

William P. Campbell, PhD
Curriculum Vitae
wpcphd@gmail.com william@checkupandchoices.com
(505) 660-3775

EDUCATION

Ph.D. Clinical Psychology
December 2015
University of New Mexico, Albuquerque, NM

B.A. English
May 1988
Reed College, Portland, OR

CURRENT EMPLOYMENT

Actualis Health, Albuquerque, NM July 2015-Present

Director Clinical Development

I direct the clinical development of our online program CheckUp & Choices.com, and direct and manage its implementation with enterprise partners. I work collaboratively with stakeholders including clinicians, software engineers, project leadership and administrators to develop site content, training programs, implementation protocols and program analysis.

Behavior Therapy Associates, Albuquerque, NM July 2018-Present

Partner, Licensed Clinical Psychologist

Specializing in the treatment of addiction and trauma; trained in developmental psychology, contemporary behavioral science, existential psychology, and virtue ethics.

CURRENT AND RECENT PROJECTS

United States Air Force Air Force Medical Readiness Agency, Lackland AFB, Texas October 2019-Present

Develop and Beta Test Alcohol Misuse Prevention Program

Working with the USAF's Alcohol and Drug Abuse Prevention and Treatment Program to test the feasibility and efficacy of web-based prevention programs for Airmen. In year 1, we developed unique versions of C&C for deployment at six USAFB beta sites, as well as training briefs for ADAPT staff. We adapted the study protocol to accommodate the impact of the pandemic and recruited participants throughout the year. In year 2 we applied lessons from the first year and significantly revised the implementation strategy to include a large-scale program evaluation among 2nd and 3rd-year cadets at the US Air Force Academy and Airman Leadership School.

Ninilchik Tribal Council

Establish an Online Resource within the Tribal Care Network

October 2021-Present

Working with the Ninilchik Tribal Council to develop and implement a customized version of C&C into their care network, which covers a diverse population spread across a large area. Developed unique domains for five different treatment contexts and established an analytics plan to track engagement that will inform implementation going forward. Offering trainings with stake holders within each of the designated contexts and collaboratively working with providers to integrate C&C into their resources.

University of Colorado, Boulder

Incoming Student Prevention Program

May 2016-Present

Developed a secondary-prevention and wellness program for UCB's incoming students. Collaborated with the Health Promotion and Collegiate Recovery Center on content development and implementation strategy. Also developed a mandated version of C&C for students who violate campus policies on alcohol use. Currently developing an extended, four-year wellness offering for students to track their growth and change on key wellness indicators.

Joint Special Operations Command, Ft Bragg, North Carolina

Alcohol Moderation Program

July 2017-Present

Assisted unit's Clinical Operations staff develop a briefing on alcohol moderation that includes use of C&C's CheckUp. Collaborated with unit personnel to devise effective programming and provide ongoing training and consultation as requested.

Presbyterian Medical Group, Albuquerque, NM

Primary Care Implementation

April 2016-March 2020

A multi-phase implementation project within a Primary Care Behavioral Health setting. We conducted a targeted beta test from which we developed the implementation protocol, which was then deployed among all PCBH providers. We iteratively revised our approach and continuously gathered engagement data. Project included meeting with multiple stakeholders at all levels within the organization, conducting trainings, building PMG-specific domains, and generally integrating C&C into their care architecture. Wide-scale implementation among all PC providers was slated to begin 1/2020 but was suspended due to the pandemic.

Molina Health

Primary Care Implementation

November 2016-January 2019

We implemented C&C within three contexts: in Primary Care, as a tool available for Care Coordinators to offer patients, and within peer support programs sponsored by Molina around the state. We developed the implementation protocols and actively disseminated C&C among Molina's providers. We iteratively revised our approach and continuously gathered engagement data. Project included meeting with multiple stakeholders at all levels within the organization, conducting trainings, building Molina-specific domains, and generally integrating C&C into their care architecture. Molina had intended to fund the implementation with funding via Medicaid; the project was terminated when they lost their contract with the state.

PRIMARY RESEARCH INTERESTS

- Developing tech-based interventions for alcohol and drug use, including the translation of existing evidence-based interventions as well as the development of new interventions with novel technologies such as passive sensors and cloud-based computing.
- Implementing tech-based programs within large organizations, including inner-environment analysis, reinvention of the innovation, and program development and analysis.
- Factors that influence the engagement, effectiveness and adoption of tech-based programs and interventions, including user factors, device/program factors, and environmental factors.
- Historical, cultural, and ethical factors related to the use of technology in healthcare and self-care.

RESEARCH

- 2018 PI on NIDA funded Phase I SBIR grant. *An integrated mobile and web-based application for problem cannabis use.* In this phase I project we adapted the Marijuana CheckUp for delivery via mobile app. I liaised meetings with our expert consultants, developed the app's intervention content, designed the program architecture along with our software engineers, led the migration of C&C site's content to a mobile platform and subsequent integration C&C across platforms. Finally, conducted a feasibility study.
- 2017-2018 PI on NIAAA funded Phase I SBIR grant. *A wearable tech app for CheckUp&Choices.* In this phase I project we developed a drink tracker for use via smartwatch that was integrated with the CheckUp&Choices platform. I developed the content, designed the program architecture along with our software engineers, conducted a feasibility study and presented the findings.
- 2016-2018 Co-I on NIAAA funded Phase II SBIR CRP grant. *An internet application for SMART Recovery.* In this phase II CRP study, we developed a customized version of CheckUp&Choices in collaboration with SMART Recovery International. After developing the SMART-version of C&C we recruited and collaborated with 10 SMART programs across the country to develop programming that integrates the site with their delivery of SMART.

- 2013-2016 RA and Co-I on NIAAA funded the Phase I & II grants. *A web application to reduce heavy drinking in first-time DWI offenders*. In this phase II CRP study, we developed an abstinence-focused program that combined the Drinker's CheckUp with our SMART-based Abstinence program. We conducted an initial feasibility study and then in Phase II a randomized clinical trial in collaboration with Bernalillo County Metro Court. Unfortunately, recruitment was difficult with this population, and our results failed to reach significance.
- 2009-2013 RA on NIAAA funded Phase I & II SBIR grants. *An internet application for SMART Recovery*. In phase I we developed a web-based abstinence-oriented program based on SMART Recovery for individuals who wanted to reduce their alcohol, marijuana, stimulant or opiate use. In phase II we recruited nationally and conducted a randomized clinical trial in collaboration with SMART Recovery and found that the program was associated with significant reductions in overall drinking as well as drinking-related problems out to 12-months post-baseline, and that it was most effective when incorporated with in-person or online SMART meetings.
- 2008-2011 RA on NIAAA funded Phase I & II SBIR grants. *The College Drinker's Check-up*. In phase I we developed a version of the Drinker's CheckUp for college-aged adults, and in phase II we conducted a randomized clinical trial in collaboration with University of New Mexico. For this study also conducted a briefer trial to explore the effects of assessment reactivity. Results indicated that the CDCU was associated with significant reductions in binge drinking as well as drinking-related problems out to 12-months post-baseline.
- 2007-2009 RA on NIAAA funded Phase II SBIR grant. *A Moderate drinking web app. for problem drinkers*. In this phase II clinical trial, we recruited in the Albuquerque metro area and conducted a randomized clinical trial. We found that the program was associated with significant increases in percentage of days per month individuals were abstinent as well as significant reductions in drinking-related problems out to 6-months post-baseline.

PEER-REVIEWD PUBLICATIONS

Campbell, W., Hester, R.K., Lenberg, K.L., and Delaney, H.D. and (2016). Overcoming Addictions, a web-based application & SMART Recovery, an online and in-person mutual help group for problem drinkers, Part 2: Six-month outcomes of a randomized clinical trial and qualitative feedback from participants. *Journal of Medical Internet Research*. Vol 18, Issue 10, e262.

Hester, R.K., Lenberg, K.L., Delaney, H.D. and Campbell, W. (2013). Overcoming Addictions, a web-based application & SMART Recovery, an online and in-person mutual help group for problem drinkers: Part 1, three-month outcomes of a randomized clinical trial. *Journal of Medical Internet Research*. Vol 15, Issue 7, e134.

Ladd, B., Hallgren, K., Owens, M., Fischer, D., Hagen-Glynn, L., Monnig, M., McClouth, C., Campbell, W. and McCrady B. (2013). A Guide for Starting a Specialty Clinic: An Alcohol Clinic Example. *Professional Psychology: Research and Practice*. Vol. 44, Issue 2, p65-72.

Hester, R.K., Delaney, H.D. and Campbell, W. (2011). ModerateDrinking.com and Moderation Management: Outcomes of a randomized clinical trial with non-dependent problem drinkers. *Journal of Consulting and Clinical Psychology*. Vol. 79, Issue 2, p15-24.

Hester, R.K., Delaney, H.D. and Campbell, W. (2011). The College Drinker's Check-up: Outcomes of Two Randomized Clinical Trials of a Computer-Delivered Intervention. *Psychology of Addictive Behaviors*.

Ladd, B.O., McCrady, B.S., Knapp-Manuel, J.K., Campbell, W. (2010) Improving the quality of reporting in alcohol outcome studies: Effects of the CONSORT statement. *Addictive Behaviors*. Vol. 35, Issue 7, p600-666.

Hester, R.K., Delaney, H.D., Campbell, W. & Handmaker, N.A. (2009). A web application for moderation training: Initial results of a randomized clinical trial. *Journal of Substance Abuse Treatment*. Vol. 37, Issue 3, p266-276.

Delaney, H.D., Forcehimes, A.A., Campbell, W.P., & Smith, B.W. (2009) Integrating Spirituality into Alcohol Treatment. *Journal of Clinical Psychology: In Session*, Vol 65, Issue 2, p185-198.

CONFERENCE PRESENTATIONS AND INVITED TALKS

Campbell, W. (2021) Telehealth and eHealth after Covid: Recent Advances and Persistent Barriers. *Presented at "Telehealth and eHealth for Treatment of Alcohol Use Disorder during the COVID-19 Pandemic and Beyond," webinar sponsored by Friends of NIAAA in collaboration with the American Psychological Association.*

Campbell, W. (2021) Personal Strategies for Alcohol and Drug Management. *Webinar conducted at the Stanford Healthy Living Program.*

Campbell, W. (2021) Alcohol and Performance: A guided Discussion. *Training Conducted at the United States Air Force Academy.*

Campbell, W. (2021) CheckUp & Choices: Beta Testing an Online Alcohol Program for Alcohol Misuse. *Paper presented at the Air Force Medical Readiness Agency Annual Review of Research Meeting.*

Campbell, W. (2020) Alcohol, Harm Reduction and Advances in Clinical Science. *Training conducted with clinical staff, JSOC/SOTF, Ft Bragg.*

Campbell, W. (2020) The Drinker's CheckUp: Development and Implementation of an Evidence-Based Brief Intervention for Harmful Alcohol Use. *Paper presented at the American Society of Addiction Medicine Annual Conference.*

Campbell, W. (2020) CheckUp & Choices: Beta Testing An Online Alcohol Program. *Training Conducted at United States Air Force bases MacDill, Kadena, Osan, Kirtland, McGuire and the Air Force Academy.*

Campbell, W. (2019) The Next Evolution in Clinical Psychology: A Review and Case Study in Digital Therapeutics and Adaptive Interventions. *Talk given at University of New Mexico Psychology Department Colloquium.*

Campbell, W. (2017) CheckUp&Choices.com: A Case Study in the Development and Implementation of a Tech-Based Intervention. *Talk given at New Mexico Psychological Association Annual Conference.*

Campbell, W. (2017) CheckUp&Choices.com: What can web-based tools do for people who want to change? *Paper presented at SMART Recovery National Conference.*

Hester, R.K. & Campbell, W (2016) Digital approaches in primary care: Early findings from the implementation of the www.checkupandchoices.com web app. *Paper presented at International Network on Brief Interventions for Alcohol & Other Drugs annual meeting.*

Campbell, W. (2016) Right Turns: A web application for first-time DWI offenders. *Paper presented at New Mexico Association of Counties Legislative Conference.*

Campbell, W. & Hester, R.K. (2014). Computer Delivered Interventions: A stepped care approach for problem drinkers. *Paper presented at the National Frontier and Rural Addiction Treatment Technology 2nd Annual summit.*

Campbell, W. & Hester, R.K. (2012). Computer Delivered Interventions: Towards a stepped care approach for problem drinkers. *Paper presented at the American Psychiatric Association 165th Annual Meeting.*

Peña-Esparza, Y., Campbell, W., Rodriguez, P. & Verney, S. (2012). A Comprehensive Approach to Treating Substance Use in Homeless People: The Endorphin Power Company Treatment Program. *Paper presented at the New Mexico Public Health Association Annual Meeting.*

PROFESSIONAL ACTIVITIES

Reviewer, NIDA, June 17-18, 2021. "HEAL Initiative: America's Startups and Small Businesses Build Technologies to Stop the Opioid Crisis": RFA DA-19-019 SBIR (R43/R44) & RFA DA-19-020 STTR(R41/R42).

Reviewer, NIDA, December 9, 2020. Mechanism for Time-Sensitive Drug Abuse Research (R21 Clinical Trial Optional) ([PAR-19-064](#)) FOA.

Reviewer, NIDA, December 2-3, 2020. "HEAL Initiative: America's Startups and Small Businesses Build Technologies to Stop the Opioid Crisis": RFA DA-19-019 SBIR (R43/R44) & RFA DA-19-020 STTR(R41/R42).

Reviewer, NIDA, July 15-16, 2020. "HEAL Initiative: America's Startups and Small Businesses Build Technologies to Stop the Opioid Crisis": RFA DA-19-019 SBIR (R43/R44) & RFA DA-19-020 STTR(R41/R42).

Reviewer, NIDA, December 5-6, 2019. "HEAL Initiative: America's Startups and Small Businesses Build Technologies to Stop the Opioid Crisis": RFA DA-19-019 SBIR (R43/R44) & RFA DA-19-020 STTR (R41/R42).

Reviewer, NIDA, July 10-11, 2019. RFA-DA-19-019/020 "HEAL Initiative: America's Startups and Small Businesses Build Technologies to Stop the Opioid Crisis": SBIR (R43/R44).

Reviewer, NIDA, July 10-11, 2019. STTR (R41/R42); RFA- DA-19-032/033 VIRTUAL Reality Tools SBIR (R43/R44) and STTR (R41/R42).

Reviewer, *Journal of Substance Abuse Treatment*

CLINICAL TRAINING

Behavior Therapy Associates LLC, Albuquerque, NM July 2015 – August 2016

Postdoctoral Fellow, Project Director

Project director for randomized clinical trial funded by a phase II SBIR grant via the NIAAA for a web-based empirically supported intervention for first time DWI offenders. Additionally, provided individual psychotherapy to outpatient clients.

Cincinnati VA Medical Center July 2014 - June 2015

Psychology Intern

APA approved internship with clinical rotations in the Domiciliary, Primary Care Integrated Behavioral Health, Addressing Spirituality in Psychology, Psychological Evaluations for Bariatric Surgery and Outpatient Mental Health Treatment.

Raymond G. Murphy VA Medical Center December 2012 - May 2014

Psychology Trainee

Outpatient Mental Health Clinic with a focus on clinical interviewing and Integrative Behavioral Couples Therapy.

Endorphin Power Company, Albuquerque, NM April 2007 – May 2014

Board Chair and erstwhile Program Director

Developed EPC's "Four Pillars" program along with founder Dr. Sam Slishman and supported its implementation among residents. Provided both group and individual counseling. Participated in administrative decision-making and oversight. Developed programming in collaboration with Bernalillo County's Metropolitan Addiction Treatment Services. Developed pre-Doctoral training program in collaboration with UNM Psychology Department.

University of New Mexico Psychology Clinic, Albuquerque, NM May 2007 – May 2013

Psychotherapist

Provide ongoing individual, family, children's, and couple's therapy to a community population of a variety of aged and ethnically diverse clients.

TEACHING EXPERIENCE

University of New Mexico, Albuquerque, NM Fall 2012 – Spring 20

Human Development (5 semesters, online), Behavioral Interventions (1 semester)