

**Prof Linda M Collins**

**Professor of Social and Behavioral Sciences & Professor of Biostatistics  
SCHOOL OF GLOBAL PUBLIC HEALTH, NEW YORK UNIVERSITY**

Linda M Collins is Professor of Social and Behavioral Sciences and Professor of Biostatistics in the School of Global Public Health, New York University. She previously held faculty positions at Penn State and the University of Southern California.

Dr Collins's interests are focused on development, dissemination and application of the multiphase optimization strategy (MOST), an engineering-inspired methodological framework for optimizing and evaluating behavioral, biobehavioral, biomedical, and social-structural interventions. The objective of MOST is to improve intervention effectiveness, affordability, scalability, and efficiency, balancing these strategically to achieve intervention EASE.

Dr Collins has collaborated on research applying MOST in a range of areas, including HIV, smoking cessation, prevention of sexually transmitted infections, and weight loss. She is also collaborating on development of methods for decision-making based on the results of an optimization trial; optimizing interventions for cost-effectiveness; and optimizing adaptive interventions. Her research has been funded by the United States National Institutes of Health and National Science Foundation.

Dr Collins's publications have appeared in journals in the behavioral sciences, quantitative methodology, medicine and engineering.

Among the honors she has received are a Fulbright Specialist grant, the President's Award from the Society for Prevention Research, and the 2020 Valkhov Chair from Radboud University Medical Centre in The Netherlands.