

## METHODS WORKSHOP:



# APPLYING GROUP-BASED TRAJECTORY MODELING IN HEALTH OUTCOMES RESEARCH

*This workshop presents the application of group-based trajectory modeling (GBTM) that captures and embraces the dynamic nature of individual behaviors and medication utilization outcome changes over time. Distinct patterns that change over time may have important implications for treatment outcomes and prognoses, and are unlikely to be distinguished by commonly used, single-value possession measures. This workshop will first give an overview of basic GBTM concepts and methods used for different types of data and their practical applications in healthcare and pharmaceutical outcomes research.*

**FRIDAY, JANUARY 22, 2021  
12PM- 2PM EST**

**[REGISTER HERE](#)**

**DR. WEI-HSUAN**

**JENNY LO-CIGANIC**



**Dr. Wei-Hsuan Jenny Lo-Ciganic** is a pharmacoepidemiologist and Assistant Professor in the Department of Pharmaceutical Outcomes and Policy at the University of Florida College of Pharmacy. She is also a core faculty member in the Center for Drug Evaluation and Safety (CoDES) at the University of Florida College of Pharmacy. Her research agenda focuses on improving drug safety, medication adherence, pain management, and treatment for substance use disorders. Dr. Lo-Ciganic has extensive experience applying advanced predictive analytics including machine learning and group-based trajectory modeling with large healthcare datasets. She has served as Principal Investigator (PI) and Co-Investigator (Co-I) on multiple federally and organization funded grants using advanced predictive analytics.

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