



THE UNIVERSITY OF GEORGIA  
DEPARTMENT OF STATISTICS  
AND  
THE STATISTICS CLUB  
*jointly present*

# *The Bradley Lecture*

**Friday, April 24, 2015**

State Botanical Garden of Georgia | Callaway Building

**Dr. Susan Murphy**

H.E. Robbins Distinguished University Professor of Statistics  
University of Michigan

## **Micro-randomized Trials & mHealth**

Micro-randomized trials are trials in which individuals are randomized 100's or 1000's of times over the course of the study. The goal of these trials is to assess the impact of momentary interventions, e.g. interventions that are intended to impact behavior over small time intervals. A fast growing area of mHealth concerns the use of mobile devices for both collecting real-time data, for processing this data and for providing momentary interventions. We discuss the design and analysis of these types of trials.

### ▪ *About the Speaker* ▪

Susan Murphy's research focuses on improving sequential, individualized, decision making in health, in particular on clinical trial design and data analysis to inform the development of adaptive interventions (e.g. treatment algorithms). She is a leading developer of the Sequential Multiple Assignment Randomized Trial (SMART) design which has been and is being used by clinical researchers to develop adaptive interventions in depression, alcoholism, treatment of ADHD, substance abuse, HIV treatment, obesity, diabetes, and autism. She collaborates with clinical scientists, computer scientists and engineers and mentors young clinical scientists on developing adaptive interventions. Susan is currently working as part of several interdisciplinary teams to develop clinical trial designs and learning algorithms to settings in which patient information is collected in real time (e.g. via smart phones or other wearable devices) and thus sequences of interventions can be individualized online. She is a Fellow of IMS, ASA, the College on Problems in Drug Dependence, a former editor of the Annals of Statistics, a member of the Institute of Medicine and a 2013 MacArthur Fellow.



## ▪ *History of the Bradley Lecture* ▪

The University of Georgia Department of Statistics and the Statistics Club are proud to host the 22<sup>nd</sup> Annual Bradley Lecture. The event honors former faculty member Dr. Ralph A. Bradley, who was born on November 28, 1923 in Smith Falls, Ontario, Canada, and who grew up in the village of Wellington. After graduating from Queen's University in 1944 with an honors degree in mathematics and physics, he served in the Canadian Army from 1944 to 1945, and afterwards earned his Masters of Arts degree in 1946. He received his PhD in 1949 at the University of North Carolina Chapel Hill, and went on to a very distinguished career. He was founder of the Department of Statistics at Florida State University and served as its chair from 1959 to 1978. He joined UGA in 1982.

Dr. Ralph Bradley made many contributions to the field of statistics as a researcher in design of experiments, nonparametric statistics, sequential analysis and multivariate analysis. He also had an exemplary record of service to the profession of statistics as a member of ASA, IMS, ISI, as well as by serving as a president of ASA in 1981.

The Bradley Lecture provides an opportunity for UGA graduate students to interact with the speaker, who is normally an eminent statistician of their choice. After the seminar in the afternoon, the speaker gives an after-dinner presentation and often stays for the next day's spring picnic to mingle with faculty and students.

We hope you'll join us for what should be an informative and exciting event!

## ▪ *Schedule of Events* ▪

### **Friday, April 24, 2015**

**3:30pm – 4:00pm**

*Arrival*

Main Room | Callaway Building

**4:00pm – 5:00pm**

*Lecture*

*Dr. Susan Murphy*

Auditorium | Callaway Building

**5:00pm – 6:00pm**

*Happy Hour*

*(Cash Bar & Light Refreshments Will Be Served)*

Main Room | Callaway Building

**6:00pm – 8:00pm**

*Dinner and After-Dinner Talk*

*Dr. Susan Murphy*

Main Room | Callaway Building

### **Saturday, April 25, 2015**

**11:00am – 3:00pm**

*Bradley Spring Picnic*

Lake Herrick Pavilion | UGA Intramural Fields

## ▪ *After-Dinner Talk* ▪

*Dr. Susan Murphy*

Main Room | Callaway Building

## **Using Data to Inform Sequential, Individualized Clinical Decision Making**



## ▪ *Bradley Spring Picnic* ▪



## **Lake Herrick Pavilion | UGA Intramural Fields Saturday, April 25, 2015 | 11:00am – 3:00pm**

Enjoy a relaxing afternoon full of food, fun and fellowship! Mingle with the guest speaker, faculty members, and graduate students while watching the students show off their outdoor grilling skills.

*Parking is free.*

## ▪ *RSVP* ▪

### *RSVP Required*

Please submit your RSVP at:  
[www.stat.uga.edu/RSVPbradley](http://www.stat.uga.edu/RSVPbradley)

The deadline to RSVP is  
**Tuesday, April 21<sup>st</sup>, 2015**

Dinner Buffett:

\$20 per faculty member or visitor  
\$10 per student

*We accept cash and checks payable to  
"University of Georgia"*

*Send payment to:*

*Department of Statistics  
101 Cedar Street | Attn: Ashten Goeckel  
Athens, GA 30606*