



**Keynote**

# **Lisa A. Marsch**

**Scaling-Up Science-based Digital Therapeutics  
for Behavioral Health: From Scientific  
Research to National Deployment in the U.S.**

Tuesday, February 25, 2020, Scale-IT-up Workshop  
BIOSTEC 2020, Grand Hotel Excelsior, Valletta, Malta

## **About Lisa A. Marsch**

Dr. Lisa A. Marsch is the Director of the Center for Technology and Behavioral Health ([www.c4tbh.org](http://www.c4tbh.org)) and the Andrew G. Wallace Professor within the Geisel School of Medicine at Dartmouth College in the U.S. CTBH is an interdisciplinary “Center of Excellence”, supported by the U.S. National Institutes of Health, that uses science to inform the development, evaluation, and sustainable implementation of technology-based tools (that leverage web, mobile, sensing and/or social media approaches) for behavior change targeting a wide array of populations and health behaviors. These tools are designed to deliver engaging and effective health monitoring and health behavior interventions to collectively lead to transformations in the delivery of science-based behavioral health care.

## **About the Keynote**

Dr. Marsch will describe the development and a couple of decades of research focused on clinically validated, digital therapeutics for substance use disorders and behavioral health. She will give examples of how entire systems of healthcare can be transformed to deliver scalable, science-based behavioral health care via digital health approaches. And she will share the journey of scaling up the most rigorously-tested and empirically-supported digital treatment for substance use disorders to become the very first “prescription digital therapeutic” authorized by the U.S. Food and Drug Administration, which can be prescribed in the U.S. (with plans for international expansion).

We invite you to join this guest lecture. Registration is required via the conference website: [www.biostec.org](http://www.biostec.org)

## **Prof. Dr. Tobias Kowatsch**

Assistant Professor for Digital Health, University of St.Gallen (HSG), Switzerland  
Scientific Director, Center for Digital Health Interventions, ETH Zürich & HSG, Switzerland  
Co-Chair [Scale-IT-up Workshop 2020](#)

## **Dr. Hannes Schlieter**

Faculty of Business and Economics, Technische Universität Dresden, Germany  
Co-Chair [Scale-IT-up Workshop 2020](#)