**Johnson & Johnson Researchers Apply Artificial Intelligence Techniques to Power Health Behavior Interventions in Medication Adherence Mobile App**

**New Orleans, LA - (April 13, 2018)** – Data scientists, in collaboration with behavior scientists at Johnson & Johnson have developed an approach for generating data insights related to digital health apps that offer faster, more precise, and often less costly methods than traditional processes to obtain solution insights.

Syed Haider, Ph.D., Head of Data Science at Johnson & Johnson Health and Wellness Solutions, leads the advanced analytics and optimization of digital health solutions using machine learning and other data science techniques that are still rare in the healthcare setting. The result of his research is a development approach that allows personalization and optimization of digital health solutions that are expected to outperform current “one size fits all” models. A paper on this research, entitled “Personalized Medication Adherence Digital Interventions,” will be presented on April 13 during the [Society of Behavioral Medicine’s 2018 Annual Meeting & Scientific Sessions](https://www.sbm.org/meetings/2018) in New Orleans.

“Traditional methods for developing behavior science interventions are highly constrained by available data, can be slow, lack precision, and can be expensive,” said Haider. “By applying data science to digital health solutions, insights are more comprehensive and are gained more rapidly, allowing early indicator measures and enable rapid product evolution.”

The paper is based on his work with the Johnson & Johnson Care4Today™ Mobile Health Manager, a commercial medication management mobile app that has been available for four years. The application delivers digital interventions, Behavior Change Techniques (BCTs), including action planning, prompt-cues, social incentive, social support, and monitoring.

“This enables deep learning at its best,” Haider added, “capturing that information and measuring the impact constantly so that people can be guided to make better and better choices to take control of and optimize their health.”

The Society of Behavioral Medicine (SBM) is a 2,400-member organization of scientific researchers, clinicians and educators. They study interactions among behavior, biology and the environment, and translate findings into interventions that improve the health and well-being of individuals, families and communities (www.sbm.org).

Johnson & Johnson Health and Wellness Solutions, Inc. helps individuals stay engaged in long lasting behaviors that drive positive health habits and improve outcomes. Expertise focuses on designing interventions through a science-based, adaptive learning platform to sustain health behavior change. Businesses, partners and healthcare providers can benefit from enhanced patient and consumer experience to meet the demands of the changing healthcare environment. For more information about Johnson & Johnson Health and Wellness Solutions, visit [www.jjhws.com](http://www.jjhws.com/).

**# # #**

**Contact:**
Toral Patel
Health & Wellness Communication Leader

Johnson & Johnson
Mobile: 732.421.3130