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Cecelia Horwitz, Associate Director of the Center for Future Health, is responsible for operations, industry liaisons, and Smart Medical Home research. She specializes in helping diverse stakeholders improve outcomes by working together. In her 20 years in industry she led inter-disciplinary health technology teams involved with tele-rehabilitation research, and psychophysiology research, as well as multi national teams addressing strategic business issues. In academia, she has been principal investigator on an environmental scan project for self-care and self-Monitoring technology and systems; a project to monitor individual activity in a nursing home setting; as well as a research project to improve provider-patient communication using a graphical health planning tool and process. She holds ten patents related to a "System and method of managing psychological state of an individual using images." She holds a BA from Douglass College, Rutgers University, and an MBA from Rochester Institute of Technology.