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MONITORS, INC.™
INTEGRITY THROUGH COMPLIANCE

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Lois Keithly is the Director of Data Analytics for Affiliated Monitors, Inc. (AMI). Since coming to AMI in 2015, Dr. Keithly has overseen the data analysis of educational, retail, and telecommunication initiatives. She has assumed responsibility for verification of quantitative outcomes described in reports, developed appropriate sampling plans, and coordinated data systems necessary for analysis. Her analytic plans form the basis for evaluation and verification services provided by AMI.

In the previous decade, Dr. Keithly distinguished herself as a local and national expert in tobacco cessation and prevention programs. She authored/co-authored ten papers published on the subject and presented the landmark work of Massachusetts' public health teams to national audiences. In her role as Director of Surveillance and Evaluation for the Massachusetts Department of Public Health (DPH), Dr. Keithly coordinated the collection of surveillance data related to tobacco use, tobacco tax revenue, and the healthcare cost savings associated with tobacco cessation policies. She also revised the sampling methodology for the state's report to the US Department of Health and Human Services on illegal tobacco sales to minors.

As Director of the Massachusetts' Tobacco Cessation and Prevention Program, Dr. Keithly was responsible for designing meaningful measures of program effectiveness and succinctly reporting program outcomes in the annual report of the state's DPH. In 2013, she became Senior Scientist for the MA DPH, conducting analysis for the Prevention and Wellness Trust Fund. Dr. Keithly has served on advisory committees to the Center for Disease Prevention and Control, the University of North Carolina, the University of Illinois at Chicago, and Stanford University.

Dr. Keithly completed her Doctoral degree in Psychology with a minor in Statistics from Vanderbilt University, Tennessee. She earned a Master of Science degree in Management Information Systems (MIS) and a Master of Business Administration (MBA) from Boston University, Massachusetts.