

Lirio Expands Behavioral Expertise with Key Hire, Chandra Osborn

KNOXVILLE, Tenn., March 5, 2019 (SEND2PRESS NEWSWIRE) – Lirio, The Behavior Change Company, welcomes Chandra Osborn as new Chief Behavioral Officer, paving the way for advanced developments in behavioral analysis and communication. Chandra is highly skilled and respected in behavioral science, having worked tirelessly to expand behavioral research and analysis in both the public and private sectors. Her insight will be invaluable to the evolution of Lirio's behavioral archetypes and engagement framework.



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Chandra joins Lirio with two decades of experience in data-driven behavioral science. Over her career, she has effectively turned scientific results into better products and happier customers. A prolific researcher, she has published more than 100 publications and op-eds throughout her career.

Before joining Lirio, Chandra led digital behavioral design and research teams in both industry and academia. She oversaw all behavioral design and scientific activities in her role as Vice President of Health and Behavioral Informatics at One Drop and as Assistant Professor of Medicine and Biomedical Informatics and Co-Director of the Center for Health Education and Health Behavior at Vanderbilt University.

Chandra earned her master's degree and Ph.D. in Social Psychology from the University of Connecticut and earned her M.P.H. (Master of Public Health) from Northwestern University Feinberg School of Medicine, where she was also a Health Services Research Postdoctoral Fellow. Prior to focusing on behavioral science and communicative health, Chandra promoted pro-environmental conservation behaviors, which remain among her passions. She will enjoy the best of both worlds at Lirio—driving the behavior change mission for the company in both healthcare and energy.

“At Lirio, we believe that a behavioral approach to communication is the most relevant, effective way to bridge the customer engagement gap for our clients and drive their customers to healthier actions,” says Lirio CEO Mike West. “At our core, we are The Behavior Change Company, and Chandra's addition to the leadership team as Chief Behavioral Officer takes us up a notch in delivering that value.”

As an international expert in both behavioral science and communication best practices, Chandra will improve upon all aspects of Lirio's behavioral science methodology. She will be based in Lirio's Nashville office.

For more information about Lirio, visit <https://Lirio.co>.

About Lirio:

Lirio, The Behavior Change Company, applies the psychology of human behavior, the information wealth of big data, and the power of machine learning to help enterprise healthcare and utility clients improve their business outcomes. Lirio delivers mass personalization by surfacing the right message to the right person to drive the right action at the right time, ultimately generating individual behavior change at scale. Lirio is taking a strong, defensible leadership position in healthcare and energy by solving a massive pain point—the customer engagement gap.

Find out more at <https://lirio.co/> and follow Lirio on Facebook: [Facebook.com/lirio.llc](https://www.facebook.com/lirio.llc), LinkedIn: [LinkedIn.com/company/lirio](https://www.linkedin.com/company/lirio), and Twitter: [@Lirio_LL_C](https://twitter.com/Lirio_LL_C).

Lirio Media Relations Contact:

Maggie Kornahrens
Lirio, LLC
865.243.8000
mkornahrens@lirio.co

*PHOTO link for media:

<https://www.Send2Press.com/300dpi/19-0305s2p-chandra-osborn-300dpi.jpg>

*Photo Caption: Chandra Osborn joins Lirio, LLC as new Chief Behavioral Officer.