About Hopelab

CREATING BEHAVIOR-CHANGE TECH FOR HAPPIER, HEALTHIER LIVES — As a social innovation lab, we are committed to supporting and improving the health and well-being of young people.

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Hopelab (HPLB)

Stakeholder(s):

**Young People**: We work with teens and young adults to co-create interventions grounded in behavioral science and human-centered design, conduct rigorous testing, and distribute these solutions in collaboration with partners.

Teens
Young Adults

**Hopelab Team**: We’ve gathered a team of behavioral scientists, designers, and digital tech experts who are motivated by a spirit of co-creation, open-mindedness, continuous learning, and scientific grounding. Our board members, advisors, interns, young adult advisory council (YAAC), and Hopelab Co-creation Collective (HLC3) guide our mission to make the greatest impact at the largest possible scale.

**Hopelab Staff**

**Margaret Laws**: President & Chief Executive Officer / Staff — Margaret has distinguished herself as a catalytic leader in health care, forging cross-sector partnerships that drive positive social impact. At Hopelab Margaret leads a multidisciplinary team with expertise in healthcare, academic research, and design to create science-based technologies to improve the health and well-being of teens and young adults. She is passionate about bringing together government, nonprofit and private-sector stakeholders interested in advancing the role technology can play in supporting and improving health outcomes, with a particular focus on improving care for underserved populations. Prior to HopeLab, Margaret spent 17 years at the California HealthCare Foundation as Director of Public Financing and Policy and Director of the Innovations for the Underserved program. She also founded the CHCF Health Innovation Fund, a mission-focused investment fund supporting companies that improve access to and lower costs of health care. The Fund, launched in 2010, has now made investments in eleven early stage health care technology and services companies. Earlier in her career Margaret worked in management consulting with Accenture, in international health with the World Health Organization’s Global Programme on AIDS, and in state government with the Commonwealth of Massachusetts. Margaret holds a Master’s degree in Public Policy from Harvard University’s John F. Kennedy School of Government and an A.B. in English Literature from Princeton University. She serves on the boards of Health Leads and Project Glimmer and as an advisor to the Acumen America Fund, Omidyar Network, and Peer Health Exchange as well as a number of early stage health care services and technology companies. Margaret is also a lecturer in management at the Stanford University Graduate School of Business. When not traveling the U.S. exploring health care innovations, Margaret enjoys international adventures, spending time in nature and discovering great food, and arts and culture.

**Dan Cawley**: Chief Operating Officer / Staff

**Jana Haritatos, Ph.D.**: Vice President, Research / Staff

**Stacey Manley**: Vice President, Marketing & Communications / Staff

**Chris McCarthy**: Vice President, Strategy & Design / Staff

**Fred Dillon**: Senior Director, Strategy & Design / Staff

**Danielle Ramo, Ph.D.**: Senior Director, Research / Staff

**Denise Ho**: Director, Design / Staff

**Nathan Jayappa**: Director of Finance / Staff

**Brian Rodriguez**: Director, People & Culture / Staff

**Erin Washington Sietstra**: Director of External Investments & Special Projects / Staff

**Arianna Taboada**: Senior Associate, Research / Staff

**Caroline FitzGerald**: Project Lead, Strategy & Design / Staff

**Cayce Hook Ph.D.**: Senior Research Associate (temp) / Staff

**Christopher Lloyd Chang**: Content Strategist (temp) / Staff

**Elisa Sims**: Accounting Manager / Staff

**Emma Bruehlman-Senecal, Ph.D.**: Senior Associate, Research / Staff

**Grace Bruehlman-Senecal, Ph.D.**: Senior Associate, Research / Staff

**Iris Banuelos**: Executive Assistant to the CEO / Staff

**Janise Chan**: Design Researcher / Staff

**Joshua Lavra**: Product Lead / Staff

**Kady Barnfield**: Graphic Designer / Staff

**Lionel Ramazzini**: Senior Designer / Staff

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Stakeholders (continued)

Maria Santana: Associate, Marketing & Communications / Staff

Melina Taylor: IT Manager / Staff

Monique Jaquez: Office Manager / Staff

Patricia Merino Price: Strategy & Design Lead / Staff

Robin Hayashi: Design Lead / Staff

Robin Raskob: Senior Manager, Marketing & Communications / Staff

Hopelab Board

Eric Langshur: Board Member / Board — Eric is the co-founder of Abundant Venture Partners, a purpose-based incubator focused on improving the human condition by creating companies that improve; Human Wellness, Human Performance, and Human Engagement. Eric is also co-founder and CEO of AVIA, the nation’s leading health system innovation network seeking to address healthcare’s most pressing challenges by identifying and implementing the best emerging tech-enabled solutions, at scale. Eric is also a New York Times best selling author. His book, “Start Here: Master the Lifelong Habit of Wellbeing,” (Simon and Schuster: North Star Way 2016) synthesizes the world’s ancient wisdom about wellbeing and validates it with cutting edge neuroscience. Eric holds an MBA from Columbia University. He and his wife Sharon, live in Chicago with their three children.

Jeff Alvord: Board Chair / Board — Jeff Alvord is Managing Director of The Omidyar Group (TOG), a diverse collection of companies, organizations and initiatives all united by a common desire to catalyze social impact. Jeff oversees financial management, ensuring a predictable flow of resources to TOG entities. He serves on several boards across TOG where he brings global business and general management experience rooted in design, product development and systems engineering. Jeff is also the Managing Director of Comprehensive Financial Management (CFM), one of the nation’s premier multi-family offices. He is an advisor and agent for the Omidyar family. Prior to joining CFM in 2007, he held executive-level and technical positions at Apple, Loral, REMEC and Westinghouse Electric. With an entrepreneurial spirit and interest in finding new solutions for old problems, Jeff co-founded Fireclay Tile, a custom design and manufacturing company, in 1986. He was also one of the founding parents of the Discovery Charter School, which launched in 2006. Jeff has a bachelor of science degree in Electrical Engineering from the University of California. His dedicated approach, combined with a passion for collaboration and iteration, supports The Omidyar Group’s work to contribute to positive outcomes for complex issues facing our world.

Pam Omidyar: Founder / Board — Pam founded Hopelab with the idea that giving young cancer patients a chance to blast cancer cells in a video game might help them fight their disease. The result was Re-Mission, a breakthrough video game scientifically proven to improve treatment adherence in young cancer patients by shifting attitudes to motivate positive health behavior. Pam remains a guiding visionary at Hopelab. Guided by their common beliefs that people are good and capable, and that societal well-being is accomplished through empowered individuals, adaptive, aligned communities and accountable institutions, Pam co-founded The Omidyar Group with Pierre Omidyar. The Omidyar Group creates, funds and fosters a diverse collection of independent organizations and initiatives that place bets on new ideas and creative strategies in five main areas: Accountability & Governance, Capital Investments & Technology, Courageous Leadership, Engaged & Resilient Societies, and Media. While each independent organization has the freedom to pursue what they believe has potential, they are united in a collaborative vision to improve the lives of people and societies. Pam has a bachelor’s degree in biology from Tufts University, a master’s in plant molecular genetics from the University of California, Santa Cruz, and is a perpetual learner. She serves on several advisory and trustee boards, loves quilting and being in and on the ocean.

Stefano Bertozzi, MD, Ph.D.: Board Member / Board — Dr. Stefano Bertozzi is dean and professor of health policy and management at the UC Berkeley School of Public Health. Previously, he directed the HIV and tuberculosis programs at the Bill and Melinda Gates Foundation. Dr. Bertozzi worked at the Mexican National Institute of Public Health as director of its Center for Evaluation Research and Surveys. He was the last director of the WHO Global Programme on AIDS and has also held positions with UNAIDS, the World Bank and the government of the DRC. He is currently co-chair of the Health Working Group for the UC Mexico Initiative and co-editor of the Disease Control Priorities (DCP3) volume on HIV/AIDS, Malaria & Tuberculosis. He has served on governance and advisory boards for WHO, UNAIDS, the Global Fund, PEPFAR, the NIH, Duke University, the University of Washington and the AMA. He has advised NGOs, and ministries of health and social welfare in Asia, Africa and Latin America. He is a member of the National Academy of Medicine. He holds a bachelor’s degree in biology and a Ph. D. in health policy and management from the Massachusetts Institute of Technology. He earned his medical degree at UC San Diego, and trained in internal medicine at UC San Francisco.

Hopelab Advisors

Aekta Shah Ph.D.: Data Science for Good Fellow / Advisors

Elizabeth Glenewinkel: Senior Director, Strategic Innovation / Advisors

Ilya Prokopoff: Partner, IDEO / Advisors

Jennifer Pfeifer, Ph.D.: Professor of Psychology, University of Oregon / Advisors

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Vision
Healthy, happy teens and young adults

Mission
To support and improve the health and well-being of young people.

Values

Hope: HOPE BY DESIGN -- Hopelab uses the power of science and design to activate hope and generate solutions that measurably improve the health and happiness of teens and young adults.

Science

Design

Health

Happiness

Social Innovation: SOCIAL INNOVATION AT HOPELAB -- What exactly does social innovation mean? At Hopelab, we combine human-centered design and technology development with scientific rigor, and sprinkle in our secret ingredient: hope. We seek to realize a brighter future for young people and make the world a better place through our innovation framework.

Science
Technology
1. Discovery

*Identify the key behavioral and psychological drivers of the health outcomes.*

DISCOVER — We reverse-engineer health, identifying the key behavioral and psychological drivers of the health outcomes we ultimately want to improve. We draw on the best evidence, source insights from our own studies and those of colleagues and collaborators, and engage directly with teens and young adults. This phase illuminates the real needs to solve for and a set of hypotheses on how to do that.
2. Technologies

Create technologies that are engaging and sustainable, scaled to impact as many lives as possible.

BUILD / TEST — Building and testing innovative products is the heart of what we do. Through iterative cycles of data-driven development, we create technologies that are engaging and sustainable, scaled to impact as many lives as possible. We conduct rigorous experiments at every stage of product development, including randomized controlled trials to evaluate efficacy. We conclude this phase with an early-stage product that demonstrates the desired impact.
3. Distribution

*Put our products into the hands of teens and young adults and track their impact over time.*

DISTRIBUTE — We partner with others who are mission-aligned—nonprofits, start-ups, foundations, and others—to ensure that our products get into the hands of teens and young adults, and to track their impact over time. We share our learnings through peer-reviewed publications and open-source publishing platforms and media. Our goal is to contribute our findings and innovations to the body of scientific literature, while also sharing directly with the populations most affected, and those who use technology for social good.

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**Administrative Information**

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End Date:  

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