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## RESEARCH AREA

Digital health behavior, online medication safety, infodemiology, and healthcare applications of artificial intelligence. The main focus is on the public health risks of illegal online distribution of pharmaceuticals and the analysis of patients' drug-seeking behavior.

## TECHNIQUES AVAILABLE IN THE LAB

Infodemiology approaches and methods, development and application of artificial intelligence models (e.g., machine vision, deep learning for pill recognition), digital health data collection, analysis, and project management.

## SELECTED PUBLICATIONS

**Ashraf, A. R.,** Mackey, T. K., Schmidt, J., Kulcsár, G., Vida, R. G., Li, J., Fittler, A. (2024) Safety and Risk Assessment of No-Prescription Online Semaglutide Purchases. **JAMA Netw Open** 7: e2428280.

**Ashraf, A. R.,** Somogyi-Végh, A., Merczel, S., Gyimesi, N., Fittler, A. (2024) Leveraging code-free deep learning for pill recognition in clinical settings: A multicenter, real-world study of performance across multiple platforms. **Artif Intell Med** 150: 102844.

**Ashraf, A. R.,** Mackey, T. K., Vida, R. G., Kulcsár, G., Schmidt, J., Balázs, O., Domián, B. M., Li, J., Csákó, I., Fittler, A. (2024) Multifactor Quality and Safety Analysis of Semaglutide Products Sold by Online Sellers Without a Prescription: Market Surveillance, Content Analysis, and Product Purchase Evaluation Study. **J Med Internet Res** 26: e65440.

**Ashraf, A. R.,** Mackey, T. K., Fittler, A. (2024) Search Engines and Generative Artificial Intelligence Integration: Public Health Risks and Recommendations to Safeguard Consumers Online. **JMIR Public Health Surveill** 10: e53086.