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### The value of tailored communication in promoting medication intake behavior

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## Curriculum Vitae

Annemiek Linn was born on the 18th of January 1984 in Heemstede, the Netherlands. After finishing secondary education (atheneum) at College Hageveld in Heemstede in 2003, she studied Communication Science at the University of Amsterdam and specialized in Persuasive Communication. Her master thesis about recall and treatment adherence in patients with inflammatory bowel disease received a 'Best Paper Award'.

In 2009, she started working at the University of Amsterdam as a lecturer in Persuasive Communication. In addition to her teaching duties, she started with the research described in this dissertation, under the supervision of prof. dr. Edith Smit, dr. Julia van Weert and dr. ir. Liset van Dijk. She applied for several grants for the PhD project, resulting in two grants and additional financial support of the Amsterdam School of Communication Research / ASCoR. In 2011, she formally became a part-time PhD student.

After finishing her dissertation she will remain working at the Department of Communication Science of the University of Amsterdam as an assistant professor Health Communication. In her future research she wants to combine insights from health communication, marketing and computer-mediated research to gain more insight and understanding into the effectiveness of tailored new media strategies and interpersonal communication, and their effect on health behavior.

## Publications

- Linn, A. J.,** Van Weert, J. C. M., Van Dijk, L., Horne, R. & Smit, E. G. (Under Review). *Understanding patients' medication beliefs: the importance of patient satisfaction.*
- Linn, A. J.,** Van Weert, J. C. M., Jansen, J., Smit E. G., & Van Dijk, L. (2013). May you never forget what is worth remembering: The relation between recall of medical information and medication adherence in patients with inflammatory bowel disease. *Journal of Crohn's & Colitis.* Advance online publication. doi.org/10.1016/j.crohns.2013.04.001
- Schouten, B. C., **Linn, A. J.,** Hermanns, S., Van Weert, S. (in press). *Using entertainment-education in HIV prevention: a process evaluation of an international HIV prevention program targeting adolescents.* In Schutte, A. (Ed.). *Patient Education and Management: Practices, Challenges and Outcomes.* New York: Nova Publishers.
- Linn, A. J.,** Van Weert, J. C. M., Smit, E. G., Perry, K., & Van Dijk, L. (2013). 1+1=3? The systematic development of a tailored theory- and evidence-based multimedia intervention to improve medication adherence. *Patient Education and Counseling,* Advance online publication. doi:10.1016/j.pec.2013.03.009
- Van Weert, J. C. M., Hermanns, S. S. T., **Linn, A. J.,** & Schouten, B. C. (2013). *Dance4life: Evaluating a global HIV and AIDS prevention program for youth using the Pre-Im framework for process evaluation.* In M. Lemal and J. Merrick (Eds.), *Health Risk Communication* (pp. 111-126). New York: Nova Science Publishers.
- Linn, A. J.,** Van Weert, J. C. M., Schouten, B. C., Smit, E. G, Van Bodegraven, A. A., & Van Dijk, L. (2012). Words that make pills easier to swallow: a communication typology to address practical and perceptual barriers to medication intake behavior. *Patient Preference and Adherence,*6, 871-885. doi: 10.2147/PPA.S36195
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- Linn, A. J.,** Van Weert, J. C. M., De Best, A., Smit E. G., & Van Dijk, L. (2012). In gesprek over medicatiegebruik. Amsterdam: Amsterdam School of Communication Research / ASCoR, University of Amsterdam.
- Linn, A. J.,** Vervloet, M., Van Dijk, L., Smit, E. G., & Van Weert, J. C. M. (2011). Effects of eHealth interventions on medication adherence: A systematic review of the literature. *Journal of Medical Internet Research*, 13(4), e103. doi: 10.2196/jmir.1738
- Van Weert, J. C. M., Hermanns, S. S. T., **Linn, A. J.,** & Schouten, B. C. (2011). Dance4life: Evaluating a global HIV and AIDS prevention program for young people using the Pre-Im framework for process evaluation. *International Public Health Journal*, 3(1), 99-110.
- Hermanns, S., Van Weert, J. C. M., **Linn, A. J.,** & Schouten, B. C. (2009). *Dance4life. A process evaluation of a global Entertainment-Education prevention program to establish a social youth movement in pushing back HIV/AIDS*. Amsterdam: Amsterdam School of Communication Research / ASCoR, University of Amsterdam. ISBN 978-94-90512-01-9