Cati Brown-Johnson, Ph.D.
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Over 10 years of experience in healthcare delivery and prevention medicine innovation. I provide scientific direction for quality improvement and research projects utilizing Lean, the quadruple aim of healthcare, design thinking/UX, and change management approaches. A founding member of the Stanford Evaluation Sciences Unit, I developed a new rapid assessment tool (the Lightning Report) based on Implementation Science principles. My structured Lightning Report feedback saved Stanford Health Care $1.2mil in averted expenses for an unnecessary Primary Care 2.0 onsite lab (2016). Applying change and transformation management principles to my own team, I have facilitated a strong team ethic during intense growth/turnover. I encouraged and oversaw development of process and structure designed to support business development projections and level-up professionalism across the unit. A true believer in the value of Learning Healthcare Systems, I stay curious and keep a learner mindset in order to more easily see what is working and what needs to change for improved frictionless systems and patient-centered care.

Experience

2018-2020 Visiting Professor, Department of Primary Care, Emory University School of Medicine
Team-based Primary Care

2016-present: Research Scientist | Implementation and Social Sciences, Evaluation Sciences Unit, Division of Primary Care and Population Health, Stanford University School of Medicine
Implementation Science and Health Services Research

1. Co-Investigator, Stanford Presence 5 – the Doctor is Here. Three-year Moore Foundation funding ($1.5m) to explore provider presence in primary care patient visits. Publications in *JAMA*, *BMJ Open*, and *the Journal of General Internal Medicine*.
2. Scientific direction, Primary Care Portfolio ($2.5m over 3 years). Lead for evaluations of: i) Stanford primary care redesign, Primary Care 2.0; ii) Humanwide, embedded precision health pilot; iii) Provider distress and the EMR; iv) VA National Center for Ethics, LSTDI – Life Saving Treatment Decisions Initiative; v) Pragmatic Design for Enhanced Team-Based Primary Care, an Intermountain-Stanford collaboration grant. Publications in *The American Journal of Medical Quality*, and *Learning Health Systems*.
3. Innovation - Development of innovative rapid qualitative and mixed methods in Implementation Science. Created Lightning Report methodology. Piloted CFIR Index, a quantitative assessment of implementation readiness administered through half-day clinic observations, co-authored CFIR exploration (*Learning Health Systems*).
4. Mentor/supervisor (up to 6 staff, and 7 total students ranging from undergrad to doctor).

2015-2017: Health Communication Consultant, Oklahoma Tobacco Settlement Endowment Trust
Mass media health campaigns for tobacco control, obesity prevention, and physical activity promotion
Designed, developed, and evaluated public health campaigns: *Tobacco Stops with Me*, *Shape Your Future, Rethink Your Drink* (2017 Clarion Award winning PR launch), and *Oklahoma Tobacco Helpline*.

2013-2016: Postdoctoral Fellow, Stanford Prevention Research Center (SPRC), Stanford

Social media and tobacco - health disparities, stigma, and e-cigarettes

1. Principal Investigator. Developed and executed research agenda to address health-related stigma associated with tobacco use and tobacco-related diseases. Studies include: development and validation of the Internalized Smoking Stigma Inventory (ISSI) (*The American Journal on Addictions*) and smoking stigma across tobacco delivery device use (*Health Behavior and Policy Review*).
2. Co-Investigator. Total IMPACT ($350k 7/2015-7/2018), the TRDRP TTEC Study—aka the Improving eMployment Partnership: Alliance to Curb Tobacco [IMPACT] Project. Delivered tobacco counseling in local employment agencies. We confirmed negative effects of tobacco use on job attainment (*JAMA Internal Medicine*).
3. E-cigarettes. i) PI, Development and assessment of e-cigarette online CME (*Journal of General Internal Medicine*; ii) Qualitative coding and automated semantic network analysis of online patient question and doctor response data using R tm and corpus modules (*American Journal of Preventive Medicine*); iii) E-cigarette use and perceptions in California Asian American young adults (*Preventing Chronic Disease*).

2011-2013: Postdoctoral Scholar, Center for Tobacco Control Research and Education, UCSF
Public health, tobacco control and stigma

1. Tobacco Marketing to Low Income Women: Led qualitative study of marketing strategies targeting low income women, gathered to inform public health countermarketing efforts for this high-need population. Findings – use of couponing, selling with luxury, unisex branding and point-of-sale price reductions – published in *Tobacco Control*.
2. mHealth Tool for Lung Cancer (mHealth TLC): This online, 3D virtual office visit intervention presented patient participants with stigmatizing interactions that they must navigate. Patient participants received explicit coaching to build their communication skills, enabling them to get the information they needed from their real office visits. User experience (UX) usability testing results published in *Patient Education and Counseling*. Formative research included analysis of interviews and focus groups with lung cancer survivors (*Nursing Inquiry*).

2008-2011: Senior Research Associate, See Change
Community program evaluation of youth-serving non-profits and foundations

Designed, managed and executed community-based research evaluating outcomes for non-profit organizations, specifically youth-serving Community-Based Organizations and their funders. Signature clients include: the Oakland Fund for Children and Youth (multiple-year, high-stakes evaluation of 61 youth and children programs); the Hawai'i Community Foundation (multi-pronged evaluation of network of youth providers, including a youth-led video evaluation component); and Youth Service California (evaluation of 53 afterschool Cesar E. Chavez Service Clubs).

2005-2008: Manager, Linguistic Technology and Business Development, H5
Development and implementation of search and automated expert judgment technology

Worked with small groups of linguists to automate expert judgments of document relevancy for cases involving fortune 500 companies and their legal counsel. Formed and tested linguistic hypotheses using large business corpora. Assessed precision and recall efficacy of computational assessments. Managed group of 40 linguists for the Linguistic Technology Group. Created Practice Development Group to support sales and bridge transition between new Consultative Sales model and the linguists and lawyers of the Professional Services Group. Mentored new employees. Scoped, developed, and executed new client offerings.

Education

Stanford University School of Medicine, Stanford Prevention Research Center
Postdoctoral Fellow, Preventive Medicine Research (2013-2016) | Mentor: Judith Prochaska PhD MPH

University of California, San Francisco, Center for Tobacco Control Research and Education
Postdoc, Tobacco Control (2011-2013) | Mentors: Pamela Ling MD & Janine Cataldo PhD APRN

University of Georgia
Ph.D. Linguistics, Critical Discourse Analysis and Corpus Linguistics (2006) | Chair: Donald L. Rubin PhD
Dissertation: *Ranking Tobacco Industry Documents for Corporate Deception and Fraud: A Corpus Linguistic and Discursive Assessment*

Agnes Scott College Bachelor of Arts in English and French *magna cum laude* (2000)

Peer Reviewed Journal Articles (36 total; 18 first author)

1. Zulman DM, Haverfield MC, Shaw JG, **Brown-Johnson CG**, Schwartz R, Tierney AA, Zionts DL, Safaeinili N, Fischer M, Thadaney Israni S, Asch SM, Verghese A. Practices to foster physician presence and connection with patients in the clinical encounter. *JAMA*. 2020;323(1):70-81. doi:10.1001/jama.2019.19003
2. **Brown-Johnson CG**, Schwartz R, Maitra A, Haverfield MC, Tierney AA, Shaw JG, Zionts DL, Safaeinili N, Thadaney S, Verghese A, Zulman DM. What is clinician presence? A qualitative interview study comparing physician and non-physician insights about practices of human connection. *BMJ Open* 2019.
3. Holdsworth LM, Zionts D, Wang S, Veruttipong D, **Brown-Johnson C,** Asch SM, Rosenthal EL, Winget M. Negotiating lay and clinical issues: Implementing a lay navigation program in cancer care. *Journal of oncology practice* 2019: JOP1900339
4. Haverfield M, Asch S, Bass M, Bharadwaj S, **Brown-Johnson CG**, Lorenz K, Piccininni G, Romero I, Safaeinili N, Schwartz R, Shaw JG, Thadaney S, Tierney AA, Verghese A, Zionts D, Zulman D. Patient-provider interpersonal interventions that enhance the Quadruple Aim: A systematic review. *Journal of General Internal Medicine* 2019.
5. **Brown-Johnson CG**, Safaeinili N, … Winget M. The Stanford Lightning Report: What a new methodological approach for rapid qualitative synthesis can tell us about prospective evaluation of implementation in dynamic systems. *Learning Health Systems* 2019.
6. Safaeinili N, **Brown-Johnson CG**, Shaw J, Mahoney M, Winget M. CFIR simplified: Pragmatic application of and adaptations to the Consolidated Framework for Implementation Research (CFIR). *Learning Health Systems* 2019.
7. Fielding-Singh P, **Brown-Johnson CG,** Oppezzo M, Das S, Jackler R, Prochaska JJ. Virtual vape shop and counseling on e-cigs: A novel online CME program. *Journal of General Internal Medicine* 2019.
8. **Brown-Johnson C**, Shaw JG, Safaeinili N, Chan G, Mahoney M, Winget M (2019). Role-definition is key – Rapid qualitative ethnography findings from a team-based primary care transformation. *Learning Health System.*
9. Schwartz R, Haverfield M, **Brown-Johnson CG,** Tierney AA, Azimpour F, Maitra A, Bharadwaj S, Zulman D (2019) Transdisciplinary strategies for physician wellness: Insights from diverse fields. *Journal of General Internal Medicine*.
10. **Brown-Johnson C,** Chan GK, Winget M, Shaw JG, Patton K, Hussain R, Olayiwola JN, Chang S, Mahoney M (2018) Primary Care 2.0: Design of a transformational team-based practice model to meet the Quadruple Aim. *American Journal of Medical Quality*. https://doi.org/10.1177/1062860618802365.
11. Levine M, Vollrath K, Olayiwola N, **Brown-Johnson C,** Winget M, Mahoney M (2018) Transforming medical assistant to care coordinator to achieve the Triple Aim. *SGIM Forum*. 41(4): 7 13.
12. **Brown-Johnson CG,** Boekman L, White A, Paulson S, Beebe L (2018) Trust in health message channel: Survey analysis of variation by sociodemographic and tobacco use status in Oklahoma. *JMIR Public Health and Surveillance*.
13. Anguiano B, **Brown-Johnson CG,** Goldman-Rosas L, Pechmann C, Prochaska JJ (2017) Latino adults' perspectives on treating tobacco use via social media. *JMIR mHealth and uHealth*. 5(2) e12. doi:10.2196/mhealth.6684.
14. **Brown-Johnson CG,** Burbank A, Daza EJ, Wassmann A, Chieng A, Rutledge G, Prochaska JJ (2016) Online patient-provider e-cigarette consultations: perceptions of safety and harm. *American Journal of Preventive Medicine*. 51(6): 992-889. doi: 10.1016/j.amepre.2016.06.018
15. **Brown-Johnson CG,** Oppezzo M, Benowitz NL, Prochaska J (2016) "You have the right to protect your health": Perceptions of secondhand smoke and exposure mitigation strategies in low-income patients with heart disease San Francisco 2011–2012. *Preventing Chronic Disease*. 13 E116. doi: 10.5888/pcd13.150593
16. Winget M, Haji-Sheikhi F, **Brown-Johnson C**, Rosenthal EL, Sharp C, Buyyounouski MK, Asch SM (2016) Electronic release of pathology and radiology results to patients: Opinions and experiences of oncologists. *Journal of Oncology Practice*. 12(8) e792-9. doi: 10.1200/JOP.2016.011098

17. Prochaska JJ, Michalek AK, **Brown-Johnson C**, Daza EJ, Baiocchi M, Anzai N, Rogers A, Grigg M, Chieng A (2016) Likelihood of smokers attaining re-employment: results from a one-year observational study. *JAMA Internal Medicine*. 176(5) 662-70. doi: 10.1001/jamainternmed.2016.0772. (see CBS News "Cigarette smoking could burn your job prospects")
18. **Brown-Johnson CG**, Popova L (2016) Exploring smoking stigma alternative tobacco product use & quit attempts. *Health Behavior and Policy Review*. 3(1) 13-20. doi: 10.14485/HBPR.3.1.2
19. Maglalang D, **Brown-Johnson C,** Prochaska JJ (2016) Associations with e-cigarette use among Asian American and Pacific Islander young adults in California. *Preventive Medicine Reports*. 4 29-32. doi: 10.1016/j.pmedr.2016.05.011
20. White A, **Brown-Johnson CG**, Martinez S, Paulson S, Beebe LA (2015) Oklahoma "Tobacco Stops with Me" media campaign effects on attitudes towards secondhand smoke. *The Journal of the Oklahoma State Medical Association*. 108(11) 450-454
21. **Brown-Johnson CG**, Cataldo JK, Orozco N, Lisha NE, Hickman NJ, Prochaska JJ (2015) Validity and reliability of the internalized stigma of smoking inventory: an exploration of shame isolation and discrimination in smokers with mental health diagnoses. *The American Journal on Addictions*. 24 410-418. doi: 10.1111/ajad.12215
22. **Brown-Johnson CG**, Prochaska JJ (2015) Shame-based appeals in a tobacco control public health campaign: Potential harms and benefits [Editorial]. *Tobacco Control*. 24(5) 419-420. doi:10.1136/tobaccocontrol-2015-052233
23. **Brown-Johnson CG**, Berrean B, Cataldo JK (2015) Development and usability evaluation of the mHealth Tool for Lung Cancer (mHealth TLC): a virtual world health game for lung cancer patients. *Patient Education and Counseling*.
24. **Brown-Johnson CG**, Sanders-Jackson A, Prochaska JJ (2014) Public commenting on inpatient psychiatry smoking ban media coverage. *Journal of Dual Diagnosis*. doi: 10.1080/15504263.2014.961883.
25. Prochaska JJ, **Brown-Johnson CG** (2014) Encouraging and supporting smoking cessation in the workforce [Editorial]. *Journal of Occupational and Environmental Medicine*. 71:385–387. doi:10.1136/oemed-2014-102145.
26. **Brown-Johnson CG,** England L, Glantz S, Ling P (2014) Tobacco marketing to low socioeconomic status women in the US. *Tobacco Control*. 23(e2). doi:10.1136/tobaccocontrol-2013-051224
27. **Brown-Johnson CG,** Brodsky J, Cataldo JK (2013) Lung Cancer Stigma anxiety depression and quality of life. *Journal of Psychosocial Oncology*. 32(1) 59–73. doi: 10.1080/07347332.2013.855963
28. Sanders-Jackson A, **Brown-Johnson CG,** Prochaska JJ (2013) Applying linguistic methods to understanding smoking-related conversations on Twitter. *Tobacco Control*. 24(2):136-8. doi:10.1136/tobaccocontrol-2013-051243
29. **Brown CG,** Cataldo JK (2013) Explorations of lung cancer stigma for female long-term survivors. *Nursing Inquiry*. NIHMSID #432832 http://onlinelibrary.wiley.com/doi/10.1111/nin.12024/abstract
30. Covington MA, Riedel WJ, **Brown CG,** He C, Morris E, Weinstein S, Semple J, Brown J (2009) Ketamine and schizophrenic speech: more difference than originally reported. *Journal of Psychopharmacology*. 23111.
31. **Brown CG,** Snodgrass T, Kemper S J, Herman R, Covington, MA (2008) Automatic measurement of propositional idea density from part-of-speech tagging. *Behavior Research Methods*. 40(2) 540-545.
32. Covington MA, Riedel WJ, **Brown CG**, He C, Morris E, Weinstein S, Semple J, Brown J (2006) Does ketamine mimic aspects of schizophrenic speech? *Journal of Psychopharmacology*. 21(3) 338-346.
33. **Brown CG,** Covington MA, Semple J, Brown J (2005) Reduced idea density in speech as an indicator of schizophrenia and ketamine intoxication. *Schizophrenia Bulletin*. 31 187-8.
34. **Brown CG,** Rubin DL (2005) Causal markers in tobacco industry documents: the pragmatics of responsibility. *Journal of Pragmatics*. 37 799–811.
35. Covington MA, He C, **Brown CG,** Naci L, McClain JT, Fjordbak BS, Semple J, Brown J (2005) Schizophrenia and the structure of language: the linguist's view. *Schizophrenia Research*. 77 85-98
36. Kretzschmar WA, Darwin C, **Brown C,** Rubin D, Biber D (2004) Looking for the smoking gun: principled sampling in creating the tobacco industry documents corpus. *Journal of English Linguistics*. 32(1), 31-47(17).

Funding

The Doctor is here: Enhancing clinical care through Presence

Presence 5 (Gordon and Betty Moore Foundation) Zullman (PI) 06/01/2017-06/30/2020
Role: Co-Investigator

Evaluation of Primary Care 2.0 (Stanford Health Care) Mahoney & Winget (Co-PIs)
Role: Project Lead and Qualitative Expert 07/01/2016-08/31/2019

Integrated Behavioral Health in Primary Care McGovern (local PI)
PCORI Award (PCS-1409-24372) 09/01/2018-10/01/2019
Role: Clinic implementation facilitator

Evaluation of Precision Health (School of Medicine Dean's Office) Winget (PI) 09/01/2017-08/31/2018
Role: Project Lead and Qualitative Expert

Pragmatic Design for Enhanced Team-Based Primary Care (Intermountain-Stanford Collaboration Grants)
Role: Project Lead and Qualitative Expert Winget & Reiss-Brennan (Co-PIs)
09/01/2017-08/31/2018

Tobacco-Related Disease Research Program 21BT-0018 Prochaska (PI) 07/01/2015-06/30/2018
Role: Co-Investigator
The Total Improving eMployment Partnership: Alliance to Curb Tobacco [Total IMPACT] Project – An RCT Treating smoking for unemployed jobseekers in the Bay Area, this randomized control trial is based on pilot data showing that smokers have a harder time finding a job and remain unemployed for longer than non-smokers. We seek to determine whether treating smokers within unemployment settings with materials tailored for jobseekers results in higher quit rates, and greater employment, for participants.

Stanford SPECTRUM Winget (PI) 01/01/2017-12/31/2017
Role: Co-Investigator
Tracking Ambulatory Care-Sensitive Condition (ACSC) ER Visits and Hospitalizations in the Context of a Primary Care Redesign

Teaching and Mentoring Academy Innovation, Stanford Brown-Johnson & Oppezzo (Co-PIs)
Role: Co-Principal Investigator 05/01/2016-09/01/2016
Assessment of Experience-Driven Online Medical Education
The goal of this research is to determine the impact of experience-driven pedagogy on medical student knowledge, attitudes, and behaviors with respect to electronic cigarettes and tobacco cessation counseling for their future patients. Outcomes from the overall trial will inform online medical education best practices.

Stanford Center for Continuing Medical Education (SCCME) Jackler (PI) 08/01/2015-06/01/2016
Role: Co-Course Director
E-Cigarettes: Harmful or Harm-Reducing? Online Medical Education in Electronic Nicotine Delivery Products Funding to create an online continuing medical education module about e-cigarettes.

National Heart, Lung and Blood Institute T32 HL007034 Gardner (PI) 07/01/2015-06/30/2016
Role: Postdoctoral Fellow
Postdoctoral Training in Preventative Medicine Research from the National Heart, Lung and Blood Institute

National Cancer Institute R25 CA 113710-01A2 Glantz (PI) 07/01/2011-06/30/2013
Role: Postdoctoral Scholar
Postdoctoral Training in Tobacco Control

Service, Leadership, and Affiliation

- Inaugural member. Stanford Medicine Diversity, Equity, and Inclusion Committee. 2019-present
- Collaboration with Our Family Coalition to bring LGBTQ+ education and advocacy to Oakland Unified School District (OUSD). 2016-present
- Member. Stanford Center for Population Health Sciences. 2016-present
- Ad hoc reviewer: American Journal of Health Promotion, Lung Cancer, Journal of Psychoactive Drugs, Tobacco Control, Occupational and Environmental Medicine, Psychiatry Research, Psycho-Oncology, Behavioral Research Methods, Health Education and Behavior, JAMA Internal Medicine, International Journal of Environmental Research and Public Health, Psychology of Addictive Behaviors, Business & Society, Stigma and Health, the Journal of Medical Internet Research, Annals of Family Medicine
- Pro-bono evaluator. Help Each Other Out (www.helpeachotherout.com). Conducted pre-post assessment of public stigma towards cancer as affected by public media awareness-raising intervention. 2014-2020

- Founding Advisory Board member. The Respect Institute. San Jose, California. 2011-2012
- Co-founder. Bay Area Industry Linguists. San Francisco, California. 2007-2010
- Society memberships: American Public Health Association (2012-16), Society for Research on Nicotine and Tobacco (2015-16), Linguistic Society of America (2003-2007), American Association of Applied Linguists (2004), International Pragmatics Association (2003)
- Vice President (2003), Treasurer (2004). University of Georgia Linguistics Society

Conference and Other Presentations

- Integrated Behavioral Health in Primary Care to Regulate Uncontrolled Diabetes. Lean Healthcare Academic Conference at Stanford. October 2-3, 2019. Stanford CA.
- Haverfield MC, Tierney A, Schwartz R, Bass MB, Brown-Johnson C, Zionts D, Safaeinili N, Shaw JG, Thadaney S, Piccininni G, Lorenz KA, Asch SM, Verghese A, Zulman DM. Can Patient-Provider Interpersonal Interventions Achieve the Quadruple Aim of Health Care?: A Systematic Review. Paper presented at Academy Health, Washington D.C. (2019, June).
- Seeking Apples, Finding Oranges: Mismatch between Perceived Barriers and Generated Solutions during the Scoping of Two Clinical Initiatives (Poster). Eli Cahan, Cati Brown-Johnson, Nadia Safaeinili, Kim D. Brunisholz, Brenda Reiss-Brennan, Marcy Winget. Society for General Internal Medicine. May 8-11, 2019. Washington DC.
- [oral presentation] Fostering Physician Presence in Primary Care: Findings From a Human-Centered Design Project and Delphi Panel. D. M. Zulman, M. Haverfield, R. Schwartz, J. G. Shaw, C. Brown- Johnson, D. L. Zionts, N. Safaeinili, A. A. Tierney, M. Fischer, S. Thadaney, S. Asch, A. Verghese Society for General Internal Medicine. May 8-11, 2019. Washington DC.
- Precision medicine in primary care: An evaluation of integration of personalized data and services into primary care to reach health equity [poster]. Nadia Safaeinili, Cati Brown-Johnson, Lisa Goldman-Rosas, Latha Palaniappan, Marcy Winget, Megan Mahoney. Society for General Internal Medicine. May 8-11, 2019. Washington DC.
- Form enhancing function: Using Human-Centered Design to develop practical interventions in academic medicine [poster]. Zionts, Brown-Johnson, Safaeinili, Shaw, Richter, Ataldottir, Zulman. Society for General Internal Medicine. May 8-11, 2019. Washington DC.
- [Workshop] Cancer survivorship integration in primary care. Brown-Johnson CG, Winget M, Schapira L, Kim J, Oeffinger K, Winn RA, Hong S. Society for General Internal Medicine. May 8-11, 2019. Washington DC.
- A Rapid Qualitative Synthesis of Insights From the Veterans Administration Life Sustaining Treatment Decisions Initiative (LSTDI) to Support National Implementation. Brown-Johnson C, Lo N, Giannitrapani K, Lowery JS, Foglia MB, Walling AM, Bekelman D, Lorenz KA. 2019 Annual Assembly of Hospice and Palliative Care. Orlando, FL, March 13-16, 2019.
- Characterizing the Impact of Pharmacogenomics on Patient Care in a Primary Care Setting. Morris SG, Shin N, Witt L, Palaniappan L, Brown-Johnson CG. American Society of Health-System Pharmacists. Anaheim, CA, December 2018.
- [Oral Presentation] The Stanford Lightning Report: What a new methodological approach for rapid qualitative synthesis can tell us about prospective evaluation of implementation in dynamic systems. Brown-Johnson C, Safaeinili N, Zionts D, Holdsworth L, Winget M. AcademyHealth Dissemination & Implementation, Washington DC, December 2018.
- Operationalizing the Consolidated Framework for Implementation Research (CFIR) to Facilitate Spread of Primary Care 2.0, a Primary Care Transformation. Safaeinili N, Brown-Johnson C, Winget M. Academy Health, Seattle WA, June 2018. (poster)
- [Invited Plenary] Stanford Presence 5: Intervening for better patient-provider connections in primary care. Cati Brown-Johnson. Stanford Prevention Research Center, Stanford CA, April 2016.
- [Workshop] A Tale of Two Scribing Model Implementations. Brown-Johnson C, Mahoney M, Levine M, Lin S. Society for General Internal Medicine, Denver CO, April 2018.
- Development and Evaluation of an Interprofessional Health Coaching Curriculum for a New Primary Care Model, Stanford Primary Care 2.0. Hummel D, Tippett V, Brown-Johnson C, Shaw J, Mahoney M. Society for General Internal Medicine, California/Hawaii, Stanford CA, January 2018. (poster)
- Fostering patient-provider connection during clinical encounters: Insights from non-medical professionals. Schwartz R, Brown-Johnson C, Haverfield M, Tierney A, Bharadwaj S, Zionts D, Romero I, Piccininni G, Shaw J, Safaeinili N, Maitra S, Thadaney S, Azimpour F, Verghese A, Zulman D. Society for General Internal Medicine, California/Hawaii, Stanford CA, January 2018. (poster)

- Operationalizing CFIR in an Evaluation Framework for Primary Care Transformation. Safaeinili N, Brown-Johnson C, Shaw J, Winget M. Academy Health Dissemination and Implementation, Washington DC, December 2017. (poster)
- Using ethnography to evaluate primary care redesign: Stanford Primary Care 2.0. Brown-Johnson C, Safaeinili N, Mahoney M, Chan G, Shaw J, Winget M. Academy Health Annual Research Meeting, New Orleans LA, June 26, 2017. (poster)
- Physician joy of practice and burnout: Mixed-methods findings from the implementation of Stanford Primary Care 2.0. Shaw J, Brown-Johnson C, Safaeinili N, Holdsworth L, Chan G, Mahoney M, Winget M. Academy Health Annual Research Meeting, New Orleans LA, June 26, 2017. (poster)
- [Invited Plenary] Mahoney M, Sharp C, Brown-Johnson C. Creating a new model of prevention and wellness in Primary Care: "Precision Health Care." Precision Medicine Summit: A HIMSS Event, Boston MA, June 12, 2017
- Creating a new model of prevention and wellness in Primary Care: "Precision Health Care." Mahoney M, Sharp C, Dash R, Levine M, Brown-Johnson C, Winget M. Big Data in Biomedicine: Transforming Lives Through Precision Health, Stanford CA, May 24, 2017.
- Development and evaluation of a health coaching curriculum for a new primary care model. Grimes C, Hummel D, Tippet VM, Shaw J, Brown-Johnson C. Stanford Innovations in Medical Education Conference (SIMEC II), Stanford CA, May 13, 2017.
- Primary Care 2.0: Intentional Lean design of a Quadruple-Aim-based primary care transformation alternative to the Patient-Centered Medical Home. Chan G, Hussain R, Winget M, Brown-Johnson C, Shaw J, Glasseroff A, Mahoney M. Society of General Internal Medicine Conference, Washington DC, April 19-21, 2017. (poster)
- Using ethnography to evaluate primary care redesign: Stanford's Primary Care 2.0. Safaeinili N, Brown-Johnson C, Mahoney M, Chan G, Shaw J, Winget M. Society of General Internal Medicine Conference, Washington DC, April 19-21, 2017. (poster)
- Physician burnout and joy of practice: Early mixed-methods findings from the implementation of Stanford Primary Care 2.0. Shaw J, Brown-Johnson C, Safaeinili N, Holdsworth L, Chan G, Mahoney M, Winget M. Society of General Internal Medicine Conference, Washington DC, April 20, 2017.
- Implementation of a lay care navigation service phase I pilot at the Stanford Cancer Institute. Brown-Johnson C, Holdsworth L, Rosenthal E, Asch S, Winget M. American Society of Clinical Oncology Quality Care Symposium, Orlando FL, March 2, 2017. (poster)
- "Rethink Your Drink": An evidence-based mass media sugar-sweetened beverage reduction campaign in Oklahoma. Brown-Johnson C, Paulson S. 10th Annual Southern Obesity Summit, Houston TX, November 2016.
- Who is "Shape Your Future" reaching? Evaluation of a physical activity promotion mass media campaign in Oklahoma. Brown-Johnson C, Paulson S, White A, Beebe L. 10th Annual Southern Obesity Summit, Houston TX, November 2016.
- Choose Your Own Adventure™ (in learning): Piloting learner-driven, contextually-based online medical education on e-cigs. Oppezzo M, Brown-Johnson C, Prochaska J. Stanford Medicine Teaching and Mentoring Academy Innovation Grant Education Day, Stanford CA, October 2016. (poster)
- Doctor advice about nicotine in the context of e-cigarettes – observational content analysis from an online digital health site. Burbank, Brown-Johnson, Rutledge, Prochaska. Society for Research on Nicotine and Tobacco, Chicago IL, March 2016. (poster)
- Smokers have a harder time finding work: Results from a one-year prospective study. Judith Prochaska, Anne Michalek, Brown-Johnson, Daza, Baiocchi, Anzai, Rogers, Grigg, Chieng. Society for Research on Nicotine and Tobacco, Chicago IL, March 2016. (poster)
- [Invited Plenary] "Rethink Your Drink": Development of a sugar-sweetened beverages reduction campaign. Brown-Johnson. Stanford Prevention Research Center, Stanford CA, February 2016.
- Obesity prevention messaging and media campaign research: Review of scientific literature (2005-15). Brown-Johnson. Oklahoma Tobacco Settlement Endowment Trust, October 2015.
- [Invited Webinar] Use of electronic nicotine delivery systems among Asian American young adults in California. Brown-Johnson C, Maglalang D. The Loop, University of California San Francisco, November 2015.
- Views from job-seeking unemployed tobacco users in the bay area: A photovoice adaptation project. Michalek M, Brown-Johnson C, Prochaska JJ. Joining Forces Conference, Sacramento CA, October 2015. (poster)
- [Invited Grand Rounds] Health-related stigma: Smoking stigma, e-cigarettes, and stigma mitigation. Stephenson Cancer Center and Oklahoma Tobacco Research Center, University of Oklahoma Medical Science Center, Oklahoma City OK, May 2015.

- "You have a right to protect your health:" Perceptions of second-hand smoke risks by cardiovascular disease patients. Brown-Johnson C, Oppezzo M, Prochaska JJ. American Heart Association, Baltimore MA, March 2015. (poster)
- E-cigarettes in digital health: Doctors' answers to patients' questions. Burbank, Brown-Johnson, Prochaska. Society for Research on Nicotine and Tobacco, Philadelphia PN, February 2015. (poster)
- Validation of the Internalized Smoking Stigma Inventory. Brown-Johnson, Prochaska. Society for Research on Nicotine and Tobacco, Philadelphia PN, February 2015. (poster)
- Tobacco use and time out of work among job-seekers in California. Michalek, Brown-Johnson, Prochaska. Society for Research on Nicotine and Tobacco, Philadelphia PN, February 2015. (poster)
- E-cigarette use in Asian and Pacific Islander young adults in California. Maglalang, Brown-Johnson, Prochaska. Society for Research on Nicotine and Tobacco, Philadelphia PN, February 2015. (poster)
- Smoking stigma in non-smokers, smokeless tobacco users, conventional cigarette users and dual users. Brown-Johnson, Popova. UCSF Health Disparities Research Symposium VIII, October 17th, 2014. (poster)
- [Invited Seminar] Tobacco and mental health: Treatment challenges. Brown-Johnson, Fromont. National Alliance on Mental Illness (NAMI), San Francisco CA, October 15th, 2014.
- Evaluation and development of school gardens across Palo Alto Unified School District. Ferrell, Carilla, Brown-Johnson, Gardner. Stanford Health 4 All. August 28th, 2014. (poster)
- A formative study on sustained dietary changes of Ceres meal program clients. Weklar, Couch, Brown-Johnson. Stanford Health 4 All. August 28th, 2014. (poster)
- [Invited Seminar; CME Credits] Tobacco Marketing and Women: Everything Old is New Again. Empowering Diverse Populations Around Health, Advocacy, and Community Action with a Tobacco Control Framework: Women's Health & Wellness. Tobacco-free Coalition of Santa Clara County (California). March 24th, 2014.
- [Invited Webinar] Tobacco Industry Strategies to Target Low Income Women: Implications for Media Campaigns and Tobacco Control, Centers for Disease Control, Office of Smoking and Health, Monthly Media Network Webinar, February 20th, 2014.
- [Invited Seminar] New Trends in Stigma and Health Behavior: Data from Six Smoking and Tobacco-related Disease Stigma Studies. Stanford Prevention Research Center, January 16th, 2014.
- [Invited Seminar] Older Smokers' Perceptions of Traditional and Novel Tobacco Product Marketing. Georgia State University Tobacco Center of Regulatory Science, November 22nd, 2013.
- Smoking Stigma in Partying Young Adults. Brown-Johnson, Ling. American Public Health Association, November 13th, 2013. (poster)
- Exploring Lung Cancer PAL – Patient Assistance Text Lifeline. Research in Process Brainstorming Seminar, Stanford Prevention Research Center, October 15th, 2013.
- Validating the Internalized Stigma of Smoking Inventory (ISSI) with a Seriously Mentally Ill Population. UCSF Health Disparities Research Symposium VII, October 11th, 2013. (poster)
- The Unique Contribution of Lung Cancer Stigma to Patient Quality of Life. IASLC World Conference on Lung Cancer, Sydney, Australia, October 29th 2013; Tobacco Policy Working Group. UCSF Center for Tobacco Control Education and Research, September 18, 2013.
- [Invited Seminar] Use, Risk and Benefit Perceptions of Tobacco Products among Older Smokers – A Qualitative Analysis of Focus Groups using Iterative Keyword Search Methodology to Code in Atlas TI. Qualitative Working Group, Center for AIDS Prevention Services, UCSF, August 13th, 2013.
- Smoking Stigma in Bar-going Young Adults: An Initial Mixed-Methods Account. Tobacco Policy Research Group, UCSF, May 15th, 2013.
- Tweeting on Tobacco: A Case-Study of Twitter Posts about Miley Cyrus' Smoking. Sanders-Jackson, Brown, Prochaska. Society for Behavioral Medicine.
- [Invited Presentation - Plenary] Tobacco Industry Marketing to Low Income Women. American Psychological Association, Health Disparities and Tobacco, December 12th, 2012.
- Post Mortem: California's Proposition 29, the 2012 Tobacco Tax Initiative. Glantz, Brown. American Public Health Association, October 30th, 2012.
- We're not gonna take it anymore!: Smokers Reactions to Anti-Tobacco Messages. Sanders-Jackson, Brown-Johnson, Grana, Sheon, Ling. 140st APHA Annual Meeting and Exposition, October, 2012. (poster)
- Mobile Health Tool for Lung Cancer: Mitigate Lung Cancer Stigma and Promote Self-Management. Cataldo, Brown. American Public Health Association, October 28th, 2012.
- [Invited Seminar] Tobacco Industry Marketing to Low Income Women. Centers for Disease Control. September 18th 2012.

- A Semantic Network Comparison of Information Contagion between Messages That Get Retweeted and Those That Do Not in Two Health-Related Twitter Case Studies. Brown, Sanders-Jackson, Prochaska. Medicine 2.0, September 15th, 2012. (poster)
- Tobacco Industry Marketing to Low Income Women. Tobacco Policy Research Group, UCSF, September 11th, 2012.
- An Analysis of Four Linguistic Indicators of Corporate Deception in Tobacco Industry Documents. Brown. Tobacco Policy Research Group, UCSF, June 20th, 2012.
- Online Semantic Networks: A Twitter case study. Sanders-Jackson, Brown, Prochaska. International Communication Association, May 28th, 2012.
- mHealth Tool for Lung Cancer: Mitigate Lung Cancer Stigma and Promote Self-Management. Cataldo, Brown. Western Institute of Nursing, April 19th, 2012.
- Semantic Network of Retweets in Two Contexts. Sanders-Jackson, Brown, Prochaska. Sunbelt International Network for Social Network Analysis, March 18th, 2012.
- Five Automated Linguistic Indicators of Deception. presentation for FinITA (Financial Intelligent Text Analysis) Working Group, University of Georgia, November 2011.
- Lung Cancer Stigma in the Context Of Aging. Brown, Cataldo. Aging and Society Conference, November 8th, 2011.
- 'If you were that dumb, you deserve to die': A Discourse Analysis of Lung Cancer Stigma Perceptions in Female Patients. Tobacco Policy Research Group, UCSF October 19th, 2011.
- Ranking Tobacco Documents by Potentially Deceptive and Fraudulent Content. Brown. AAAL: American Association for Applied Linguistics, April 21-24, 2007.
- Measuring Idea Density through Part-of-Speech Tagging. Brown, Snodgrass, Covington. Linguistic Society of America, January 4-7, 2007. (poster) For a review, see http://itre.cis.upenn.edu/~myl/languagelog/archives/004011.html
- Tell the Truth, the Whole Truth: Language of Tobacco Trials. Rubin, Brown. National Conference on Tobacco or Health, May 3-6, 2005.
- Reduced Idea Density in Speech as an Indicator of Schizophrenia and Ketamine Intoxication. Brown, Covington, Semple, Brown. ICOSR: International Conference on Schizophrenia Research, April 2-6, 2005. (poster)
- Strategic Trust-Building: the Use of Linguistic Devices to Induce Trust. Derry, Brown. IABS: International Association for Business and Society Annual Conference, April 31 – May 3, 2005.
- Beyond Truth: A Text Analysis Account of Language and Business Ethics in the Tobacco Industry. Brown, Rubin. IABS: International Association for Business and Society Annual Conference, April 31 – May 3, 2005.
- Negotiating Discourse Flows by Telling Success Stories. Manning, Rymes, Weninger, Brown. GAMS, September 24, 2004.
- Moral Constructions in a Tobacco Industry Business Presentation. Brown. AAAL: American Association for Applied Linguistics. May 3, 2004.
- Being Frank: Ideology Construction and Intertextuality in the Tobacco Industry's "Frank Statement." Brown, Rubin. SALSA: Society and Language Symposium, Austin. April 16, 2004.
- Musicality and the Holistic Origins of Language. Heaton, Brown, McFall. Evolution of Language Conference, March 3, 2004. (poster)
- Corpus Methods for Mapping Topic Patterns: A Tobacco Document Application. Darwin, Brown. UGA Linguistic Society Graduate Student Conference, February 21, 2004.
- A Proposed Revision of the Rosenberg & Abbeduto D-level scale. He, Brown, A. Covington. LSA: Linguistic Society of America, January 9, 2004. (poster)
- Bart Gets an F: An Investigation of Education in *The Simpsons* as a Community of Practice. Brown C, Kennetz K. QUIG 17th Annual Conference on Interdisciplinary Qualitative Studies, January 2004.
- Computer Modeling in Pidgin and Creole Genesis Research. Brown, McFall. SPCL: Society for Pidgin and Creole Linguistics, August 15, 2003.
- The Pragmatics of Responsibility and Guilt: An empirical investigation of causal adverb clauses in the tobacco document corpus. Brown, Rubin. IPrA: International Pragmatics Association Conference, July 17, 2003. (poster)
- Managing Complex Corpora with XSLT: An Example from the Tobacco Document Corpus. Darwin, Brown. LSA: Linguistics Society of America, January 2003.