“Direct-to-Consumer Marketing of Behavioral Treatment: A Complementary Approach to Traditional Implementation Approaches”

Direct-to-consumer (DTC) marketing of psychiatric medication has been shown to increase both patient requests for medication and physician prescribing. Despite its success with psychiatric medications, the approach has not been used systematically with behavioral interventions (BIs). Dr. Becker’s research program develops and tests DTC marketing of BIs.

Dr. Becker is a clinical researcher and licensed clinical psychologist dedicated to improving the quality and utilization of behavioral treatments for adolescents with substance use disorders. She currently has academic affiliations as an Assistant Professor (Research) in the Department of Behavioral and Social Sciences at the Brown University School of Public Health and in the Department of Psychiatry and Human Behavior at The Warren Alpert Medical School.

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