

AMRITA BHOWMICK, MBA, MPH, EDD

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PROFESSIONAL EXPERIENCE

JULY 2010 – PRESENT

CHIEF COMMUNITY OFFICER, HEALTH UNION, LLC

SEPTEMBER 2018 – PRESENT

ADJUNCT ASSISTANT PROFESSOR, DEPARTMENT OF HEALTH BEHAVIOR, UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL, GILLINGS SCHOOL OF GLOBAL PUBLIC HEALTH

SEPTEMBER 2017 – SEPTEMBER 2018

CO-FOUNDER & CHIEF EXECUTIVE OFFICER, GRAVITY NETWORK, INC

JULY 2008 – JUNE 2010

SENIOR PRODUCT MANAGER, ONCOLOGY, GLAXOSMITHKLINE

DECEMBER 2006 – JULY 2008

PRODUCT MANAGER/SENIOR PRODUCT MANAGER, ANTIBIOTICS, GLAXOSMITHKLINE

JANUARY 2006 – NOVEMBER 2006

MANAGEMENT DEVELOPMENT PROGRAM, GLAXOSMITHKLINE

EDUCATION

AUGUST 2022

DOCTOR OF EDUCATION, VANDERBILT UNIVERSITY

- LEADERSHIP & LEARNING IN ORGANIZATIONS

MAY 2010

MASTER OF PUBLIC HEALTH, DREXEL UNIVERSITY

DECEMBER 2004

MASTER OF BUSINESS ADMINISTRATION, TEMPLE UNIVERSITY

MAY 2002

B.S., BUSINESS MANAGEMENT, BINGHAMTON UNIVERSITY (SUNY)

PUBLICATIONS

1. Willis E, Friedel K, Heisten M, Pickett M, **Bhowmick A**, (2023). Communicating Health Literacy on Prescription Medications on Social Media: In-depth Interviews With “Patient Influencers”. *J Med Internet Res* 2023;25:e41867. doi: 10.2196/41867.
2. Green BM, Hribar CA, Hayes S, **Bhowmick A**, Herbert, LB, (2021). Come for information, stay for support: harnessing the power of online health communities for social connectedness during the COVID-19 pandemic. *Int J Environ Res Public Health*. 2021;18(23):12743. doi:10.3390/ijerph182312743.
3. Horrell, LN, Hayes, S, Herbert, LB, MacTurk, K, Lawhon, L, Valle, CG, **Bhowmick, A** (2021). Telemedicine Use and Health-related Concerns of Patients with Chronic Conditions During COVID-19: Insights Shared by Members of Online Health Communities. *J Med Internet Res*. doi: 10.2196/23795
4. Lee, J., **Bhowmick, A.** & Wachholtz, A (2020). Chronic Migraine Headaches: Role of Smoking and Locus of Control. *SN Compr. Clin. Med.* 2, 579–586 (2020). <https://doi.org/10.1007/s42399-020-00270-8>
5. Green BM, Van Horn KT, Gupte K, Evans M, Hayes S, **Bhowmick A** (2020). Assessment of Adaptive Engagement and Support Model for People With Chronic Health Conditions in Online Health Communities: Combined Content Analysis. *J Med Internet Res* 2020;22(7):e17338
6. Volpicelli Leonard K, Robertson C, **Bhowmick A**, Herbert LB (2020). Perceived Treatment Satisfaction and Effectiveness Facilitators Among Patients With Chronic Health Conditions: A Self-Reported Survey. *Interact J Med Res* 2020;9(1):e13029
7. Horrell LN, Lazard AJ, **Bhowmick A**, Hayes S, Mees S, Valle CG (2019). Attracting Users to Online Health Communities: Analysis of LungCancer.net’s Facebook Advertisement Campaign Data. *J Med Internet Res* 2019;21(11):e14421.
8. Herbert, LB, Zerkowski, K, O’Brien, S, Leonard, KV, **Bhowmick, A** (2019). Impact on interpersonal relationships among patients with multiple sclerosis and their partners. *Neurodegenerative Disease Management* 2019 9:3, 173-187.
9. Wachholtz A, **Bhowmick A**, Herbert LB, Marcus D (2017) More is not Always Better: An Epidemiological Assessment of Migraine Frequency and the Impact on Relationships. *J Pain Manage Med* 3:126
10. Lee J, **Bhowmick A**, Wachholtz A. Does complementary and alternative medicine (CAM) use reduce negative life impact of headaches for chronic migraineurs? A national survey. *Springerplus*. 2016 Jul 7;5(1):1006.
11. Wachholtz A, Malone C, **Bhowmick A**. The Chronic Migraineur and Health Services: National Survey Results. *J Pain Manag Med*. 2015 Nov;1(1).

12. Malone CD, **Bhowmick A**, Wachholtz AB. Migraine: treatments, comorbidities, and quality of life, in the USA. *J Pain Res.* 2015 Aug 12;8:537-47.
13. Marcus DA, **Bhowmick A**. Fibromyalgia comorbidity in a community sample of adults with migraine. *Clin Rheumatol.* 2013 Oct;32(10):1553-6.
14. Marcus DA, **Bhowmick A**. Migraine frequency but not self-efficacy drives utilization and impact from online resources. *Headache.* 2013 Mar;53(3):551-2.
15. Marcus DA, **Bhowmick A**. Survey of migraine sufferers with dogs to evaluate for canine migraine-alerting behaviors. *J Altern Complement Med.* 2013 Jun;19(6):501-8.
16. Marcus DA, Richards KL, Chambers JF, **Bhowmick A**. Fibromyalgia family and relationship impact exploratory survey. *Musculoskeletal Care.* 2013 Sep;11(3):125-34.

ABSTRACTS AND PRESENTATIONS

1. Donald Neilson, Charlotte Singh, **Amrita Bhowmick**. Bringing the Patient Voice into clinical research: Patient participation on study steering committees, protocols, and publications. *International Society for Medical Publication Professionals.* Washington, D.C., 2023.
2. Sara Hayes, Brian M. Green, Shayna Yeates, **Amrita Bhowmick**, Kaitlyn McNamara, LB Herbert. Misperceptions Regarding Palliative and Hospice Care Among Cancer Patients -- What Can We Learn from Patient-Reported Treatment Decision Making. *NCCN Annual Conference*, Orlando, 2019.
3. Jieun Lee, **Amrita Bhowmick**, Amy Wachholtz. Childhood Onset Migraine and Adult Outcomes: A Retrospective Survey. *Society of Behavioral Medicine*, Washington, D.C. 2019.
4. Dustin Goerlitz, Bahroze Rakeen, **Amrita Bhowmick**, Amy Wachholtz. The Headache of Migraine Management: Prevalence and Efficacy of Treatment Type in a National Migraine Population. *Society of Behavioral Medicine*, Washington, D.C. 2019.
5. Caitlin Kienzler, Daniel Hernandez Altamirano, **Amrita Bhowmick**, Amy Wachholtz,. To Journal or Not to Journal: Migraine Journal Use Among 2015 Migraine in America Cohort. *Society of Behavioral Medicine*, Washington, D.C. 2019.
6. Sara Hayes, **Amrita Bhowmick**, Susan Mees, Allison Lazard, Carmina Valle, Lindsey Horrell. Facebook Advertising to Increase Online Community Engagement: Results of the LungCancer.net Advertisement Campaign. *Society of Behavioral Medicine*, Washington, D.C. 2019.
7. Brian M. Green, Katelyn Van Horn, Ketki Gupte, **Amrita Bhowmick**. Using Qualitative Analysis to Assess a Model of Support for Online Health Communities for People Living with Chronic Health Conditions. *Connected Health Conference*, Boston, 2018.
8. Jieun Lee, Ph.D., **Amrita Bhowmick, MPH**, Amy Wachholtz, Ph.D., MDIV, MS,. Spirituality and Chronic Migraines. *American Psychological Association*, San Francisco. 2018.

9. Sara Hayes, LB Herbert, Amna Rizvi, Kristine Zerkowski, **Amrita Bhowmick**, Brian M. Green, Cheryl Makopoulos, Kaitlyn McNamara. Patient-reported experiences regarding healthcare-related cost discussions with their healthcare professionals. *American Public Health Association*. Atlanta. 2017.
10. Sara Hayes, LB Herbert, **Amrita Bhowmick**, Kristine Zerkowski, Brian M. Green. Facebook...the destination for health information? Understanding chronic disease patients use of social media and online health information. *American Public Health Association*. Atlanta. 2017
11. Jieun Lee, Ph.D., Amy Wachholtz, Ph.D., MDIV, MS, **Amrita Bhowmick, MPH**. The relationship between smoking and migraine frequency: the moderating effect of locus of control. *American Psychological Association Convention*. Washington, D.C. 2017.
12. Christopher Malone, **Amrita Bhowmick**, Amy Wachholtz. Prescription Opioid Medication Use Among People with Migraine: National Survey Results. *Society for Behavioral Medicine*. Annual Meeting. San Diego. 2017.
13. Christopher D Malone, **Amrita Bhowmick**, Wachholtz, AB. The Chronic Migraine Experience. *Society for Behavioral Medicine Annual Meeting*. Washington, D.C. 2016.
14. Jieun Lee, Ph.D., Amy Wachholtz, Ph.D., MDIV, MS, **Amrita Bhowmick, MPH**. Negative Impact of Migraine and Complementary and Alternative Medicine (CAM) Treatments. *World Federation of Mental Health*. Singapore. 2015.
15. Marcus, D., **Bhowmick, A**. Migraine-alerting behaviors in dogs living with migraineurs. *European Federation of Neurological Societies Congress*. Stockholm. September 2012.

ARTICLES

1. Bhowmick, A., *Patient Leaders: The Modern-Day Barbershop for Healthcare*. Health-Union.com. 2023.
2. Bhowmick, A., *Innovation Through Social Learning in Healthcare*. Health-Union.com. 2022.
3. Bhowmick, A. *Social Connection in a Time of Physical Distance: Research Shows Social Media Community is Key*. LinkedIn. 2020.
4. Bhowmick, A. *Loneliness and Health: What's the (Social Media) Connection?* LinkedIn. 2019.
5. Bhowmick, A. *Cancer, Connections, Community: The art of bringing people together*. LinkedIn. May 2018.
6. Bhowmick, A. *It's More Than the Wage Gap*. Medium. July, 2017.
7. Bhowmick, A., Hribar, C. *We're dying, but not the way we want*. Medium. June, 2017.
8. Bhowmick, A., Hribar, C. *Online Health Communities: A New Frontier in Health Research*. Medium. August 2016.
9. Bhowmick, A. *Unique aspects of managing health communities*. Medium. January, 2016.
10. Bhowmick, A. *Considerations for Building Financially Stable Online Communities*. Medium. December, 2015.
11. Bhowmick, A. *10 Surprising Lessons I Learned About Communities When I Became A Parent*. CMX Hub. May, 2015.
12. Bhowmick, A. *Cultivating Engaged Patients: 5 Lessons Learned*. DTC Perspectives. March 2015.

HONORS AND AWARDS

- Community Industry Awards Finalist – Executive Leader, CMX, 2022
- PM360 2020 Elite Mentor Award, PM360, 2020
- Drexel Magazine 40 Under 40, Drexel University, 2013
- Delta Omega National Honor Society, Drexel School of Public Health, 2010
- Dean’s Scholar, Temple University Fox School of Business Management, 2004
- 1st Place, Business Plan Feasibility Contest, Temple University Fox School of Business Management, 2004
- League for Entrepreneurial Women Scholarship Recipient, Temple University, 2004
- Presidential Scholar, Binghamton University, 1998-2002

CERTIFICATIONS AND MEMBERSHIPS

- Women in Leadership Certificate Program, eCornell, July 2017
- Certificate in Nonprofit Management Duke University, March 2017
- American Public Health Association