

NATALIE LAMBERT PHD

Medical Researcher &
Patient Engagement Strategist

PERSONAL PROFILE

Medical researcher with over 10 years experience discovering the social, attitudinal, and environmental factors of health by engaging with hundreds of thousands of patients via innovative channels and methodologies

ACHIEVEMENTS

- Research Featured in NY Times, Wall Street Journal, CNN
- Leader in Long Covid Research and Patient Engagement
- Served As Medical Expert for White House Task Force on Equity and COVID, CDC, the Fight Is In Us Coalition, and Survivor Corps

CONTACT DETAILS:

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Indianapolis, IN

CAREER HISTORY

ASSOCIATE RESEARCH PROFESSOR OF BIOSTATISTICS AND HEALTH DATA SCIENCES

Indiana University School of Medicine, 2019-present

- Conducted impactful COVID-19 research defining the symptomatology and health impacts of long covid (PASC) by engaging directly with 170,000+ COVID survivors online
- Increased national awareness of long covid by serving as expert source for the New York Times, Washington Post, CNN, MSNBC, and international news outlets with news coverage reaching an audience of over 1 billion
- Identified behavior change pivots and information needs of patients with breast cancer, type 2 diabetes, long covid, obesity, mental health challenges, and adolescents experiencing maltreatment.
- Developed precision health approaches for integrated computational (machine learning, natural language processing, network analysis) and social scientific (surveys, interviews, observational) research based on clinical and real world data

ASSISTANT PROFESSOR OF COMMUNICATION

Purdue University Lamb School of Communication, 2016-2019

- Founding Member of Advanced Research Methods Cluster at Purdue
- Researched the unmet information needs and online information seeking strategies of women diagnosed with breast cancer
- Engaged with coffee farmers in Colombia to discover their mental models for climate change, identify local communication networks, and map the coffee supply chain to identify alternate distribution channels for independent coffee associations
- Developed and taught computational research methods classes for graduate students covering network analysis, text mining, NLP, machine learning, and agent-based modeling
- Developed and taught Communication and Persuasion in Business classes covering persuasive visualization and presentation of advanced business analytics research

RESEARCH ASSOCIATE

University of Illinois at Urbana-Champaign, 2010-2016

- The Joint Laboratory for Extreme Scale Computing (JLESC): Developed online collaboration resource center at the National Center for Supercomputing Applications and studied productivity of online international virtual collaborations
- Research & Development at The Institute for Computing in the Humanities, Arts, and Social Sciences (I-CHASS): Worked with team to develop person-tracking software for use in automatic detection of group behaviors. Developed large-scale video data collection and analysis systems for improving emergency response simulation and training
- Research & Project Management at Department of Communication. Traced spread of health attitudes (anti-vaccine) online, analyzed emergency responders' individual and organizational behaviors in the US and the Netherlands, conducted attitudinal research in areas of organ donation, pedestrian behaviors, and cigarette advertising

TEACHING ASSISTANT

University of Illinois at Urbana-Champaign, 2010-2016

- Taught over 450 students on topics including: persuasive communication, organizational communication, and public speaking

PUBLIC EDUCATION SPECIALIAST

Unified Government of Athens-Clarke County - Athens, GA, 2006-2010

- Public Relations and Stakeholder Engagement in diverse community: Developed and implemented public education program and outreach campaigns on stormwater pollution prevention to community of 112,000

SKILLS AND ABILITIES

- Data Collection and Analysis of Difficult-to-Capture Social and Environmental Health Factors for Integration with Clinical Data
- Communication and Public Speaking with Diverse Stakeholders
 - Precision Health Project Design and Management
 - Medical and Human Behavior Research
 - Patient Engagement

LINKS:

CV: <https://nataliej Lambert.com/cv>
IU Lambert Health Lab:
<https://medicine.iu.edu/faculty-labs/lambert>
Research Collaborations with Survivor Corps:
<https://www.survivorcorps.com/reports>
Blog: <https://nataliej Lambert.com/blog>

ACADEMIC HISTORY

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Doctor of Philosophy in Communication, 2012-2016

Master of Arts in Communication, 2015-2016

- Health, Persuasion, and Organizational Communication Concentrations
- Methodological Concentration in Computational Social Sciences
- Advanced Training in Network Analysis, NLP, and Qualitative Analysis
- UIUC Certificate in Business Administration from Gies School of Business

UNIVERSITY OF GEORGIA

Bachelors of Journalism in Telecommunication, 2002-2006

Bachelors of Arts in German, 2002-2006

- Graduated with highest honors
- Director of Public Affairs at WUOG, 90.5FM

SELECT PUBLICATIONS & PRESENTATIONS

- Pinto, M., Downs, C., Lambert, N., Burton, C. (2021). How an Effective Response to Post-Acute SARS-CoV2 Infection (PACS) Relies on Nursing Research. *Research in Nursing & Health*. <https://doi.org/10.1002/nur.22176>
- Luo, X., Kumar, S., Lambert, N. (2021). Neural Topic Modeling to Understand Breast Cancer Peer-to-peer Online Information Seeking at Diagnosis. *IEEE International Conference on Biomedical and Health Informatics*.
- Eise, J., Lambert, N., Wiemer, E. (in press 2021) Leveraging Communities' Network Strengths to Support Climate Change Adaptation Information-Sharing: A Study with Coffee Farmers in Risaralda, Colombia. *Climate Change*.
- Lambert, N. J. (2021 June 9). Long Covid Health Disparities Impacting Survivors' Health Outcomes. *Presented to the White House Task Force on Equity and COVID*.
- Lambert, N. J. (2021 June 2). Understanding Patients' Experiences with Long Covid Using Social Media and EHR Data. *Presented to the Navajo Nation COVID-19 Corps*.
- Lambert, N. J. (2021 April 1). The Patient-reported Long-term Symptoms and Health Impacts of COVID-19. *Presented to the NY Academy of Sciences*.
- Lambert, N. J. (2021 March 16). Using Social Media to Reveal Health Care Problems, Behaviors, and Information Needs: Ethical Concerns and Strategies. *Indiana University Digital Ethics Seminar Series*.

SELECT RESEARCH IN THE NEWS

- [Many 'Long Covid' Patients Had No Symptoms From Their Initial Infection](#). March 8, 2021. *The New York Times*.
- [COVID-19 Healthcare Workers Are Becoming Long-Haulers](#). January 28, 2021. *Verywell Health*.
- [Coronavirus Pandemic](#). January 29, 2021. *Univision News*.
- [For Long-Haulers, Covid-19 Takes a Toll on Mind as Well as Body](#). September 7, 2020. *The New York Times*.
- [Coronavirus Conversation with Dr. Natalie Lambert](#). August 20, 2020. *NBC News Doc to Doc*.
- [Long-lasting COVID symptoms from lungs to limbs linger in coronavirus 'long haulers'](#). July 25, 2020. *USA Today*.