

Executive Bios

Christine MacAdams, President, HouseCall123

Christine co-founded HouseCall123 early in 2008 with a mission to empower patients.

Christine has diverse experience in the areas of training and education, patient advocacy, and helping people work toward positive behavior change. She has an undergraduate degree in Sociology, and experience working with patients with mental illness as well as abused and neglected children and their families.

Later she earned a graduate degree in Instructional Design from Penn State University, and became a simulation designer for an executive education and consulting firm. There she designed immersive training simulations to teach business and leadership skills.

Christine then moved on to work for a company focused on pharmaceutical sales training, where she was responsible for consulting with clients, leading teams, and managing the design and development of various clinical training programs.

Over her 12+ years of experience in designing simulations and engaging learning products, Christine's projects have been recognized in the training industry for their quality and innovation. Christine also writes on the topic of simulation, learning, and Health 2.0.

Michael B. Steinberg, MD, MPH

Dr. Mike is a co-founder of HouseCall123 and the host of Insomnia123.com.

He is a practicing physician and an associate professor of medicine. He has been a primary care doctor practicing general internal medicine since 1994, treating patients with a wide range of health conditions both in the office and the hospital. He has training in Health Education and Behavioral Science and specializes in helping patients make important behavioral changes.

Highlights:

- Selected to Best Doctors in America 2007-2008
- Received multiple excellence in teaching awards – Jefferson Medical College; Robert Wood Johnson Medical School
- Recognized as a Robert Wood Johnson Foundation Physician Faculty Scholar
- Published numerous peer-reviewed manuscripts, book chapters, and scientific abstracts on various topics including medical conditions requiring behavioral change
- Conducted numerous training and educational programs for various healthcare professionals
- Member of the National Sleep Foundation Pickwick Club

Education:

- Thomas Jefferson University Hospital; Philadelphia PA (Residency in Internal Medicine)
- UMDNJ-Robert Wood Johnson Medical School (Doctor of Medicine with Highest Honors)
- UMDNJ-School of Public Health (Master of Public Health)
- Rutgers College (Biological Sciences with Highest Honors)

Cristine Delnevo, PhD, MPH

Cris Delnevo is a co-founder of HouseCall123.

She conducts research into health conditions and the characteristics and behaviors of those who suffer from them. She holds a PhD in public health, and a Master in Public Health in Health Education/Behavioral Science. Cris has been conducting survey research for more than a decade. In addition she teaches graduate courses in public health programming, health behavior theory and survey research methods.