

Peter A. Ubel
Professor of Medicine and Psychology
University of Michigan
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Education and Training

09/1980-06/1984 BA, Carleton College, *Magna Cum Laude* (Philosophy)
09/1984-06/1988 MD, University of Minnesota

Postdoctoral Training

07/1988-06/1991 Internal Medicine Residency Training Program, Mayo Graduate
School of Medicine, Rochester, MN
07/1991-06/1992 Fellowship in Medical Ethics, University of Chicago Center for
Clinical Medical Ethics
07/1992-06/1994 Fellowship in General Medicine, University of Pittsburgh,
Department of Medicine

Certification and Licensure

Medical Licensure: Pennsylvania (1994)
Michigan (2000)
DEA Licensure: 1992
Board Certification: American Board of Internal Medicine (2001)

Academic, Administrative and Clinical Appointments

Academic Appointments

07/1994-06/2000 Assistant Professor of Medicine, Department of Medicine,
University of Pennsylvania School of Medicine
07/1994-06/2000 Senior Fellow, The Leonard Davis Institute of Health Economics,
University of Pennsylvania School of Medicine
07/1994-06/2000 Faculty, Center for Bioethics, University of Pennsylvania School
of Medicine
07/1995-06/2000 Assistant Professor of Epidemiology, University of Pennsylvania
School of Medicine (Secondary Appointment)
08/2000-08/2004 Associate Professor of Medicine, Department of Medicine,
University of Michigan, School of Medicine

08/2002-08/2004	Adjunct Associate Professor of Psychology, College of Literature, Science and Art, University of Michigan, School of Medicine
09/2004-present	Professor of Medicine, Department of Medicine, University of Michigan
09/2004-present	Adjunct Professor of Psychology, School of Literature, Science and the Arts, University of Michigan
01/2008-present	George Dock Collegiate Professor of Medicine, University of Michigan

Administrative Appointments

07/1999-07/2000	Director, General Medicine Research Fellowship, University of Pennsylvania
08/2000-06/2003	Director, General Medicine Research Fellowship, University of Michigan
08/2000-12/2003	Core faculty, Robert Wood Johnson Clinical Scholars Program, University of Michigan and Ann Arbor VAMC
08/2000-present	Director, Center for Behavioral and Decision Sciences in Medicine, Ann Arbor VAMC and University of Michigan
12/2003–06/2007	Associate Director, Robert Wood Johnson Clinical Scholars Program, University of Michigan and Ann Arbor VAMC
07/2007-present	Co-Director, Robert Wood Johnson Clinical Scholars Program, University of Michigan and Ann Arbor VAMC

Clinical Appointments

07/1994-07/2000	Staff Physician, VAMC, Philadelphia
07/1994-07/2000	Staff Physician, Hospital of the University of Pennsylvania
08/2000-present	Staff Physician, VAMC, Ann Arbor

Research Interests

My research explores controversial issues about the role of values and preferences in health care decision making, from decisions at the bedside to policy decisions. I use the tools of decision psychology to explore ethical debates about topics like informed consent and health care rationing.

Grants

Current

National Cancer Institute; “Identifying and Reducing Cognitive Biases Created by Decision Aids”; PI - PA Ubel, Co-Investigators - D Asch, J Baron, J Hershey; 2007-2012; \$1,739,000 (direct).

National Cancer Institute; “Michigan Center for Health Communication Research”; PI – V Strecher, Co-Investigator PA Ubel; 2003-2008; \$10,000,000 (direct).

National Cancer Institute; “Risk Communication: A Tamoxifen prophylaxis decision aid”; PI – PA Ubel; 2003-2008; \$1,250,000 (direct). *One of the projects making up the Michigan Center for Health Communication Research.*

Robert Wood Johnson Foundation; "Emotional Adaptation and the Goals of Health Care Policy"; PI - PA Ubel; 2008-2011; \$299,104 (directs)

Robert Wood Johnson Foundation Clinical Scholars Program; PI – R Hayward, Co-Investigator – PA Ubel; 2007-2008; \$931,193 (direct).

U.S. Department of Veterans Affairs; “Impact of a low literacy prostate cancer decision aid on decision making”; PI - A. Fagerlin, Co-Investigator - PA Ubel; 2007-2011; \$897,627 (direct).

California Healthcare Foundation (subcontract from Tufts University); “Value considerations in prescribing decisions for expensive cancer drugs”; Site PI - PA Ubel; 2007-2008; \$96,143 (direct).

National Institute of Aging; “Economic status, health and well-being over the life course and across generations”; PI - R. Schoeni; Co-Investigator - PA Ubel; 2007-2012; \$5,289,901 (direct).

National Institute of Aging; “Measuring health-related quality of life in older adults with chronic illness”; PI - D. Smith; Co-Investigator - PA Ubel; \$225,500 (direct).

Past

Measey Foundation Award; University of Pennsylvania, Department of Medicine; PI - PA Ubel; 1994-1996; 48,000 (direct).

Department of Veterans Affairs; “Relationship of race to cardiovascular procedure use at VAMCs”; PI – J Conigliaro, Co-Investigator – PA Ubel; 1995-1997; \$250,000 (direct).

Annenberg Public Policy Foundation; “Project on informed consent”; Co-PI - PA Ubel, 1996; \$8,000 (direct).

Cancer Center; University of Pennsylvania School of Medicine; “Cancer screening and bedside rationing”; PI – PA Ubel; 1996; \$8,000 (direct).

Department of Veterans Affairs - HSR&D Service; “Research Associate Career Development Award”; PI – PA Ubel; 1996-1998; \$320,000 (approximate direct).

Greenwall Foundation; “Support for program in social science and bioethics”; Co-PI – A Caplan, Co-PI – PA Ubel; 1996-1998; \$300,000 (direct), \$63,000 (indirect).

University of Pennsylvania Research Foundation; “A Randomized Controlled Trial of Patient Education to Increase Vaccination Rates”; Co-PI – PA Ubel, Co-PI – K Armstrong; 1997; \$4,792 (direct).

American Hospital Association; “Black-white differences in preferences for cardiac procedures”; PI - J Whittle, Co-Investigator - PA Ubel; 1997-1998; \$165,000 (direct).

University of Pennsylvania Research Foundation; “Measuring the Effect of Kidney Transplantation on Quality of Life”; PI – PA Ubel, Co-Investigators - H Feldman, K Brayman, S Schwartz; 1998; \$23,000 (direct).

National Cancer Institute; “Cost-Quality Trade-Offs in Cancer Screening, Treatment and Diagnosis”; PI – PA Ubel; 1998-2000; \$240,000 (direct).

Robert Wood Johnson Foundation Generalist Physician Faculty Scholar Award, PI – PA Ubel; 1997-2001; \$240,000 (direct).

Department of Veterans Affairs, HSR&D Service, Advanced Research Associate Career Development Award; PI – PA Ubel; 1999-2001; \$450,000 (direct).

Greenwall Foundation; “Evaluating the Impact of Financial Incentives on Organ Donation”; PI – CL Bryce, Co-Investigator – PA Ubel; 1999-2001; \$92,736 (direct).

Department of Defense; “Development of a decision support system for women with BRCA1 or BRCA2 mutations”; Co-PI – JS Schwartz, Co-PI – PA Ubel; 1998-2002; \$737,233 (direct).

Department of Veterans Affairs; “Negotiating Treatment Limitations in the VA Managed Care Environment”; PI – J Tulskey, Co-Investigator – PA Ubel; 1998-2001; \$654,200 (direct).

NICHD; “Improving Value Measurement in Cost-Effectiveness to be Fair to Elderly & People with Disabilities”; PI – PA Ubel, Co-Investigators - J Baron, DA Asch, J Hershey; 2000-2005; \$1,263,641 (direct).

AHRQ; “Health Services Research Training”; PI – J Alexander, Co-Investigator – PA Ubel; 1991-2003; \$570,697 (direct).

AHRQ; “Targeting Interventions to Reduce Errors”; PI – T Hofer, Co-Investigator – PA Ubel; 2001-2004; \$687,675 (direct).

AHRQ; “Conference Grant for support for Society of Medical Decision Making annual meeting”; PI – PA Ubel; 2003; \$30,000 (direct).

NICHD; “Exploring Discrepancies Between Patient and Public Utility Ratings”; PI – PA Ubel, Co-Investigators - DA Asch, J Baron, J Hershey, M Stineman; 2000-2006; \$1,455,041 (direct).

National Cancer Institute; “Identifying and Reducing Cognitive Biases Created by Decision Aids”; PI – PA Ubel, Co-Investigators - D Asch, J Baron, J Hershey; 2002-2008; \$1,739,000 (direct).

National Institute of Aging; “Internet Interviewing on the HRS”; PI – RJ Willis, Co-Investigator – PA Ubel; 2001-2007; \$675,000 (direct).

Veterans Affairs Merit Award; “Testing a decision tool’s impact on veterans’ prostate cancer decisions”; PI – A Fagerlin, Co-Investigator – PA Ubel; 2005-2008; \$322,884

Honors and Awards

1984	Phi Beta Kappa.
1984	Dana Award (academic achievement, leadership, character), Carleton College, Northfield MN
1994	Mack Lipkin Associates Award for outstanding scientific presentation at national meeting: "Elevator Talk: Observational Study of Inappropriate Conversations in a Public Space." SGIM national meeting, Washington, DC
1994	Lee Lusted Award for outstanding scientific presentation, honorable mention: "Why Oregon's Cost-effectiveness List Failed: Evidence that Individual Utilities do not Predict Rationing Choices." Society for Medical Decision Making national meeting, Cleveland, OH
1994-1997	Measey Foundation Faculty Fellow, Department of Medicine, University of Pennsylvania School of Medicine
1996-1998	Health Services Research and Development Career Development Award, Department of Veterans Affairs
1997-2001	Robert Wood Johnson Foundation Generalist Physician Faculty Scholar Award
1997	Rockefeller Foundation, recipient of an award to stay at Bellagio Conference Center, Bellagio, Italy.
1997	Outstanding Paper by a Young Investigator, Society for Medical Decision Making.
1998	Nellie Westerman Prize in Clinical Research Ethics, American Federation for Medical Research.
1999-2001	Senior Research Associate, Health Services Research Program, Department of Veterans Affairs.
2000-2005	Presidential Early Career Award for Scientists and Engineers (PECASE)
2000	Labelle Lecturer, McMaster University, Hamilton, Ontario
2000	Mayers Endowment Lecture, Penn State.
2004	Mother Marianne Cope Lectureship in Ethics, The St. Francis International Center for Healthcare Ethics.
2004	Sadoff Lectureship, University of Minnesota
2005	Moore Lectureship, Simon Fraser University; Vancouver, BC, Canada
2007	Stevens Lectureship, Rochester General Hospital, Rochester, NY
2008	David Brin Visiting Professor, Johns Hopkins University, School of Medicine, Baltimore, MD
2008-Present	George Dock Collegiate Professorship, University of Michigan
2008-2011	Robert Wood Johnson Foundation Health Policy Investigator
2008-Present	Member, World Economic Forum, Global Health Committee
2008	Eugene Sullivan Memorial Lecturer, Northwest Society of Colon and Rectal Surgeons, Orcas Island, WA

Memberships in Professional Societies

1988-1993	American Medical Association, Resident Delegate, 1989 Annual Meeting
1989-2001	American College of Physicians
1992-1994	Society for Health and Human Values
1992-1995	American Society for Law, Medicine and Ethics
1993-present	Society of General Internal Medicine Member Ethics Committee 1994-1998 Chair, Ethics Committee 1996-1998 Chair, Elnora Rhodes Service Award Committee 1999-2001
1993-present	Society for Medical Decision Making Member Publications Committee 1996-2001 Council Member 2000-2003 Chair, Publications Committee 2001-2004
1998-2002	American Society of Bioethics and Humanities Member Publications Committee 2000-2002
2004-present	Fellow, The Hastings Center
2005-present	AACR Task Force on Behavioral Science and Cancer
2007-present	Member, ASCO Task Force on The Cost of Cancer Care Co-Director, Subcommittee on Research
2008-present	Member, World Economic Forum, Global Health Committee

Editorial Positions, Boards and Peer-Review Service

Editorial Boards

1996-2005	Editorial Board, Social Science and Medicine
1998-1999	Associate Editor, Journal of General Internal Medicine
1998-2001	Editorial Board, Medical Decision Making
1999-2002	Editorial Board, American Journal of Bioethics
2002-2005	Editorial Board, Population Health Metrics
2006-present	Editorial Board, Journal of Judgment and Decision Making
2007-present	Editorial Board, The Patient

Reviewer of Manuscripts

American Journal of Bioethics	Journal of Clinical Ethics
American Journal of Law, Medicine, & Ethics	Journal of General Internal Medicine
American Journal of Medicine	Journal of Health, Politics, Policy and Law
Annals of Internal Medicine	Kennedy Institute Ethics Journal
Archives of Internal Medicine	Medical Decision Making
Current Perspective in Psychological Science	Milbank Quarterly
British Medical Journal	MIT Press
Hastings Center Report	New England Journal of Medicine
Health Affairs	Oxford University Press
Health Economics	Psychological Science
Health Economics Letters	Quality of Life Research

Health Policy
Health Psychology
John Hopkins University Press
Journal of American Medical Association

Social Problems
Social Science and Medicine

Grant Proposal Reviewer

National Institutes of Health
Medical Research Council of Canada
Agency for Health Care Policy and Research/AHRQ
National Science Foundation
Burroughs Wellcome Foundation (UK)
Alberta Heritage Foundation for Medical Research (Alberta, Canada)
Department of Veterans Affairs – Health Services Research and Development
Journal National Cancer Institute
Swiss National Science Foundation
Health Care Efficiency Research Programme (Netherlands)

Study Sections

2000-2002	National Institutes of Health - Health Services Research Study Section
2003-2004	National Institute of Child Health and Human Development Special Emphasis Panel RFA HD-02-024 “Dynamic Health Assessments for Medical Rehabilitation Outcome”
2003-2004	N.C.I. – Program Project: Special Study Section

Institute of Medicine

09/2005	External reviewer of report on cost-effectiveness measurement
05/2006	Invited to present at workshop on Risk Communication and Pharmaceuticals

Teaching

- Attending rounds at VAMC 1 month/year
- Co-Director – Robert Wood Johnson Foundation Clinical Scholars Program
- Instructor – Leadership and Career Development Course – Clinical Scholars Program

Medical Student Research Mentoring

1994-1995	Okiki N. Louis (UPenn)
1994-1995	Ari Silver-Isenstadt (UPenn)
1996-1997	Genevieve Noone (UPenn)
1998-1999	David Shih (UPenn)
1999-2000	Catherine Magid (UPenn)
1999-2000	Scott Halpern (UPenn)
1999-2001	Duffy Ballard (UPenn)
2008-present	Michael Kozminski (UM)
2008-present	Emily Wu (UM)

Fellow Research Mentoring

1996-1998	Katrina Armstrong (UPenn, General Medicine)
1997-1998	Sundar Natarajan (UPenn, General Medicine)
1998-1999	John Hsu (UPenn, General Medicine)
1999-2000	Susan Moran (UPenn, General Medicine)
2000-2002	Willie Underwood (UM, Clinical Scholar)
2000-2002	Michelle Heisler (UM, Clinical Scholar)
2000-2002	Amy Alderman (UM, Clinical Scholar)
2002-2003	Rachel Perlman (UM, Health Services)
2002-2004	Kirsten Engel (UM, Clinical Scholar)
2002-2004	Sonia Angell (UM, Clinical Scholar)
2002-2004	Tracy Richmond (UM, Clinical Scholar)
2004-2006	Ellen Hummel (UM, Clinical Scholar)
2005-2008	Michael Volk (UM, Clinical Scholar)

Medical Resident Mentoring

1999-2000	Caleb Alexander (UPenn, Internal Medicine)
1999-2000	Rachel Werner (UPenn, Internal Medicine)

Doctoral Student Mentoring

2000-2002	Andrea Gurmankin (UPenn, Psychology)
2000-2002	Scott Halpern (UPenn, Epidemiology)
2001-2003	Jason Riis (UM, Psychology)
2002-2004	Jennifer Amsterlaw (UM, Psychology)

Dissertation Committees

2003	Jason Riis (UM, Psychology)
2005	Hannah Chua (UM, Psychology)
2006	Jing Xsu (UM, Marketing)
2008	Sarah Gollust (UM, Public Health)

Post-Doctoral Fellow Mentoring

1998-2000	Joanne Buzaglo, PhD (Philadelphia VAMC, Psychology)
1999-2001	Jacqueline Hart, PhD (Philadelphia VAMC, Sociology)
1999-2002	Andrew Siderowf, MD (Upenn, Neurology)
2000-2001	Angie Fagerlin, PhD (U M, Psychology)
2001-2002	Dylan Smith, PhD (Ann Arbor VAMC, Psychology)
2002-2004	Brian Zikmund-Fisher, PhD (Ann Arbor VAMC, Psychology)
2003-2006	Heather Lacey, PhD (Ann Arbor VAMC, Psychology)
2004-2006	Jordana Muroff, MSW, PhD (Ann Arbor VAMC, Psychology)
2006-present	Amanda Dillard, PhD (Ann Arbor VAMC, Psychology)
2006-2008	Michael Poulin, PhD (Ann Arbor VAMC, Psychology)

Junior Faculty Mentoring

2002-2006	Ken Langa, MD, PhD (UM, Internal Medicine, Beeson Award)
2002-2006	Maria Silveria, MD, MA(UM, Internal Medicine, VA Career Development Award)

2006-present	Fold Odetola (UM, Pediatrics, K Award)
2007-present	Reshma Jagsi (UM, Radiation Oncology)

Committee, Organizational and Volunteer Services

Department

2005-present	General Internal Medicine Research Advisory Committee
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Medical School

1996-2000	Member, IRB, Philadelphia VAMC
1999-2000	Chair, Ethics Committee, Philadelphia VAMC
2001	Member, Health Services Research Advisory Committee (Chair–Larry McMahon)
2002-present	VA HSR&D Promotions Committee
2000-2003	Core Faculty – RWJ Clinical Scholars Program
2004-2007	Associate Director – RWJ Clinical Scholars Program
2007-present	Co-Director - RWJ Clinical Scholars Program

University

2000-2003	Advisory Board of the Life Sciences, Values and Society Program
2005	Executive Advisory Board, University of Michigan Press

National

2002-2003	Department of Veterans Affairs – Task force on research ethics
2001-2004	Chair, Publications Committee, Society Medical Decision Making
2005-present	Fellows Council, Hastings Center
2005-2008	Task force on Behavioral Science, AACR
2007-present	Cost of Cancer Care Task Force, ASCO

International

2008-present	International Patient Decision Aid Standards (IPDAS) Steering Committee
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Visiting Professorships and Extramural Invited Presentations

Visiting Professorships

2000	Visiting Professor, Johns Hopkins School of Public Health and Hygiene
2001	Visiting Professor, University of Chicago School of Public Policy
2003	Visiting Professor, Carleton College, Northfield, Minnesota
2003	Visiting Professor, University of Montreal
2004	Visiting Professor, Ohio State University
2004	Visiting Professor, University of Toronto, School of Public Health

2004 Visiting Professor, Wharton School of Business, University of Pennsylvania, Philadelphia, Pennsylvania
 2007 Visiting Professor, University of Pittsburgh School of Medicine
 2007 Visiting Professor, Johns Hopkins University, Department of Oncology

Extramural Invited Presentations

- 01/96 “Ethical Issues in Managed Care: Do Medicine and Money Mix?” JFK Memorial Hospital, Camden, NJ.
- 04/96 “Ethical Issues in Managed Care.” 1996 Pennsylvania Medical Society Leadership Conference, Lancaster, PA.
- 08/96 “Ethical Issues in Health Care Rationing.” American Society of Nurse Anesthetists Annual Meeting, Philadelphia, PA.
- 09/96 “Does the Public Reject Medical Utilitarianism?” Presentation to Decision Processes Interest Group, Wharton School, University of Pennsylvania, Philadelphia, PA.
- 09/96 “Semantic and Moral Debates at the End of Life.” Consortium Ethics Program Annual Retreat, Pittsburgh, PA.
- 09/96 “Rationalizing Rationing.” Consortium Ethics Program Annual Retreat, Pittsburgh, PA.
- 10/96 “Managed Care and Vulnerable Populations.” United States Public Health Service, Philadelphia, PA.
- 12/96 “Medical Ethics and Healthcare Industry Communications with Patients.” Presentation to Healthcare Technology Choices under Managed Care: Communicating Directly with Patients and Their Clinicians sponsored by ECRI and the U.S. Agency for Health Care Policy and Research, Plymouth Meeting, PA.
- 04/97 “Does Cost-Effectiveness Analysis Discriminate Against People With Disabilities?” UCLID Center, Pittsburgh, PA.
- 04/97 “Setting Health Care Priorities: Is Cost-Effectiveness Morally Acceptable?” Grand Rounds, Department of Medicine, University of Pennsylvania, Philadelphia, PA.
- 05/97 “Ethical Controversies in Xenotransplantation.” National Meeting of American Society of Transplant Physicians, Chicago, IL.
- 05/97 “Erosion in Medical Students.” Attitudes Toward the Importance of Informed Consent” National Meeting of SGIM, Washington, DC.
- 05/97 “The Appropriateness of Cost-Quality Trade-Offs in Cancer Screening: A National Survey.” National Meeting of SGIM, Washington, DC.
- 05/97 “Creating Your Own Financial Incentive Plan Workshop.” National Meeting of SGIM, Washington, DC.
- 09/97 “Is Cost-Effectiveness a Morally Acceptable Way to Set Health Care Priorities?” Medical Grand Rounds, Duke University, Durham, NC.

- 09/97 “Should Physicians Ever Ration (Whatever That Means)?” Duke University & Durham VA, Durham, NC.
- 09/97 “Physicians Should Never Ration . . . Right?” Medical Grand Rounds, Presbyterian University Hospital, Philadelphia, PA.
- 09/97 “Is Cost-Effectiveness a Morally Acceptable Way to Set Health Care Priorities?” St. Vincent’s Medical Center of Richmond, Staten Island, NY.
- 10/97 “Fragile Preferences for Equity Over Efficiency: Is Equity All or Nothing?” Annual Meeting of the Society for Medical Decision Making, Houston, TX.
- 10/97 “Resource Allocation for New Medical Technologies.” The Ninth Annual Mrs. John MacLean Conferences, MacLean Center for Clinical Medical Ethics, Chicago, IL.
- 10/97 “Erosion in Medical Students’ Attitudes Toward the Importance of Informed Consent.” The Ninth Annual Mrs. John MacLean Conferences, MacLean Center for Clinical Medical Ethics, Chicago, IL.
- 10/97 “Ethical Issues in Organ Transplantation: Highlights 1997.” Delaware Valley Transplant Program Annual Conference, Valley Forge, PA.
- 11/97 “Setting Health Care Priorities: Is Cost-Effectiveness Morally Acceptable?” Medical Grand Rounds, Medical Center, Princeton, NJ.
- 12/97 “Exploring the Discrepancy Between Patients Quality of Life and Public Estimates of Their Quality of Life.” Center for Advanced Study in the Behavioral Sciences, Stanford University, Palo Alto, CA.
- 12/97 “Improving Value Measurement in Cost-Effectiveness Analysis.” Annual Meeting of the Robert Wood Johnson Foundation Generalist Faculty Physician Program, San Diego, CA.
- 02/98 “Elevator Chatter: The Importance of Diligence in Protecting Patient Confidentiality.” Bioethics in the Coming Millennium Conference, St. Francis Medical Center, Honolulu, HI.
- 02/98 “Ten Survival Tactics Under Managed Care.” Bioethics in the Coming Millennium Conference, St. Francis Medical Center, Honolulu, HI.
- 03/98 “Managed Care Ethics: Do You Take Me For an Oxymoron?” Indianapolis Health Ethics Network Annual Meeting, Carmel, IA.
- 03/98 “Is Cost-Effectiveness a Morally Acceptable Way to Ration Health Care?” University of Maryland Medical System Medical Humanities Group, Baltimore, MD.
- 04/98 “Futile ICU Care: Is It Time to Stop the Insanity?” APACHE User Group Annual Meeting, McLean, VA.
- 06/98 “First Impressions of Hospital Humor: A Survey of Medical Students.” University of Michigan Medical Center, Program in Society and Medicine, Ann Arbor, MI.
- 06/98 “Does Medical Training Weaken Moral Character?” University of Michigan Medical Center, Program in Society and Medicine, Ann Arbor, MI.
- 09/98 “Managed Care Ethics: Do You Take Me For an Oxymoron?” St. John Hospital biannual ethics conference, Detroit, MI.

- 09/98 “Geographic Favoritism in Organ Allocation.” National Meeting of Heart Failure Society of America, Ft. Lauderdale, FL.
- 10/98 “Ethical Issues in Managed Care.” Texas Society of General Internal Medicine, Annual Continuing Medical Education Conference, Philadelphia, PA.
- 10/98 “Improving Value Measurement in Cost-Effectiveness Analysis.” Harvard Center for Risk Analysis, Boston, MA.
- 11/98 “No Longer on the Outside Looking In: Medical Students’ Response to Hospital Humor.” Tenth Annual MacLean Conference in Clinical Ethics, MacLean Center for Clinical Medical Ethics, Chicago, IL.
- 11/98 “Grantsmanship in Bioethics.” National Meeting for American Society for Bioethics and Humanities, Houston, TX.
- 01/99 “Transplanting Alcoholics: Is It Fair?” Medical College of Pennsylvania and Hahnemann University, Medical School Interest Group Meeting, Philadelphia, PA.
- 02/99 “Controversies in Transplant Organ Allocation.” University of Alabama, Birmingham Transplant Meeting, Birmingham, AL.
- 03/99 “See One, Do One, Conceal One? The Moral Development of Medical Students.” St. Vincent’s Medical Center of Richmond, Staten Island, NY.
- 03/99 “Exploring Ethical Controversies in Measuring Cost-Effectiveness.” Invited lecture at National Institutes of Health Center for Clinical Bioethics, Bethesda, MD.
- 03/99 “Improving Value Measurement in Cost-Effectiveness Analysis.” Department of Veterans Affairs Annual Health Services Research Meeting, Washington, DC.
- 04/99 “Can We Save Money by Rationing Futile ICU Care?” Department of Anesthesiology, Penn State Health System, Hershey, PA.
- 04/99 “See One, Do One, Conceal One?” Penn State Health System, Department of Humanities, Hershey, PA.
- 04/99 “Confidentiality and Professionalism: Paying Attention to Mundane Moral Duties.” University of Pittsburgh Hospital Ethics Consortium, Pittsburgh, PA.
- 04/99 “Semantic Confusion in End of Life Debates.” University of Pittsburgh Hospital Ethics Consortium, Pittsburgh, PA.
- 05/99 “Primary Care Physicians Believe that Calcium Blockers and Ace Inhibitors Are Superior to Beta Blockers and Diuretics in Treating Uncomplicated Hypertension.” Oral presentation at the National Meeting of the Society of General Internal Medicine, San Francisco, CA.
- 09/99 “The Unbearable Rightness of Bedside Rationing.” National Meeting of the American Society of Law, Medicine, and Ethics, Boston, MA.
- 09/99 “Increasing Organ Donation: Is It Time to Pay Donors?” National Meeting of the Society for Heart and Lung Transplant Social Workers, Philadelphia, PA.
- 09/99 “Rationing Health Care Within the VA System.” Ethical Issues Within the Continuum, a Conference Held by the Veterans Health Administration Ethics Center, Minneapolis, MN.

- 10/99 "Introduction to Empirical Ethics." Workshop at the annual meeting for the American Society of Bioethics and Humanities, Philadelphia, PA.
- 10/99 "Should We Show Them the Money? How Cost-effectiveness Information Influences Physicians' Decisions." Clinical Epidemiology health services research seminar, University of Pennsylvania, Philadelphia, PA.
- 12/99 "Is Preference for Equity Over Efficiency a 'Framing Effect'?" annual meeting of Robert Wood Johnson Generalist Physician Faculty Scholars Program, Tucson, AZ.
- 02/00 "Whose Quality of Life?." Seminar at University of Washington, Seattle, WA.
- 02/00 "Whose Values Should Be Measured for Cost-Effectiveness Analysis?" seminar at Hastings Center, Hudson, NY.
- 02/00 "Challenges of Measuring Public Preferences for Health Care Rationing." seminar for Greenwall Fellows, Johns Hopkins University and Georgetown University, Washington, DC.
- 03/00 "Pricing Life: Is Cost-Effectiveness a Morally Acceptable Way to Ration Health Care?" medical grand rounds, Columbia University, New York, NY.
- 09/00 "The Influence of Cost Effectiveness Information on Physicians' Screening Decisions." CEA- HMO conference held by Kaiser Permanente, Portland, OR.
- 10/00 "The Unbearable Rightness of Bedside Rationing." Ninth annual Labelle Lectureship, McMaster University, Hamilton, Ontario.
- 12/00 "Allocation Preferences of Professionals and the Public." Annual meeting of Robert Wood Johnson Generalist Physician Faculty Scholars Program, Carlsbad, CA.
- 02/01 "Pricing Life: Why It's Time for Health Care Rationing." Mayers Endowment Lecture, Penn State, PA.
- 03/01 "Exploring Ethical Controversies in Measuring Cost-Effectiveness." Invited lecture at National Institutes of Health Center for Clinical Bioethics, Bethesda, MD.
- 05/01 "Cost-effectiveness and Screening Decisions: Are Physicians Set in Their Ways?" University of Chicago School of Public Policy, Chicago, IL.
- 05/01 "Pricing Life: Why It's Time for Health Care Rationing." Carleton College, Northfield, MN.
- 07/01 "Whose Quality of Life? Exploring Quality of Life Discrepancies between Patients and Non-Patients." International Health Economics Association Annual Meeting, York, England.
- 01/02 "Does informed consent lead to "bad" medical decisions?" Johns Hopkins School of Medicine Bioethics Grand Rounds, Baltimore, MD.
- 01/02 "Managing scarcity – mishandling of scarce medications in the U.S." Greenwall Fellows Seminar, Johns Hopkins University, Baltimore, MD.
- 01/02 "Bioethical Issues in Cost-Effectiveness Analysis." Invited lecture to NIH Bioethics Fellows, Bethesda, MD.
- 09/02 "Validity of Person Trade Off Elicitations: Computer vs. Face to Face Interview." Invited lecture at Priorities Conference in Oslo, Norway.

- 10/02 “Helping Patients Make “Good” Medical Decisions.” University of Minnesota Center for Bioethics, Minneapolis, MN.
- 10/02 “Gaming of the Heart Transplant System.” University of Pennsylvania Center for Bioethics, Philadelphia, PA.
- 01/03 “Bioethical Issues in Cost-Effectiveness Analysis.” Invited lecture to NIH Bioethics Fellows, Bethesda, MD.
- 03/03 “Helping Patients Make Good Decisions – Is more Information Better? University of Michigan Health System, Educational Services for Nursing, Ann Arbor, MI
- 04/03 “Helping Patients Make Good Decisions – Is more Information Better? Universite de Montreal, Montreal, Quebec
- 05/03 “Pricing Life.” Carleton College, Northfield, MN.
- 10/03 “Whose Quality of Life?” Harvard Medical School, Cambridge, MA
- 10/03 “Emotions in reason in medical decision making” Plenary Symposium Lecture, Society for Medical Decision Making 25th Annual Meeting, Chicago, IL
- 11/03 “Whose Quality of Life?” Johns Hopkins School of Public Health, Baltimore, MD
- 12/03 “Improving Research Informed Consent” San Diego VAMC, San Diego, CA
- 01/04 “Bioethical Issues in Cost-Effectiveness Analysis.” Invited lecture to NIH Bioethics Fellows, Bethesda, MD.
- 02/04 “A free market argument for more governmental involvement in health care.” International Bioethics Conference, Honolulu, HI
- 02/04 “Whose quality of Life.” NCI Invitational Conference on Healthcare Decision Making, Bethesda, MD
- 03/04 “The unbearable stress of bed side rationing.” Ohio State University, Columbus, OH
- 04/04 “Risky Feelings: Why 6% doesn’t feel like 6%.” Wharton School, University of Pennsylvania, Philadelphia, Pennsylvania
- 07/04 “Affect and Decision Making”, NIA Invitation Conference on Decision Making, Bethesda, Maryland
- 10/04 “The unbearable rightness of bedside rationing.” Universite de Montreal, Montreal QC
- 11/04 “When policies meet the human brain,” Greenwall Fellows, Johns Hopkins University, Baltimore, Maryland
- 11/04 “What’s wrong with healthcare rationing,” United Hospital, St. Paul, Minnesota
- 11/04 “Risky Feelings: Why 6% doesn’t always feel like 6%.” Wayne State University, Detroit, Michigan
- 12/04 “Risky Feelings: Why 6% doesn’t always feel like 6%.” National Cancer Institute, Bethesda, Maryland
- 12/04 “Money and Happiness.” Princeton University, Princeton, New Jersey
- 12/04 “Cost effectiveness and ethics.” University of Toronto, Toronto, Ontario, Canada.

- 02/05 "Pricing Life." Moore Lectureship, Simon Fraser University
- 02/05 "Unbelievably Happy: Adaptation to chronic illness." Health Sciences Faculty, Simon Fraser University.
- 04/05 "Cancer and decision making." Invited speaker at symposium, Society for Behavioral Medicine, Boston, MA.
- 04/05 "Risky Feelings." Wayne State University, Detroit, MI.
- 09/05 "The Goals of healthcare: Is experience overrated?" Johns Hopkins University Bloomberg School of Public Health, Baltimore, MD.
- 11/05 "Happiness and the goals of healthcare." MacLean Center Conference, University of Chicago, Chicago, IL
- 12/05 "Numeracy: If it's broken, should we try to fix it?" Expert panel presentation, National Cancer Institute, Bethesda, MD.
- 12/05 "Measuring happiness in people with disabilities." Expert panel presentation, National Institute for Child Health & Human Development, Bethesda, MD.
- 12/05 "Cost effectiveness, Ethics and Orphan Drugs." Orphan Drug Task force, organized by Genzyme, London, UK.
- 02/06 "Ethics and cost-effectiveness analysis." NIH Center for Clinical Ethics, Bethesda, MD.
- 03/06 "Of two minds: Reason and emotion in health care decision making." Psychiatry Grand Rounds, SUNY Stony brook, NY.
- 05/06 "Contextual Factors and the Feel of Risk." Institute of Medicine, Washington, DC.
- 09/06 "Decision Utility, experience utility and hedonic adaptation." Conference on Happiness and Public Policy, London School of Economics, London.
- 11/06 "Empirical research: When, if ever, is it ethics research?" MacLean Center Conference, University of Chicago.
- 12/06 "Unaffordable: The price of life and the cost of new cancer therapies." Dana Farber Cancer Institute, Boston, MA.
- 12/06 "Of two minds: Reason and emotion in health care decision making." Dana Farber Cancer Institute, Boston, MA.
- 12/06 "Emotional adaptation and the end of economics." Ethics Department, Harvard Medical School, Boston, MA.
- 02/07 "Emotion, decision making, and health policy." Department of Health Policy, Harvard, Boston, MA.
- 02/07 "Emotional adaptation and the end of economics." Wharton School of Business, University of Pennsylvania, Philadelphia, PA.
- 03/07 "Of two minds: Reason and emotion in health care decision making." Psychiatry Grand Rounds, SUNY Stony brook, NY.
- 03/07 "Of two minds: Reason and emotion in health care decision making." Bauer College of Business, University of Houston, Houston, TX.

- 03/07 “Of two minds: Reason and emotion in health care decision making.” Psychiatry Grand Rounds, University of Arkansas, Little Rock, AR.
- 04/07 “Widows and orphans: The price of life and the costs of new therapies.” Oregon Health and Science University, Eugene, OR.
- 04/07 “Controlling healthcare costs: Psychological, cultural, and political barriers.” Oregon Health and Science University, Eugene, OR.
- 04/07 “Opposing views of rationing? Ethics and economics.” Oregon Health and Science University, Eugene, OR.
- 05/07 “Of two minds: Reason and emotion in health care decision making.” Internal Medicine Grand Rounds, Mayo Clinic, Rochester, MN.
- 05/07 “Of two minds: Reason and emotion in health care decision making.” University of Pittsburgh School of Medicine, Pittsburgh, PA.
- 05/07 Commencement address. University of Pittsburgh Clinical Research Graduate Program, Pittsburgh, PA.
- 05/07 “Emotional adaptation and the end of economics.” University of Pittsburgh Center for Bioethics, Pittsburgh, PA.
- 05/07 “You’re Stronger Than You Think.” Adult Learning Institute, Detroit, MI
- 06/07 “Of two minds: Reason and emotion in health care decision making.” American Society of Clinical Oncology Annual Meeting, Chicago, IL.
- 06/07 “It’s not (just) about pain and suffering.” John M. Olin Program in Law and Economics, University of Chicago, Chicago, IL.
- 06/07 “Helping patients make “good” decisions.” Summer Institute for Informed Patient Choice, Dartmouth College, Hanover, NH.
- 09/07 “Affective forecasting: Mispredictions and misrememberings.” International Conference on Hedonic Adaptation and Prediction, Harvard University, Boston, MA.
- 09/07 “Beyond comprehension – How to help people make “good” decisions”. Center for Decision Research, Carnegie Mellon University, Pittsburgh, PA.
- 10/07 “Beyond comprehension – How to help people make “good” decisions”. Center for Decision Research, Graduate School of Business, University of Chicago, Chicago, IL.
- 10/07 “Beyond comprehension – How to help people make “good” decisions”. Behavioral Foundations of Policy Conference, Princeton University, Princeton, NJ.
- 11/07 “Of two minds: Reason and emotion in health care decision making.” Rochester General Hospital, Rochester, NY.
- 11/07 “Unaffordable: The price of life and the cost of new cancer therapies.” Rochester General Hospital, Rochester, NY.
- 11/07 Emotional adaptation and the end of economics.” Keynote address, Society of Judgement and Decision Making, Long Beach, CA.

- 12/07 “Beyond comprehension – How to help people make “good” decisions”. Frontiers in cancer prevention research, American Association of Cancer Research, Philadelphia, PA.
- 02/08 “Unaffordable: The price of life and the cost of new cancer therapies.” Brin Lecture, Johns Hopkins University, Baltimore, MD.
- 02/08 “Whose decision? Balancing autonomy and well-being in medical decision making.” Oncology Grand Rounds, Johns Hopkins University, Baltimore, MD.
- 03/08 “Whose decision? Balancing autonomy and well-being in medical decision making.” Behavioral Economics and Decision Research Workshop, Cornell University, Ithaca, NY
- 4/08 “Shrinking liberty to combat expanding waistlines.” Normative Economics Conference, University of East Anglia, United Kingdom
- 5/08 “The cost of innovation: The need for economic analysis.” Ethical Challenges in Surgical Innovation, Cleveland Clinic, Cleveland, OH
- 5/08 “Transplants, colostomies and chemotherapy: The challenge of finding true preferences to guide medical decision making.” Retirement Conference in Honor of Daniel Kahneman, New York City, NY
- 8/08 “Misimagining the unimaginable: Patient perceptions of colostomy.” Eugene Sullivan Memorial Lecture, Northwest Society of Colon and Rectal Surgeons, Orcas Island, WA.
- 9/08 “Beyond Comprehension: Challenges in Helping People Use Genetic Information Wisely.” American Association for Cancer Research Conference on Molecular Diagnostics in Cancer Therapeutic Development, Philadelphia, PA.

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Peer-Reviewed Publications

1. Ubel PA, Arnold RM, Caplan AL. Rationing failure: Retransplantation of scarce, vital organs in the US. JAMA. 270:2469-2474, 1993.
2. Ubel PA. Assisted suicide and the case of Quill and Diane. Issues in Law and Medicine. 8; 4:487-502, 1993.
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5. Ubel PA. Doctor talk: Technology and modern conversation. American Journal Medicine. 98:587-588, 1995.
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15. Ubel PA, Goold SD. Recognizing bedside rationing: Clear cases and tough calls. Annals of Internal Medicine. 126:74-80, 1997.
16. Ubel PA, Loewenstein G. The role of decision analysis in informed consent: Choosing between intuition and systematicity. Social Science Medicine. 44:647-656, 1997.
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19. Asch DA, Ubel PA. Rationing by any other name. New England Journal Medicine. 336:1668-1671, 1997.
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21. Ubel PA, Asch DA. Semantic and moral debates about hastening death. Journal of Clinical Ethics. 8:242-249, 1997.
22. Silver-Isenstadt A, Ubel PA. Medical student name tags: Identification or obfuscation? Journal General Internal Medicine. 12:669-671, 1997.
23. Ubel PA, Goold S. Does bedside rationing violate patients' best interests? An exploration of "moral hazard." American Journal of Medicine. 104:64-68, 1998.

24. Asch DA, Christakis NA, Ubel PA. Conducting physician mail surveys on a limited budget: A randomized trial comparing \$2 bill versus \$5 bill incentives. Medical Care. 36:95-99, 1998.
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42. DeKay ML, Nickerson CAE, Ubel PA, Hershey JC, Spranca MD, Asch DA. Further explorations of medical decisions for individuals and groups. Medical Decision Making. 20:39-44, 2000.
43. Green MJ, Farber N, Ubel PA, Arnold R. Lying to each other: When internal medicine residents use deception with their colleagues. Archives of Internal Medicine 160:2317-2323, 2000.
44. Ubel PA, Nord E, Gold M, Menzel P, Pinto Prades JL, Richardson J. Improving value measurement in cost-effectiveness analysis. Medical Care. 38:892-901, 2000.
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