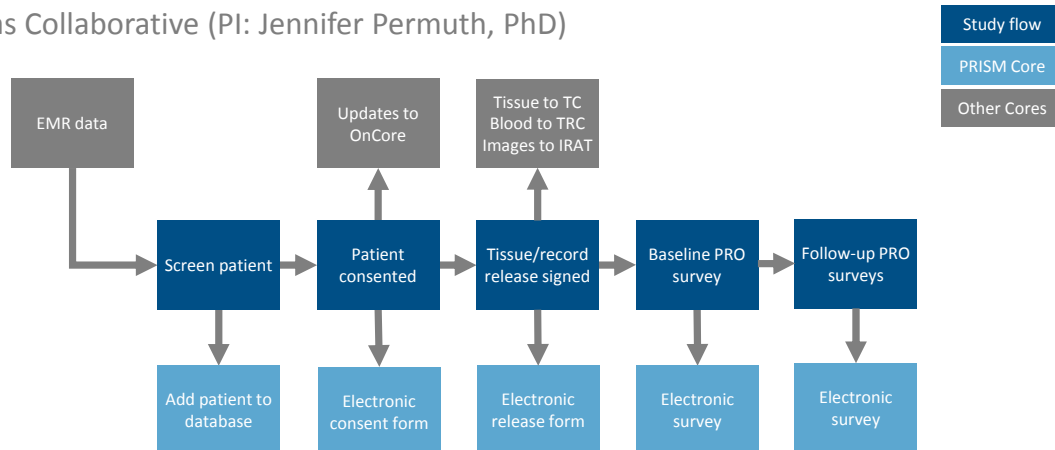


Vision for PRISM Core



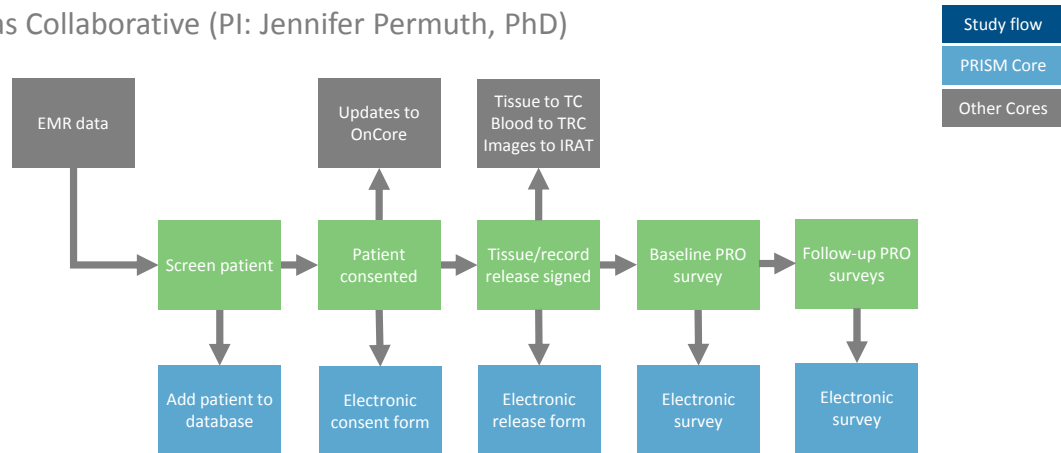
Supporting R01-equivalent projects

FL Pancreas Collaborative (PI: Jennifer Permut, PhD)



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Action plan

1. Personnel
 - Hire Core Manager
2. Concierge services
 - Audio transcription, text translation
3. Establish *institutional* licenses for software
 - Automated study management, mHealth app platform
4. Train PRISM Staff to deliver new services
5. Demonstrate new services to faculty
6. Extend collaborations with CDS and BBSR

Aims

Previous aims

1. Consult with potential users on the selection and implementation of existing survey tools and/or the design of new applications and approaches
2. Support members by providing high-quality survey-related services utilizing the scannable and web-based applications operated by the SMC
3. Educate and train investigators and staff on qualitative research methods and resource tools

Proposed aims

1. Consult with users on existing intervention and measurement tools and the design of new applications and approaches
2. Support members by providing high-quality PRIO-related services through applications operated by the PRISM core
3. Educate and train investigators and staff on participant-centered research services