PERSONA: **LINDA**

Position: **Group Leader in Medical Research**
Organization: **University Hospital, USA**

**Background:**
Linda leads a renowned research group at a university hospital. Her group focusses on assessing and treating substance use disorders (SUDs). Given the rise in substance use during Covid-19 and the resulting increase in overdoses, they are particularly interested in exploring the role of digital technologies for SUD treatment. Linda's research is primarily funded by public organizations and specialized private foundations who seek to improve patient welfare and reduce societal costs related to SUDs.

**Linda's challenge:**
SUD researchers have recently developed prototypes of digital healthcare solutions in areas such as tracking substance use, behavioral therapy, or alerts about potential triggers. However, these solutions appear to have serious problems regarding issues such as patient privacy and users' inconsistent access to mobile technology. More importantly, they appear to be developed based on biased data – addressing needs and usage patterns of patients in treatment to which researchers tend to have easy access but not the large share of people with untreated SUD that are more difficult to reach. Thus, Linda decided to gather data on the preferences, behaviors, and constraints related to digital technology use, as well as on patterns of substance use in a more representative sample. She believes that conventional data collection methods, such as clinician-administered or self-reported questionnaires among patients in treatment will not work. Could crowd members help her develop methods to collect more representative and reliable data?