

Tara McKee Cousineau, Ph.D.

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CURRENT PROFESSIONAL EXPERIENCE

- 2008+ LifeOnKey, Inc. Vice President, Content, Communities & Social Media. The position involves providing overall expertise in product innovation directed at incorporating e-communities, e-health tools and social media to the LifeOnKey personal health record product line. The role requires collaboration with the IT and R&D departments in efforts to integrate the latest LOK technologies in the US market to promote the best possible consumer/patient experience in managing their health information and overall wellness.
- 2006+ Women Insight, Inc. Founder. Offers a range of consultative services to help businesses and organizations identify and formulate health communication strategies to reach women as individuals, groups and decision makers. Expertise includes writing, research, and conceptual development for products or services, with a special focus eHealth communications. Clients include Revolution Health Group, LLC; Inflexxion, Inc., and *Conceive* magazine. WI has recently received funding (July 2008) from the NIH Small Business Innovative Research program to fully develop an online teen health program.
- 2005+ Domar Center for Complementary Healthcare, Boston IVF, Inc., Waltham, MA. Senior Staff Psychologist, group leader for 10-week programs to facilitate stress management, psychological support, healthy lifestyle behaviors, and use of mind/body strategies. Instructor for professional trainings in mind-body medicine for infertility patients. Holds clinical appointments at Beth Israel Deaconess Medical Hospital and Harvard Medical School.
- 2005+ Northeastern University, Boston, MA. Adjunct Professor, Bouvé College of Health Sciences/Dept. of Counseling and Applied Educational Psychology. Master's course: Fall 2005: Individual Interventions; Spring 2006: Seminar in Health Psychology.
- 1998-06 Inflexxion, Newton, MA. Research Scientist for a small firm in Newton, MA, specializing in the development of empirically-based behavioral health programs using innovative technologies. Projects are largely supported by the National Institutes of Health Small Business Innovative Research (SBIR) program. Areas of study include reproductive health (puberty, STD/HIV, prenatal genetic testing, infertility, and menopause), body image/nutrition, and college student health. Responsibilities include competitive grant writing (with over \$3M in funding secured to date), research design and assessment development (i.e., Infertility Self-Efficacy Scale); product development; scriptwriting; project coordination with multi-media staff; focus group leader; management of clinical field trials; and supervision of project managers and research personnel. Several projects and interventions have received recognition in peer reviewed journals and by professional groups.
- 1998+ Private Practice, Milton, MA. Psychotherapist to individuals, couples and families. Areas of focus include trauma, maternal and child health, infertility and behavioral medicine.

EDUCATION

- 1996 Ph.D. in Clinical Psychology, The Derner Institute of Advanced Psychological Studies, Adelphi University, Garden City, New York
Dissertation: *Psychological predictors of health service utilization in college students: The role of stress and defensive coping style in health and illness.*
- 1993 Master's Degree in Clinical Psychology, The Derner Institute of Advanced Psychological Studies, Adelphi University, Garden City, New York
- 1987 Bachelor's Degree in Psychology, Magna Cum Laude, Honors Program
University of Connecticut, Storrs, CT

PROFESSIONAL AFFILIATIONS

American Psychological Association (Divisions: Women, Health, Media)
American Society for Reproductive Medicine
Women Entrepreneurs in Science and Technology

SELECT PUBLICATIONS

Franko, D.L., **Cousineau**, T.M., Trant, M., Green, T.C., Rancourt, D., Thompson, D., Ainscough, J., Mintz, L.B., & Ciccazzo, M. (Available online June 28, 2008). Motivation, self-efficacy, physical activity and nutrition in college students: A randomized controlled trial of an Internet-based education program. *Preventive Medicine*.

Cousineau, T.M., Houle, B., Bromberg, J., Fernandez, K.C., & King, W.C. (2008). A pilot study of an online workplace nutrition program: The value of participant input in program development. *Journal of Nutrition Education and Behavior*, 40, 160-167.

Cousineau, T.M., Green, T.C., Corsini, E.A., Showstack, M.T. et al. (2008). Online psychoeducational support for infertile women: A randomized controlled trial. *Human Reproduction*, 23 (3) 554-566.

Cousineau, T.M., Domar, A.D. (2007). Psychological impact of infertility. *Best Practice and Research Clinical Obstetrics and Gynaecology*, 21, 293-308.

Cousineau, T.M., Corsini, E.A., Green, T.C., Barnard, T., Folensbee, L., Seibring, A.R., & Domar, A. (2006). Development and validation of the Infertility Self-Efficacy Scale. *Fertility & Sterility*. 85, 1684-96.

Cousineau, T.M., Franko, D.L., Ciccazzo, M., Goldstein, M., & Rosenthal, E. (2006). Web-based nutrition education for college students: Is it feasible? *Evaluation and Program Planning*. 29, 23-33.

Cousineau, T.M., Franko, D.L., Green, T.C., Watt, M., & Rancourt D. (2006). Body Morph: Feasibility testing of an interactive CD-ROM to teach young adolescents about puberty. *Journal of Youth and Adolescence*. 35, 1015-21.

Cousineau, T.M., Green, T.C., & Rancourt, D. (2006). Web chatter before and after the Women's Health Initiative results: A content analysis of online menopause message boards, *Journal of Health Communication*, 11, 133-47.

Full Bibliography and References available on request