



**BROWN**  
School of Public Health

# i-BSHS Lecture:

## Health disparities

Friday, October 26, 2018

12:00-12:55 PM • 121 SOUTH MAIN, ROOM 245

*Sponsored by the C.V. Starr Foundation Lectureship*

The Department of Behavioral and Social Sciences' **i-BSHS (Innovations in Behavioral and Social Health Sciences)** lecture series fosters collaborative discussion on innovative behavioral and social science-based approaches to improving population health.

## From 2BeatHIV to Digital LinCS: Using Crowdsourcing and Technology to Innovate HIV Research Engagement

Dr. Mathews has a strong interest in integrating social enterprise with her expertise in social justice, arts, research, and technology. She earned an MA and PhD in Sociology from UNC Chapel Hill, and currently works as a postdoctoral researcher at UNC Chapel Hill in the Department of Social Medicine and the Institute for Global Health and Infectious Disease. As a postdoctoral researcher, she developed and implemented a crowdsourcing project, called the 2BeatHIV project, which engages the public in HIV cure research and designs campaigns to promote uptake of HIV self-testing. Based on that work, in 2017 she founded Community Expert Solutions, which is a social enterprise company that uses crowdsourcing to identify and develop community-based projects that solve health problems. With her co-founders, Alexandria Anderson and Marcus Hawley, she developed Digital LinCS ([www.digitalincs.com](http://www.digitalincs.com)) as a software product to match and connect uninsured people to free and low cost medications, such as PrEP for HIV prevention. They were recently awarded a micro seed grant through NC Idea and were finalists for the Techstars MetLife Accelerator Program. Her future work will focus on examining the effectiveness of Digital LinCS as a technological intervention to improve linkage to care for people tested for HIV.



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