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Howard Li is an interdisciplinary health social scientist with degrees in anthropology, health social science, and public health. His research integrates innovative methodologies, including crowdsourcing, social marketing, qualitative methods, and structural equation modeling, with a focus on health disparities and ageing. He contributed to three NIH R01 projects in the USA, honing his expertise in crowdsourcing, designathons, and social marketing. His work appears in top journals like *The Lancet*, *PLoS Medicine*, and *The Lancet Regional Health–Western Pacific*. In 2019, he received the Clark Taylor Professional Paper Award from the Society for Medical Anthropology. Currently, he researches successful caregiving, dementia disclosure, and medico-social care integration. His interdisciplinary approach drives impactful contributions to health social science.