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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health



National Institutes of Health Commercialization Assistance Program
(NIH-CAP)

Company Profile

Industry Sector: Healthcare Services

Company Overview: Danya creates and evaluates innovative behavior change strategies that empower people of all ages and from all walks of life to live healthier and better educated lives. Danya provides breakthrough services in the areas of public health communication, research and evaluation, information technology, education and training, program management support, and health product development.

Target Market(s): government (Federal and State), commercial, and international

Management

Leadership:

Jeff Hoffman, President and CEO
Dave Sherry, Senior Vice President, Operations
Fred Vago, Senior Vice President, Business Development
Rick Offner, Vice President, Program Management and Evaluation
Rebecca Oser, Project Director

Scientific Advisory Board:

Renee Cunningham-Williams, Ph.D., Assistant Professor, Social Work and Psychiatry, Washington University in St. Louis School of Medicine
Cynthia Rowe, Ph.D., Research Assistant Professor, Center for Treatment Research on Adolescent Drug Abuse, University of Miami School of Medicine
Nancy Lever, Ph.D., Licensed Clinical Psychologist, University of Maryland, Center for School Mental Health
Carlo DiClemente, Ph.D., Chair, Department of Psychology, University of Maryland, Baltimore County

Key Value Drivers

Technology*: MPY is a Web-based screening instrument that identifies “at-risk” problem behavior patterns in 15 life domains for youth ages 11 to 19. This program operates with a seamlessly interlinked prescreening, screening, and comorbidity screening algorithm that provides accurate and flexible assessment. There is a companion online course.

Competitive Advantage: This product comprehensively addresses a critical need highlighted by the American Medical Association’s (AMA) Guidelines for Adolescent Prevention Services that states that youths should be screened annually for eating disorders, sexual activity, alcohol and other drug use, abuse, school performance, depression, and suicide risk. Despite the emphasis on screening and a valuable preventative, the AMA reports that many providers do not routinely screen for risk behaviors that affect youth, and there are no one-source screeners that meet all of these categories.

Plan & Strategy: Seeking a strategic partner

*Technology funded by NIDA and being commercialized under the NIH-CAP

Product Development

MPY 06

ABOUT THIS CD
FREQUENTLY ASKED QUESTIONS
PRIVACY AND CONFIDENTIALITY
HELP

MPY has 26 prescreening questions that may trigger follow-up screening questions. MPY provides customized motivational messages to inspire follow-up and behavioral change, as well as risk profiles to providers who will have a guide with suggestions for interventions and more comprehensive assessments if warranted.

Schedule: Convert screening instrument from CDROM to Web – May 2008

Website Testing – June 2008

Online Course Available – August 2008

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