

6/19/2014

Peter A. Ubel
Dennis T. McLawhorn University Professor of Business, Public Policy and Medicine
Duke University
Fuqua Business School

100 Fuqua Drive
Box 90120
Durham, NC 27708
peter.ubel@duke.edu

Title and Contents	Page 1
Education and Training	Page 2
Academic, Administrative and Clinical Appointments	Page 2
Research Interests	Page 3
Honors and Awards	Page 3
Bibliography	Page 4
Memberships in Professional Societies	Page 22
Editorial Positions, Boards and Peer-Review Service	Page 22
Teaching	Page 23
Committee, Organizational and Volunteer Service	Page 26
Talks and Presentations	Page 26
Visiting Professorships	Page 26

Peter A. Ubel
Dennis T. McLawhorn University Professor
Duke University
Fuqua Business School

100 Fuqua Drive
Box 90120
Durham, NC 27708
peter.ubel@duke.edu

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

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
09/2004-06/2010 Professor of Medicine, Department of Medicine, University of Michigan
09/2004-06/2010 Adjunct Professor of Psychology, School of Literature, Science and the Arts, University of Michigan

01/2008-06/2010	George Dock Collegiate Professor of Medicine, University of Michigan
07/2010-present	Madge and Dennis T. McLawhorn University Professor of Business, Fuqua School of Business, Duke University
07/2010-present	Professor of Public Policy, Sanford School of Public Policy, Duke University
01/2011-present	Faculty Associate, Trent Center for Bioethics, Duke University

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
08/2000-06/2010	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
07/2007-06/2010	Co-Director, Robert Wood Johnson Clinical Scholars Program, University of Michigan and Ann Arbor VAMC
09/2012-Present	Associate Director, Health Sector Management Program, Fuqua School of Business

Clinical Appointments

07/1994-07/2000	Staff Physician, VAMC, Philadelphia
07/1994-07/2000	Staff Physician, Hospital of the University of Pennsylvania
08/2000-06/2010	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.

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 Fellow, Hastings Center

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

2008-2010 George Dock Collegiate Professorship, University of Michigan

2008-2011 Robert Wood Johnson Foundation Health Policy Investigator

2008 Member, World Economic Forum, Global Health Committee

2008 Eugene Sullivan Memorial Lecturer, Northwest Society of Colon and Rectal Surgeons, Orcas Island, WA

2009 Distinguished Alumni Achievement Award, Carleton College

2010-2012 John O. Blackburn Professor of Marketing

2012-Present Madge and Dennis T. McLawhorn University Professor, Duke University

Bibliography

Books

1. UbelPA. Pricing life: Why it's time for health care rationing. BradfordBooksadivision of MITPress. Cambridge, 2000.
2. UbelPA. You're stronger than you think: Tapping the secrets of emotionally resilient people. McGraw-Hill. New York, 2006.
3. UbelPA. Free Market Madness: Why Human Nature is at Odds with Economics—and Why it Matters. HarvardBusinessSchoolPress. Boston, 2009.
4. UbelPA. Critical Decisions: How You and Your Doctor Can Make the Right Medical Choices Together. HarperCollinsPublishers. New York, 2012.

Peer-Reviewed Publications

1. UbelPA, Arnold RM, Caplan AL. Rationing failure: Retransplantation of scarce, vital organs in the US. JAMA. 270:2469-2474, 1993.
2. UbelPA. Assisted suicide and the case of Quill and Diane. IssuesinLawandMedicine. 8; 4:487-502, 1993.
3. UbelPA, Arnold RM. The unbearable rightness of bedside rationing: Physician duties in a climate of cost containment. ArchivesInternalMedicine 155:1837-1842, 1995.
4. UbelPA, Zell M, Fischer G, Miller D, Peters-Stefani D, Arnold, RM. Elevator talk: Observational study of inappropriate conversations in a public space. AmericanJournal Medicine. 99:190-194, 1995.
5. UbelPA. Doctor talk: Technology and modern conversation. AmericanJournal Medicine. 98:587-588, 1995.
6. UbelPA, Arnold R, Gramelspacher G, Hoppe R, Landefeld CS, Levinson W, Tierney W, Tolle S. Acceptance of external funds by physician organizations: Issues and policy options. JournalGeneralInternalMedicine. 10:624-630, 1995.
7. UbelPA, Loewenstein G. The efficacy and equity of retransplantation: An experimental survey of public attitudes. HealthPolicy. 34:145-151, 1995.
8. UbelPA, Loewenstein G. Distributing scarce livers: The moral reasoning of the general public. SocialScienceMedicine. 42:1049-1055, 1996.
9. UbelPA, Loewenstein G. Public perceptions of the importance of prognosis in allocating transplantable livers to children. MedicalDecisionMaking. 16:234-241, 1996.
10. UbelPA, Kamlet M, Scanlon D, Loewenstein G. Individual utilities are inconsistent with rationing choices: A partial explanation of why Oregon's Cost-effectiveness List failed. MedicalDecisionMaking. 16:108-119, 1996.
11. UbelPA. Can we continue to afford organ transplants in an era of managed care? AmericanJournalofManagedCare. 2:293-297, 1996.

12. UbelPA, Dekay ML, Baron J, Asch DA. Cost-effectiveness analysis in a setting of budget constraints: Is it equitable? NewEnglandJournalMedicine. 334:1174-1177, 1996.
13. UbelPA, DeKay ML, Baron J, Asch DA. Public preferences for efficiency and racial equity in kidney transplant allocation decisions. TransplantationProceedings. 28:2975-2980, 1996.
14. Beumont MG, Graziani A, UbelPA, MacGregor RR. Safety of Dapsone as Pneumocystis carinii pneumonia prophylaxis in HIV infected patients with allergy to TMP/SMX. AmericanJournalofMedicine. 100:611-616, 1996.
15. UbelPA, Goold SD. Recognizing bedside rationing: Clear cases and tough calls. Annals ofInternalMedicine. 126:74-80, 1997.
16. UbelPA, Loewenstein G. The role of decision analysis in informed consent: Choosing between intuition and systematicity. SocialScienceMedicine. 44:647-656, 1997.
17. UbelPA. Transplanting alcoholics: Separating prognosis and responsibility from social biases. LiverTransplantationandSurgery. 3:1-5, 1997.
18. Farber NJ, Berger M, Davis EB, Weiner J, Boyer EG, UbelPA. Confidentiality and health insurance fraud. ArchivesofInternalMedicine. 157:501-504, 1997.
19. Asch DA, UbelPA. Rationing by any other name. NewEnglandJournalMedicine. 336:1668-1671, 1997.
20. Louis ON, Sankar P, UbelPA. Kidney transplant candidates' views of the transplant allocation system. JournalGeneralInternalMedicine. 12:478-484, 1997.
21. UbelPA, Asch DA. Semantic and moral debates about hastening death. Journalof ClinicalEthics. 8:242-249, 1997.
22. Silver-Isenstadt A, UbelPA. Medical student name tags: Identification or obfuscation? JournalGeneralInternalMedicine. 12:669-671, 1997.
23. UbelPA, Goold S. Does bedside rationing violate patients' best interests? An exploration of "moral hazard." AmericanJournalofMedicine. 104:64-68, 1998.
24. Asch DA, Christakis NA, UbelPA. Conducting physician mail surveys on a limited budget: A randomized trial comparing \$2 bill versus \$5 bill incentives. MedicalCare. 36:95-99, 1998.
25. UbelPA, Spranca M, DeKay M, Hershey J, Asch, DA. Public preferences for prevention versus cure: What if an ounce of prevention is worth only an ounce of cure? Medical DecisionMaking. 18:141-148, 1998.
26. UbelPA, Merz JF, Shea J, Asch DA. How preliminary data affect people's stated willingness to enter a hypothetical randomized controlled trial. JournalofInvestigative Medicine. 45:561-566, 1998.
27. UbelPA, Goold SD. "Rationing" Health Care: Not All Definitions Are Created Equal. ArchivesofInternalMedicine. 158:209-214, 1998.
28. UbelPA, Loewenstein G, Scanlon D, Kamlet M. Value measurement in cost-utility analysis: Explaining the discrepancy between analog scale and person trade-off elicitation. HealthPolicy. 43:33-44, 1998.

29. Farber NJ, Berger MS, Davis EB, Weiner J, Boyer EG, UbelPA. Physicians' experiences with patient-initiated health insurance fraud. DelawareMedicalJournal. 70:329-334, 1998.
30. UbelPA, Caplan AL. Geographic favoritism in liver transplantation: Unfortunate or unfair? NewEnglandJournalMedicine. 339:1322-1325, 1998.
31. Parsons GN, Kinsman, UbelPA. Encourage qualitative research to improve students' clinical skills! AcademicMedicine. 73:933-934, 1998.
32. UbelPA, Baron J, Asch DA. Social responsibility, personal responsibility, and prognosis in public judgments about transplant allocation. Bioethics. 13:57-68, 1999.
33. Nord E, Pinto JL, Richardson J, Menzel P, UbelPA. Incorporating societal concerns for fairness in numerical valuations of health programs. HealthEconomics. 8:25-39, 1999.
34. Menzel P, Gold MR, Nord E, Pinto Prades JL, Richardson J, UbelPA. Towards a broader view of values in cost-effectiveness analysis in health care. HastingsCenterReport 29:7-15, 1999.
35. Silver-isenstadt A, UbelPA. Erosion in medical students' attitudes about telling patients they are students? JournalGeneralInternalMedicine. 14:481-487, 1999.
36. UbelPA. How stable are people's preferences for giving priority to severely ill patients? SocialScienceMedicine. 49:895-903, 1999.
37. UbelPA. The challenge of measuring community values in ways appropriate for setting health care priorities. KennedyInstituteofEthicsJournal. 9:263-284, 1999.
38. UbelPA, Richardson J, Pinto Prades JL. Life saving treatments and disabilities: Are all QALYs created equal? InternationalJournalofTechnologyAssessmentinHealthCare. 15:738-748, 1999.
39. Armstrong K, Berlin M, Propert K, Schwartz JS, UbelPA. Educational content and the effectiveness of influenza vaccination reminders. Journal General Internal Medicine. 14:695-697, 1999.
40. UbelPA, Baron J, Nash B, Asch DA. Are preferences for equity over efficiency in health care allocation "all or nothing?" MedicalCare. 38:366-373, 2000.
41. UbelPA, Richardson J, Menzel P. Societal value, the Person Trade-Off, and the dilemma of whose values to measure for cost-effectiveness analysis. HealthEconomics. 9:127-136, 2000.
42. DeKay ML, Nickerson CAE, UbelPA, Hershey JC, Spranca MD, Asch DA. Further explorations of medical decisions for individuals and groups. MedicalDecisionMaking. 20:39-44, 2000.
43. Green MJ, Farber N, UbelPA, Arnold R. Lying to each other: When internal medicine residents use deception with their colleagues. ArchivesofInternalMedicine 160:2317-2323, 2000.
44. UbelPA, Nord E, Gold M, Menzel P, Pinto Prades JL, Richardson J. Improving value measurement in cost-effectiveness analysis. MedicalCare. 38:892-901, 2000.

45. Conigliaro J, Good, CB, Macpherson DS, Lofgren RP, Allman R, Passman LJ, UbelPA, O'Connor M, Hanusa B, Whittle J. Understanding racial variation in the use of coronary revascularization procedures: The role of clinical factors. ArchivesofInternalMedicine. 160:1329-1335, 2000.
46. Armstrong K, Popik S, Guerra C, UbelPA. Beliefs about breast cancer risk and use of postmenopausal hormone replacement therapy. MedicalDecisionMaking. 20:308-313, 2000.
47. UbelPA, Bryce CL, Siminoff LA, Caplan AL, Arnold RM. Pennsylvania's voluntary benefits program: Evaluating an innovative approach to increasing organ donation. Health Affairs. 19:206-211, 2000.
48. UbelPA, Silver-Insenstadt A. Are patients willing to participate in medical education? JournalofClinicalEthics. 11:230-235, 2000.
49. Farber NJ, Davis EB, Weiner J, Jordan J, Boyer EG, UbelPA. Physicians' attitudes about involvement in lethal injection for capital punishment. ArchivesofInternalMedicine. 160:2912-2916, 2000.
50. Neuberger J, UbelPA. Finding a place for public preferences in liver allocation decisions. Transplantation. 70(10): 1411-1413, 2000.
51. Green MJ, Fong S, Mauger DT, UbelPA. Rationing HIV medications: What do patients and the public think about allocation policies? Journal of Acquired Immune Deficiency Syndromes. 26:56-62, 2001.
52. UbelPA, Jepson C, Baron J. The inclusion of patient testimonials in decision aids: Effects on treatment choices. MedicalDecisionMaking. 21:60-68, 2001.
53. Armstrong KA, Berlin M, Schwartz JS, Probert K, UbelPA. Barriers to influenza immunization in a low-income urban population. AmericanJournalofPreventiveMedicine. 20:21-25, 2001.
54. UbelPA, Baron J, Asch DA. Preference for equity as a framing effect. MedicalDecision Making. 21:180-189, 2001.
55. UbelPA, Loewenstein G, Hershey J, Baron J, Mohr T, Asch DA, Jepson C. Do nonpatients underestimate the quality of life associated with chronic health conditions because of a focusing illusion? MedicalDecisionMaking. 21:190-199, 2001.
56. Baron J, UbelPA. Revising a priority list based on cost-effectiveness: The role of the prominence effect and distorted utility judgments. MedicalDecisionMaking. 21:278-287, 2001.
57. Peck BM, Asch DA, Goold SD, Roter DL, UbelPA, McIntyre LM, Abbott KH, Hoff JA, Koropchak CM, Tulsy JA. Measuring patient expectations: Does the instrument affect the satisfaction or expectations? MedicalCare. 39:100-108, 2001.
58. Halpern SD, Metzger DS, Berlin JA, UbelPA. Who will enroll? Predicting participation in a phase II AIDS vaccine trial. JournalofAIDS. 27:281-288, 2001.
59. UbelPA. Physicians, thou shalt ration: The necessary role of bedside rationing in controlling health care costs. HealthcarePapers. 2:10-21, 2001.

60. UbelPA. Putting bedside rationing back into perspective. HealthcarePapers. 2:69-75, 2001.
61. Parsons GN, Kinsman SB, Bosk CL, Sankar P, UbelPA. Between two worlds: Medical student perceptions of humor and slang in the hospital setting. JournalGeneralInternalMedicine. 16:550-553, 2001.
62. Armstrong K, Fitzgerald G, Schwartz SJ, UbelPA. Using survival curve comparisons to inform patient decision making: Can a practice exercise improve understanding? JournalGeneralInternalMedicine. 16:544-549, 2001.
63. Baron J, Wu Z, Brennan DJ, Weeks C, UbelPA. Analog scale, magnitude estimation, and person trade-off as measures of health utility: Biases and their correction. JournalofBehavioralDecisionMaking. 14:17-34, 2001.
64. UbelPA, Jepson C, Baron J, Mohr T, McMorrow S, Asch DA. Allocation of transplantable organs: Do people want to punish patients for causing their illness? LiverTransplantation. 7:600-607, 2001.
65. Armstrong KA, Schwartz JS, Fitzgerald G, UbelPA. Effects of framing as gain vs. loss on hypothetical treatment choices: Survival and mortality curves. MedicalDecisionMaking. 22:76-83, 2002.
66. Farber NJ, Aboff BM, Weiner J, Davis EB, Boyer EG, UbelPA. Physicians' willingness to participate in the process of lethal injection for capital punishment? AnnalsofInternalMedicine. 135:884-888, 2001.
67. Alexander GC, Werner RM, Fagerlin A, UbelPA. Gaming the system: Public preferences that doctors play? JournalofGeneralInternalMedicine. 16(Supplement 1): 185, 2001.
68. UbelPA. "What should I do doc?" Should physicians ever make clinical recommendations? ArchivesofInternalMedicine. 162:977-980, 2002.
69. Werner RM, Alexander GC, Fagerlin A, UbelPA. The "hassle factor": What motivates physicians to manipulate reimbursement rules? ArchivesofInternalMedicine. 162:1134-1139, 2002.
70. Gurmankin AD, Baron J, Hershey JC, UbelPA. The role of physicians' recommendations in medical treatment decisions. MedicalDecisionMaking. 22:262-271, 2002.
71. UbelPA, Richardson J, Baron J. Exploring the role of order effects in Person Trade-off elicitation. HealthPolicy. 61:189-199, 2002.
72. Armstrong K, Weber B, UbelPA, Guerra C, Schwartz JS. Interest in BRCA 1/2 testing in a primary care population. PreventiveMedicine. 34:590-595, 2002.
73. Ballard DW, Li Y, Evans J, Ballard RA, UbelPA. Fear of litigation may increase resuscitation of infants born near the limits of viability. JournalofPediatrics. 140:713-718, 2002.
74. Halpern SD, UbelPA, Caplan AL. Solid organ transplantation for HIV-positive patients: The time is now. NewEnglandJournalofMedicine. 347:284-287, 2002.
75. Nord, E, Pinto, JL, Richardson, J, Menzel, P, UbelPA. Comments to "A note on cost-value analysis." HealthEconomicsLetters. 6:12-14, 2002.

76. Halpern SD, UbelPA, Berlin JA, Asch DA. Randomized trial of \$5 versus \$10 monetary incentives, envelope size, and candy to increase physician response rates to mailed questionnaires. MedicalCare. 40:834-839, 2002.
77. UbelPA. Is information always a good thing? Helping patients make “good” decisions. MedicalCare. 40:39-44, 2002.
78. Halpern SD, UbelPA, Berlin JA, Townsend R, Asch DA. Physicians’ preferences for active-controlled versus placebo-controlled trials of new antihypertensive drugs. Journal of General Internal Medicine. 17:689-695, 2002.
79. Baron, J. and UbelPA. Types of inconsistency in health-state utility judgments. Organizational Behavior and Human Decision Processes. 89:1110-1118, 2002.
80. Boulis A, Goold SD, UbelPA. Responding to the immunoglobulin shortage: A case study. Journal of Health Politics, Policy and Law. 27:977-999, 2002.
81. Hershey J, Asch DA, Jepson C, Baron J, UbelPA. Incremental and average cost-effectiveness ratios: Will physicians make a distinction? Risk Analysis. 23:81-89, 2003.
82. UbelPA, Jepson C, Silver-Isenstadt A. Don’t ask, don’t tell: A change in medical student attitudes after obstetrics/gynecology clerkships toward seeking consent for pelvic examinations on an anesthetized patient. American Journal of Obstetrics and Gynecology. 188:575-579, 2003.
83. Alderman AK, Chung KC, Kim HM, Fox DA, UbelPA. Effectiveness of rheumatoid hand surgery: Contrasting perceptions of hand surgeons and rheumatologists. Journal of Hand Surgery—American Volume. 28:3-11, 2003.
84. Alexander GC, Werner RM, Fagerlin A, UbelPA. Support for physician deception of insurance companies among a sample of Philadelphia residents. Annals of Internal Medicine. 138:472-475, 2003.
85. UbelPA, Jepson C, Baron J, Hershey JC, Asch DA. The influence of cost-effectiveness information on physicians' cancer screening recommendations. Social Science and Medicine. 56:1727-1736, 2003.
86. Alderman A, UbelPA, Kim H, Fox D, Chung K. Surgical management of the rheumatoid hand: Consensus and controversy among rheumatologists and hand surgeons. The Journal of Rheumatology. 30:1464-1472, 2003.
87. UbelPA, Hirth RA, Chernew M, Fendrick, AM. What is the price of life and why doesn’t it increase at the rate of inflation? Archives of Internal Medicine. 163:1637-1641, 2003.
88. Johri M, UbelPA. Setting organ allocation priorities: should we care what the public cares about? Liver Transplantation Worldwide. 9(8):878-880, 2003.
89. UbelPA, Loewenstein G, Jepson C. “Whose quality of life? A commentary exploring discrepancies between health state evaluations of patients and the general public.” Quality of Life. 12:599-607, 2003.
90. Baron J, Asch DA, Fagerlin A, Jepson C, Loewenstein G, Riis J, Stineman MG, UbelPA. Effect of assessment method on the discrepancy between judgments of health disorders people have and do not have: A Web study. Medical Decision Making. 23(5):422-434, 2003.

91. Beach MC, Asch DA, Jepson C, Hershey JC, Mohr T, McMorrow S, UbelPA. Public response to cost-quality tradeoffs in clinical decisions. Medical Decision Making. 23(5):369-378, 2003.
92. Asch DA, Jepson C, Hershey JC, Baron J, UbelPA. When money is saved by reducing health care costs, where do physicians think the money goes? American Journal Managed Care. 9(6):438-442, 2003.
93. Heisler M, Vijan S, Anderson RM, UbelPA, Bernstein SJ, Hofer TP. When do patients and their physicians agree on diabetes treatment goals and strategies, and what difference does it make? Journal of General Internal Medicine. 18(11):893-902, 2003.
94. UbelPA, Jepson C, Asch DA. Misperceptions about beta blockers and diuretics: a national survey of primary care physicians. Journal of General Internal Medicine. 18(12):977-983, 2003.
95. Zikmund-Fisher B, Fagerlin A, UbelPA. "Is 28% good or bad?": Evaluability and preferences reversals in health care decisions. Medical Decision Making. 24(2):142-148, 2004.
96. Damschroder LJ, Baron J, Hershey JC, Asch DA, Jepson C, UbelPA. The validity of person tradeoff measurements: A randomized trial of computer elicitation versus face-to-face interview. Medical Decision Making. 24(2):170-180, 2004.
97. Alexander GC, Werner RM, UbelPA. The costs of denying scarcity. Archives of Internal Medicine. 164(6):593-596, 2004.
98. Scanlon DP, Hollenbeak CS, Woolton L, Loh E, UbelPA. Does competition for transplantable hearts lead to gaming of the waiting list? Health Affairs. 23(2):191-198, 2004
99. Jasper JD, Nickerson C, UbelPA, Asch DA. Altruism, incentives, and organ donation: Attitudes of the transplant community. Medical Care. 42(4):378, 2004
100. Underwood W, DeMonner S, UbelPA, Fagerlin A, Sanda MG, & Wei JT. Racial disparities in the treatment of localized/regional prostate cancer. Journal of Urology. 171(4): 1504-1507, 2004.
101. Peck, BM, UbelPA, Roter DL, Door Gold, S, Asch, DA, Jeffreys, AS, Grambow, SC, Tulskey, JA. Do unmet expectations for specific tests, referrals, and new medications reduce patients' satisfaction? Journal of General Internal Medicine. 19:1080-1087, 2004.
102. Werner RM, Alexander, GC, Fagerlin A, UbelPA. Lying to insurance companies: The desire to deceive among physicians and the public. The American Journal of Bioethics. 4(4):53-59, 2004.
103. Jepson C, Asch DA, Hershey JC, UbelPA. In a mailed physician survey, questionnaire length had a threshold effect on response rate. Journal of Clinical Epidemiology. 58:103-105, 2005.
104. Riis J, Loewenstein G, Baron J, Jepson C, Fagerlin A, UbelPA. Ignorance of hedonic adaptation to hemo-dialysis: A study using ecological momentary assessment. Journal Experimental Psychology: General. 134(1):3-9, 2005.

105. Damschroder LJ, Zikmund-Fisher BJ, UbelPA. The impact of considering adaptation in health state valuation. SocialScience&Medicine. 61(2):267-277, 2005.
106. Johri M, Damschroder LJ, Zikmund-Fisher BJ, UbelPA. The importance of age in allocating health care resources: Does intervention type matter? HealthEconomics. 14(7):669-678, 2005. (Published online October 20, 2004 in advance of print edition)
107. UbelPA, Loewenstein G, Jepson C. Disability and sunshine: Can predictions be improved by drawing attention to focusing illusions or emotional adaptation? Journal Experimental Psychology:Applied. 11(2):111-123, 2005.
108. Fagerlin A, Zikmund-Fisher BJ, UbelPA. How making a risk estimate can change the feel of that risk: Shifting attitudes toward breast cancer risk in a general public survey. Patient EducationandCounseling. 57(3):294-299, 2005.
109. UbelPA, Loewenstein G, Schwartz N, Smith D. Misimagining the unimaginable: The disability paradox and healthcare decision making. HealthPsychology. 24 (4 Suppl.): S57-S62, 2005.
110. Fagerlin A, Wang C, UbelPA. Reducing the influence of anecdotal reasoning on people's health care decisions: Is a picture worth a thousand statistics? MedicalDecision Making. 25(4):398-405, 2005
111. Smith DM, Langa KM, Kabeto MU, UbelPA. Health, wealth, and happiness: Financial resources buffer subjective well-being after the onset of a disability. PsychologicalScience. 16:663-666, 2005.
112. UbelPA, Jankovic A, Smith DM, Langa KM, Fagerlin A. What is perfect health to an 85-year-old?: Evidence for scale recalibration in subjective health ratings. MedicalCare. 43(10): 1054-1057, 2005.
113. Kopelman MB, UbelPA, Engel KG. "Changing times, changing opinions: History informing the family presence debate." AcadEmergMed. Oct; 12(10):999-1002, 2005.
114. Zikmund-Fisher BJ, Fagerlin A, UbelPA. What's time got to do with it? Inattention to duration in interpretation of survival graphs. RiskAnalysis. 25(3):589-595, 2005.
115. Damschroder LJ, Miklosovic ME, Roberts TR, Goldstein CC, UbelPA. Trading people versus trading time: What is the difference? A Qualitative Study. PopulationHealth Metrics. 3(1):10, 2005.
116. Armstrong K, Weber B, UbelPA, Peters N, Holmes J, Schwartz JS. Individualized survival curves improve satisfaction with cancer risk management: Decisions in women with BRCA 1/2 mutations. JournalofClinicalOncology. 23(36):9319-9328, 2005.
117. Bryce CL, Siminoff LA, UbelPA, Nathan H, Caplan A, Arnold RM. Do incentives matter? Providing benefits to families of organ donors. American Journal of Transplantation. 5: 2999-3008, 2005.
118. Fagerlin A, Zikmund-Fisher BJ, UbelPA. Cure me even if it kills me: Preferences for invasive cancer treatment. MedicalDecisionMaking. 25(6):614-619, 2005.
119. UbelPA. Emotions, decisions, and the limits of rationality: Symposium introduction. MedicalDecisionMaking. 25:95-96, 2005.

120. Smith DM, Schwarz N, Roberts T R, & UbelPA. Why are you calling me? How survey introductions change response patterns. QualityofLifeResearch. 15: 621-630, 2006.
121. Zikmund-Fisher BJ, Sarr B, Fagerlin A, UbelPA. A matter of perspective: Choosing for others differs from choosing for yourself in making treatment decisions. JournalofGeneral InternalMedicine. 21:618–622, 2006.
122. Lacey HP, Smith DM, UbelPA. Hope I die before I get old: Mispredicting happiness across the adult lifespan. JournalofHappinessStudies. 7(2):167-182, 2006.
123. Amsterlaw J, Zikmund-Fisher BJ, Fagerlin A, UbelPA. Can avoidance of complications lead to biased healthcare decisions? JudgmentandDecisionMaking. 1(1): 64-75, 2006.
124. Volk ML, Marrero JA, Lok AS, UbelPA. Who decides? Living donor liver transplantation for hepatocellular carcinoma. Transplantation 82(9): 1136-1139, 2006.
125. DeKay ML, Hershey JC, Spranca MD, UbelPA, Asch DA. Are medical treatments for individuals and groups like single-play and multiple-play gambles? JudgmentandDecision Making. 1(2): 134-145, 2006.
126. Smith DM, Sherriff RL, Damschroder LJ, Loewenstein G, UbelPA. Misremembering colostomies? Former patients give lower utility ratings than do current patients. Health Psychology. 25(6): 688-695, 2006.
127. Lacey HP, Fagerlin A, Loewenstein G, Smith D, Riis J, UbelPA. It must be awful for them: Healthy people overlook disease variability in quality of life judgments. Judgment andDecisionMaking. 1(2): 146-152, 2006.
128. Zikmund-Fisher BJ, Fagerlin A, UbelPA. Mortality versus survival graphs: Improving temporal consistency in perceptions of treatment effectiveness. Patient Education and Counseling. 66: 100-107, 2006.
129. Engel K, Smith DM, UbelPA. Patient comprehension of emergency department care and instructions: Are patients aware of when they don't understand? AcademicEmergency Medicine. 13: 240, 2006.
130. Drummond M, Wilson D, Kanavos P, UbelPA, Rovira J. Assessing the economic challenges posed by orphan drugs. International Journal of Technology Assessment in Health. 23(1): 36-42, 2007.
131. Damschroder LJ, UbelPA, Riis J, & Smith DM. An alternative approach for eliciting willingness-to-pay: A randomized internet trial. JudgmentandDecisionMaking. 2(2): 96-106, 2007.
132. Smith DM, Loewenstein G, Rozin P, Sherriff RL, UbelPA. Sensitivity to disgust, stigma, and adjustment to life with a colostomy. JournalofResearchinPersonality 41(4): 787-803, 2007.
133. Damschroder LJ, Roberts TR, Zikmund-Fisher BJ, UbelPA. Why people refuse to make tradeoffs in person tradeoff elicitation: A matter of perspective? Journalof Medical DecisionMaking. 27(3): 266-280, 2007.
134. Fagerlin, A, Zikmund-Fisher, BJ, UbelPA, Jankovic, A, Derry, H., Smith, DM. Measuring numeracy without a math test: Development of the Subjective Numeracy Scale (SNS). MedicalDecisionMaking. 27(5): 672-680, 2007.

135. Fagerlin, A, Ubel,PA, Smith, DM, Zikmund-Fisher, BJ. Making numbers matter: Present and future research in risk communication. American Journal of Health Behavior. 31(suppl): S47-S56, 2007.
136. Zikmund-Fisher BJ, Smith DM, Ubel,PA, Fagerlin A. Validation of the subjective numeracy scale (SNS): Effects of low numeracy on comprehension of risk communications and utility elicitation. MedicalDecisionMaking. 27(5): 663-671, 2007.
137. Smith DM, Brown SL, Ubel,PA. Mispredictions and misrecollections: Challenges for subjective outcome measurement. DisabilityandRehabilitation. 30(6): 418-424, 2007.
138. Zikmund-Fisher BJ, Fagerlin A, Keeton K, Ubel,PA. Does labeling prenatal screening test results as negative or positive affect a woman's responses? AmericanJournalofObstetricsandGynecology. 197(5): 528.e1-6, 2007.
139. Engel K, Barnosky A, Berry-Bovia M, Desmond J, Ubel,PA. Provider experience and attitudes towards family presence during resuscitation procedures. Journal of Palliative Care. 10(5): 1007-1009, 2007.
140. Halpern SD, Ubel,PA, Asch DA. Harnessing the power of default options to improve healthcare. NewEnglandJournalofMedicine. 357(13): 1340-1344, 2007.
141. Nelson WL, Han PKJ, Fagerlin A, Stefanek M, Ubel,PA. Rethinking the objectives of decision aids: A call for conceptual clarity. MedicalDecisionMaking. 27(5): 609-618, 2007.
142. Fagerlin A, Zikmund-Fisher BJ, Ubel,PA. "If I'm better than average, then I'm ok?": Comparative information influences beliefs about risk and benefits. PatientEducationandCounseling. 69: 140-144, 2007.
143. Volk ML, Ubel,PA. A gift of life: Ethical and practical problems with conditional and directed donation. Transplantation. 85(11): 1542-1544, 2008.
144. Smith DM, Brown SL, Ubel,PA. Are subjective well-being measures any better than decision utility measures? HealthEconomics,PolicyandLaw. 3(1): 85-92, 2008.
145. Loewenstein G, Ubel,PA. Hedonic adaptation and the role of decision and experience utility in public policy. JournalofPublicEconomics. 92(8-9): 1795-1810, 2008.
146. Nair V, Strecher V, Fagerlin A, Ubel,PA, Resnicow K, Murphy S, Little R, Chakraborty B, Zhang A. Screening experiments and fractional factorial designs in behavioral intervention research. AmericanJournalofPublicHealth. 98(8): 1354-1359, 2008.
147. Damschroder LJ, Zikmund-Fisher BJ, Kulpa JJ, Ubel,PA. Considering adaptation in preference elicitation. HealthPsychology. 27(3): 394-399, 2008.
148. Zikmund-Fisher BJ, Fagerlin A, Roberts TR, Derry HA, Ubel,PA. Alternate methods of framing information about medication side effects: Incremental risk versus total risk of occurrence. JournalofHealthCommunication. 13(2): 107-124, 2008.
149. Waljee JF, Hu ES, Ubel,PA, Smith DS, Newman LA, Alderman AK. The effect of aesthetic outcome following breast conserving surgery on psychosocial functioning and quality of life. JournalofClinicalOncology. 26(20): 3331-3337, 2008.

150. Keeton K, Zikmund-Fisher BJ, UbelPA, Fenner DE, Fagerlin A. The accuracy of predicting parity as a prerequisite for cesarean delivery on maternal request. Obstetricsand Gynecology. 12(2): 285-289, 2008.
151. Volk M, Lok A, UbelPA, Vijan S. Beyond utilitarianism: A method for analyzing competing ethical principals in a decision analysis of liver transplantation. MedicalDecision Making. 28(5): 763-772, 2008.
152. UbelPA, Loewenstein G. Pain and suffering awards: It shouldn't be (just) about pain and suffering. JournalofLegalStudies. 37(S2): S195-S216, 2008.
153. Zikmund-Fisher BJ, UbelPA, Smith DM, Derry HA, McClure JB, Stark A, Pitsch RK, Fagerlin A. Communicating side effect risks in a tamoxifen prophylaxis decision aid: The debiasing influence of pictographs. PatientEducationandCounseling. 73(2): 209-214, 2008.
154. Lacey HP, Fagerlin A, Loewenstein G, Smith DM, Riis J, UbelPA. Are they really that happy? Exploring scale recalibration in estimates of well-being. HealthPsychology. 27(6): 669-675, 2008.
155. Jaggi R, Amarnath S, Motomura A, Jankovic A, Sheets N, UbelPA. Association between researcher gender and sex of participants in clinical cancer research. JournalofClinical Oncology. 26(15S): 6607, 2008.
156. Smith DM, Loewenstein G, Jepson C, Jankovich A, Feldman HI, UbelPA. Mispredicting and misremembering: Patients with renal failure overestimate improvements in quality of life following a kidney transplant. HealthPsychology. 27(5): 653-658, 2008.
157. Volk M, Lok A, Pelletier SJ, UbelPA, Hayward RA. Impact of the model for end-stage liver disease allocation policy on the use of high-risk organs for liver transplantation. Gastroenterology. 135(5): 1568-1574, 2008.
158. Hawley ST, Zikmund-Fisher BJ, UbelPA, Jankovic A, Lucas T, Fagerlin A. The impact of the format of graphical presentation on health-related knowledge and treatment choices. PatientEducationandCounseling. 73(3): 448-455, 2008.
159. Zikmund-Fisher BJ, Fagerlin A, UbelPA. Improving understanding of adjuvant therapy options via simpler risk graphics. Cancer. 113(12): 3382-3390, 2008.
160. Johri M, Damschroder L, Zikmund-Fisher BJ, Kim S, UbelPA. Can a moral reasoning exercise improve response quality to surveys of healthcare priorities? JournalofMedical Ethics. 35(1): 57-64, 2009.
161. Kim S, UbelPA, De Vries, R. Pruning the regulatory tree. Nature. 457(7229): 534-535, 2009.
162. Engel KG, Heisler M, Smith DM, Robinson CH, Forman JH, UbelPA. Patient comprehension of emergency department care and instructions: Are patients aware of when they don't understand? AnnalsofEmergencyMedicine. 53(4): 454-461.e15, 2009.
163. Brown SL, Smith DM, Schultz R, Kabeto M, UbelPA, Yee J, Kim C, Langa K. Caregiving behavior is associated with decreased mortality risk. PsychologicalScience. 20(4): 488-494, 2009.

164. Jagsi R, Sheets N, Jankovic A, Motomura AR, Amarnath S, UbelPA. Frequency, nature, effects, and correlates of conflicts of interest in published clinical cancer research. Cancer. 115(12): 2783-2791, 2009.
165. Pyne JM, Fortney J, Tripathi S, Feeny D, UbelPA, Brazier J. How bad is depression? Preference score estimates from depressed patients and the general population. Health ServicesResearch. 44(4): 1406-1423, 2009.
166. Jagsi R, Motomura AR, Amarnath S, Jankovic A, Sheets N, Ubel PA. Underrepresentation of women in high-impact published clinical cancer research. Cancer. 115(14): 3293-3301, 2009.
167. Meropol NJ, Schrag D, Smith TJ, Mulvey TM, Langdon RM, Blum D, UbelPA, Schnipper LE. American Society of Clinical Oncology guidance statement: The cost of cancer care. JournalofClinicalOncology. 27(23):3868-3874, 2009.
168. Gollust SE, Lantz PM, UbelPA. The polarizing effect of news media messages about the social determinants of health. AmericanJournalofPublicHealth. 99(12): 2160-2167, 2009.
169. Smith DM, Loewenstein G, Jankovic A, UbelPA. Happily hopeless: Adaptation to a permanent, but not to a temporary, disability. HealthPsychology. 28(6): 787-791, 2009.
170. Jagsi R, Motomura AR, Griffith KA, Rangarajan S, UbelPA. Sex differences in attainment of independent funding by career development awardees. AnnalsofInternalMedicine. 151(11): 804-811, 2009.
171. Fagerlin A, Zikmund-Fisher BJ, Smith DM, Nair V, Derry HA, McClure JB, Greene S, Stark A, Alford SH, Lantz P, Hayes DF, Wiese C, Zweig SC, Pitsch R, Jankovic A, Ubel PA. Women's decisions regarding tamoxifen for breast cancer prevention: Responses to a tailored decision aid. BreastCancerResearchandTreatment. 119: 613-620, 2010.
172. Neumann PJ, Palmer JA, Nadler E, Fang CH, UbelPA. Cancer therapy costs influence treatment: A national survey of oncologists. HealthAffairs. 29(1):196-202, 2010.
173. UbelPA, Peeters Y, Smith DM. Abandoning the language of "response shift": A plea for conceptual clarity in distinguishing scale recalibration from true changes in quality of life. QualityofLifeResearch. 19(4):465-471, 2010.
174. UbelPA, Smith DM. Why should changing the bathwater have to harm the baby? Quality ofLifeResearch. 19(4):481-482, 2010.
175. Poulin MJ, Brown SL, UbelPA, Smith DM, Jankovic A, Langa KM. Does a helping hand mean a heavy heart? Helping behavior and well-being among spouse caregivers. PsychologyandAging. 25(1): 108-117, 2010.
176. UbelPA. Beyond costs and benefits: Understanding how patients make health care decisions. TheOncologist. 15 Suppl. 1: 5-10, 2010.
177. Dillard AJ, Fagerlin A, Dal Cin S, Zikmund-Fisher BJ, UbelPA. Narratives that address affective forecasting errors reduce perceived barriers to colorectal cancer screening. Social ScienceandMedicine. 71 (2010): 45-52, 2010.
178. Berry SR, Bell CM, UbelPA, Evans WK, Nadler E, Strevel EL, Neumann PJ. Continental Divide? The Attitudes of US and Canadian Oncologists on the Costs, Cost-Effectiveness,

and Health Policies Associated With New Cancer Drugs. JournalofClinicalOncology. 29 (2010): 1625, 2010.

179. UbelPA, Smith DM, Zikmund-Fisher BJ, Derry HA, McClure J, Stark A, Wiese C, Greene S, Jankovic A, Fagerlin A. Testing whether decision aids introduce cognitive biases: results of a randomized trial. PatientEducationandCounseling. 80 (2010): 158-163, 2010.
180. Zikmund-Fisher BJ, Couper MP, Singer E, Levin C, Fowler Jr FJ, Ziniel S, UbelPA, Fagerlin A. The DECISIONS study: A nationwide survey of U. S. adults regarding nine common medical decisions. MedicalDecisionMaking. 30 (2010): 20-34, 2010.
181. Zikmund-Fisher BJ, Couper MP, Singer E, UbelPA, Ziniel S, Fowler Jr FJ, Levin C, Fagerlin A. Deficits and variations in patient reports of how nine common medical decisions are made. MedicalDecisionMaking. 30 (2010): 85-95, 2010.
182. Gollust S.E, Dempsey A.F, Lantz PM, UbelPA, Flower EF. Impact of Controversy Over HPV Vaccine Policies on Public Support for Immunizations: No Evidence for a Spillover Effect. HealthAffairs. 29 (10): 2041-2046, 2010
183. Silverman KG, Loewenstein GF, Anderson BL, UbelPA, Zinberg S, Schulkin J. Failure of discount for conflict of interest when evaluating medical literature: a randomized trial of physicians. JournalofMedicalEthics 36:265-270, 2010
184. Volk ML, Warren GJW, Anspach RR, Couper MP, Merion RM, UbelPA. Foreigners traveling to the U.S. for transplantation may adversely affect organ donation: A national survey. AmericanJournalofTransplantation. 10: 1468-1472, 2010
185. Volk M, Warren G, Anspach R, Couper M, Merion RM, UbelPA. Attitude of the American Public Toward organ Donation After Uncontrolled (Sudden) Cardiac Arrest. AmericanJournalofTransplantation.10:675-680, 2010
186. Zikmund-Fisher BJ, Fagerlin A, UbelPA. A demonstration of “less is more” in risk graphics. MedicalDecisionMaking. 30 (6): 661-671, 2010
187. UbelPA, Zikmund-Fisher BJ. Partisan vision biases determination of voter intent. PS: PsychologyandPoliticalScience, 44 (01): 81-84, 2011
188. UbelPA, Silbergleit R. Behavioral equipoise: A way to resolve ethical stalemates in clinical research. AmericanJournalofBioethics, 11(2): 1-8, 2011
189. UbelPA. The Experimental Imperative. TheHastingCenterReport, March-April, p.3, 2011
190. Volk ML, UbelPA. Better off not knowing: improving clinical care by limiting physician access to unwanted diagnostic information. ArchivesofInternalMedicine, 171: 487-488, 2011
191. Gollust SE, Lantz P, UbelPA. Images of illness: How causal claims and racial associations influence public preferences for diabetes research spending. JournalofHealth Politics,PolicyandLaw, 35 (6): 921-961, 2011
192. UbelPA. Giving Good Advice: It Is Not What Doctors Say, By How They Say It. Current ProblemsinPediatricandAdolescentHealthCare, 41 (4): 128-130, 2011

193. Kozminski MA, Neumann PJ, Nadler ES, Jankovic A, UbelPA. How long and how well: Oncologists' attitudes toward the relative value of life-prolonging versus quality of life-enhancing treatments. MedicalDecisionMaking, 31(3): 380 – 385, 2011
194. Fagerlin A, Dillard AJ, Smith DM, Zikmund-Fisher BJ, Pitsh R, McClure JB, Greene S, Alford SH, Nair V, Hayes DF, Wiese C, UbelPA. Women's interest in taking tamoxifen and raloxifene for breast cancer prevention: Response to a tailored decision aid. Breast CancerResearchTreatment, 127: 681-688, 2011
195. Volk M, Lieber SR, Kim SY, UbelPA, Schneider CE. Contracts with patients in clinical practice. Lancet: 2011
196. Dillard AJ, UbelPA, Smith DM, Zikmund-Fisher BJ, Nair V, Derry HA, Zhang A, Pitsch RK, et al. The Distinct Role of Comparative Risk perceptions in a Breast Cancer Prevention Program. AnnalsofBehavioralMedicine, 42: 262-268, 2011
197. Lacey H.P, Loewenstein G, UbelPA. Compared to What? A Joint Evaluation Method for Assessing Quality of Life. QualityofLifeResearch, 20 (8): 116-1177, 2011
198. Zikmund-Fisher BJ, Windschitl PD, Exe N, UbelPA. "I'll Do What They Did": Social Norm Information and Cancer Treatment Decisions. PatientEducationandCounseling, 85 (2011): 225-229
199. Zikmund-Fisher BJ, Fagerlin A, UbelPA. Risky feelings: Why a 6% risk of cancer doesn't always feel like 6%. PatientEducationandCounseling, 81 (51): 87-93, 2011
200. Zikmund-Fisher BJ, Angott AM, UbelPA. The Benefits of Discussing Adjuvant Therapies One At A Time Instead of All At Once. BreastCancerResearchandTreatment, 129:79-87, 2011
201. UbelPA, Angott AM, Zikmund-Fisher BJ. Physicians Recommend Different Treatments for Patients than They Would Choose for Themselves. ArchivesofInternalMedicine, 171(7): 630-634, 2011
202. Kohn R, UbelPA, Rubenfeld G, Levy M, Halpern S. Rule of rescue or good of the many? An analysis of physicians' and nurses' preferences for allocating ICU beds. IntensiveCare Medicine, 37(7):1210-1217, 2011
203. Waljee JF,UbelPA, Atisha DM, Hu ES, nyAlderman AK, The choice for Breast Cancer Surgery: Can Woman Accurately Predict Postoperative Quality of Life and Disease-Related Stigma? AnnalsofSurgicalOncology, 18: 2477-2482, 2011
204. Jagsi R, DeCastro R. Griffith KA, Rangarajan S, Churchill C, Stewart A, UbelPA. Similarities and Differences in the Career Trajectories of Male and Female Physician-Researchers. AcademicMedicine, 86 (11): 1415-1421, 2011
205. Fagerlin A, Zikmund-Fisher BJ, UbelPA. Helping Patients Decide: Ten Steps to Better Risk Communication. JNCI, 103 (19): 1436-1443, 2011
206. Jagsi R, Griffith K, Stewart A, Sambuco D, DeCastro R, UbelPA. Gender Differences in the Salaries of Physician Researchers Unexplained by Specialty or Productivity. JournaloftheAmericanMedicalAssociation, 307 (22): 2410-2417, 2012

207. Angott A, Comerford D, UbelPA. Imagining Life With an Ostomy: Does a Video Intervention Improve Quality of Life Predictions for a Medical Condition That May Elicit Disgust? PatientEducationandCounseling, 2012, 10.1016/j.pec.2012.10.015
208. Dillard A, Scherer L, UbelPA, Smith DM, Zimund-Fisher BJ, McClure JB, Greene S, Stark A, Fagerlin A. Breast cancer anxiety's associations with responses to a chemoprevention decision aid. SocialScience&Medicine, 2012, 10.1016/j.socscimed.2012.10.009
209. Dillard AJ, Ferrer RA, UbelPA, Fagerlin A. Risk perception measures' association with behavior, affect, and cognition following colon cancer screening messages. Health Psychology, 31 (1): 106-113, 2012
210. Fowler FE, Gollust SE, Dempsey AF, Lantz PM, UbelPA. Issue Emergence, Evolution of Controversy and Implications for Competitive Framing: The Case of the HPV Vaccine. The InternationalJournalofPress/Politics, 17 (2): 169-189, 2012
211. Peeters Y, Smith DM, Loewenstein G, UbelPA. After adversity strikes: Predictions, recollections and reality among people experiencing the onset of adverse circumstances. JournalofHappinessStudies, 13 (4): 589-600, 2012
212. Singer E, Couper MP, Fagerlin A, Fowler Jr FJ, Levin CA, UbelPA, Van Hoewyk J, Zikmund-Fisher BJ. The role of perceived benefits and costs in patients' medical decisions. JournalofHealthExpectations, 2011, doi: 10.1111/j.1369-7625.2011.00739.x
213. Smith DM, Damschroder LJ, Kim SY, UbelPA. What's It Worth? Public Willingness to Pay to avoid Mental Illnesses Compared with General Medical Illnesses. Psychiatric ServicesinAdvance, 63 (4): 319-324, 2012
214. UbelPA, Berry S, Nadler E, Bell C, Kozminski M, Palmer J, Evans W, Strevel E, Neumann P. In a Survey, Marked Inconsistency In How Oncologists Judged Value of High-Cost Cancer Drugs In Relation To Gains In Survival. HealthAffairs, 31 (4): 709-717, 2012
215. Nyhan B, Reifler J, UbelPA. The Hazards of Correcting Myths about Health Care Reform. MedicalCare, 51: 127-132, 2013
216. Banegas M, McClure J, Barlow W, UbelPA, Smith D, Zikmund-Fisher B, Greene S, Fagerlin A. Results from a randomized trial of a web-based, tailored decision aid for women at high risk for breast cancer. PatientEducationandCounseling, 91 (3): 364-371, 2013
217. Sambuco D, Dabrowska A, DeCastro R, Stewart A, UbelPA, Jagsi R. Negotiation in Academic Medicine: Narratives of Faculty Researchers and Their Mentors. Academic Medicine. 88(4): 505-511, 2013
218. DeCastro R, Sambuco D, UbelPA, Stewart A, Jagsi R. Batting 300 is Good: Perspectives of Faculty Researchers and their Mentors on Rejection, Resilience, and Persistence in Academic Medical Careers. AcademicMedicine. 88(4): 497-504, 2013
219. Scherer L, UbelPA, McClure J, Greene S, Alford S, Holtzman L, Exe N, Fagerlin A. Belief In Numbers: When and why women disbelieve tailored breast cancer risk statistics. PatientEducationandCounseling. 92 (2): 253-259, 2013

220. Strong E, DeCastro R, Sambuco D, Stewart A, UbelPA, Griffith K, Jagsi R. Work-Life Balance in Academic Medicine: Narratives of Physician-Researchers and Their Mentors. JournalofGeneralInternalMedicine, 2013, doi: 10.1007/s11606-013-2521-2
221. DeCastro R, Sambuco D, Stewart A, UbelPA, Jagsi R. Mentor Networks in Academic Medicine: Moving Beyond a Dyadic Conception of Mentoring for Junior Faculty Researchers. AcademicMedicine. 88(4): 488-496, 2013
222. UbelPA. The Predictable Irrationality of Righteous Minds, and the Work of Ethicists. HastingsCenterReport. 43(3): 18-22, 2013
223. Comerford D, UbelPA. Effort Aversion: Job Choice and Compensation Decisions Overweight Effort. JournalofEconomicBehavior&Organization. 92: 152-162, 2013
224. Korfage I, Fuhrel-Forbis A, UbelPA, Zikmund-Fisher B, Greene S, McClure J, Smith D, Alford S, Fagerlin A. Informed choice about breast cancer prevention: Randomized controlled trial of an online decision aid intervention. BreastCancerResearch. 15(5): R74, 2013
225. UbelPA, Abernathy A, Zafar Y. Full Disclosure – Out-of-Pocket Costs as Side Effects. NewEnglandJournalofMedicine. 369: 1484-1486, 2013
226. Liu P, Wisdom J, Roberto C, Liu L, UbelPA. Using Behavioral Economics to Design More Effective Food Policies to Address Obesity. AppliedEconomicPerspectivesand Policy. 1:6-24, 2014.
227. Levy H, UbelPA, Dillard A, Weir D, Fagerlin A. Health Numeracy: The Importance of Domain in Assessing Numeracy. MedicalDecisionMaking. 34(1): 107-115, 2014.
228. Jagsi R, Griffith K, Stewart A, Sambuco D, DeCastro R, UbelPA. Gender Differences in Salary in a Recent Cohort of Early-Career Physician-Researchers. AcademicMedicine. 2013.
229. LeBlanc TW, Hesson A, Williams A, Feudtner C, Holmes-Rovner M, Williamson LD, UbelPA. Patient understanding of medical jargon: a survey study of U.S. medical students. PatientEducationandCounseling. 95(2): 238-242, 2014.
230. Vassy J, Lautenbach D, McLaughlin H, Kong S, Christenson K, Krier J, Kohane I, Feuerman L, Blumenthal-Barby J, Roberts J, Lehmann L, Ho C, UbelPA, MacRae C, Seidman C, Murray M, McGuire A, Rehm H, Green R. The MedSeq Project: A randomized trial of integrating whole genome sequencing into clinical medicine. Trials. 15(85), 2014.
231. Riggs KR, UbelPA. Overcoming Barriers to Discussing Out-of-Pocket Costs with Patients. JAMAInternalMedicine. 174(6): 849-850, 2014.
232. Liu P, Bettman J, UbelPA. How Many Calories Are in My Burrito? Improving Consumers' Understanding of Calorie Range Information. PublicHealthNutrition. 2014, doi:10.1017/S1368980014000627
233. Campbell T, O'Brien E, Van Boven L, Schwarz N, UbelPA. Too Much Experience: A Desensitization Bias in Emotional Perspective Taking. Journal of Personality and Social Psychology. 106 (2): 272-285, 2014

234. Peppercorn J, Zafar Y, Houck K, UbelPA, Meropol N. Does Comparative Effectiveness Research Promote Rationing of Cancer Care? LancetOncology. 15 (3): e132-e138, 2014
235. UbelPA, Jagsi R. Promoting Population Health through Financial Stewardship. New EnglandJournalofMedicine. 370 (14): 1280-1281, 2014
236. DeCastro R, Griffith KA, UbelPA, Stewart A, Jagsi R. Mentoring and the Career Satisfaction of Male and Female Academic Medical Faculty. AcademicMedicine. 89 (2): 301-311, 2014
237. Oliver A, UbelPA. Nudging the obese: a UK–US consideration. HealthEconomics,Policy and Law. 2014, doi:10.1017/S1744133114000103
238. Ubel PA. Can Patients in the U.S. Become Savvy Health Care Consumers? UNCLaw Review. 92(5): 1749-1788, 2014.
239. Jagsi R, Griffith K, DeCastro R, Stewart A, UbelPA. Gender, Role Models, and Medical Students' Specialty Choices among Graduates of U.S. Medical Schools in 2006-2008. Journal of the American College of Surgeons. 218(3): 345-352, 2014.
240. Jolly S, Griffith K, DeCastro R, Stewart A, UbelPA, Jagsi R. Gender Differences in Time Spent on Parenting and Domestic Responsibilities by High-Achieving Young Physician-Researchers. Annals of Internal Medicine. 160(5): 344-353, 2014.
241. Blumenthal-Barby JS, McGuire AL, Ubel PA. Why Information Alone Is Not Enough: Behavioral Economics and the Future of Genomic Medicine. Annals of Internal Medicine. 161(8): 605-606, 2014.
242. Ubel PA. Agency Is Messy: Get Used to It. The American Journal of Bioethics. 14(9): 37-38, 2014.
243. Singer E, Couper MP, Fagerlin A, Fowler FJ, Levin CA, Ubel PA, Van Hoewyk J, Zikmund-Fisher BJ, The Role of Perceived Benefits and Costs in Patients' Medical Decisions. Health Expectations. 17: 4-14, 2014.

In Press

1. Shah, Bettman, Keller, Ubel. Surcharge Plus Unhealthy Labels Reduce Demand for Unhealthy Menu Items. Journal of Marketing Research. 2014.
2. Ubel PA. Why It's Not Time for Healthcare Rationing. Hastings Center Report (In Press)
3. Ubel PA, Asch DA. Why It Is So Difficult to Reach Consensus on Prostate and Breast Cancer Screening. Health Affairs (In Press)
4. Blumenthal-Barby JS, McGuire AL, Green RC, Ubel PA. How Behavioral Economics Can Help Avoid "The Last Mile Problem" in Whole Genome Sequencing. Genomic Medicine (In Press)
5. Ubel PA, Comerford DA, Johnson E. Healthcare.gov 3.0: Using Insights from Behavioral Economics to Refine Health Insurance Exchanges. NEJM (In Press)

In Submission

1. Blumenthal-Barby J.S., McGuire A, Green R, UbelPA. The Clinical Integration of Large Scale Genome Sequencing: How Behavioral Economics Can Help Us Avoid “The Last Mile Problem” (In submission)
2. Scherer L, Ubel PA, Zahuranec D, Burke J, Saini S, Fagerlin A. Can altruistic motivations influence patient desire for questionable tests? (In submission)
3. Holliday E, Griffith K, DeCastro R, Stewart A, UbelPA, Jagsi R. Asking for What You Want: Gender Differences in Resources and Negotiation Among Highly Motivated Physician-Scientists (In submission)
4. DeCastro R, Griffith KA, UbelPA, Stewart A, Jagsi R. A Mixed Methods Investigation of the Motivations, Goals, and Aspirations of Male and Female Medical Faculty (In submission)
5. Christine Bestvina, Leah Zullig, Christel Rushing, Fumiko Chino, Greg Samsa, Ivy Altomare, James Tulsy, UbelPA, Deborah Schrag, Jon Nicolla, Amy Abernethy, Jeffrey Peppercorn, Yousuf Zafar. Patient-Oncologist Cost Communication, Financial Distress, and Medication Adherence (In submission)
6. Ubel PA, Scherer L, Holmes-Rovner M, Scherr K, Williamson L, Kahn V, Montgomery J, Greene K, Fagerlin A. Physician Recommendations Trump Patient Preferences in Prostate Cancer Treatment Decisions (In submission)
7. Scherr K, Wei JT, Fagerlin A, Williamson L, Ubel PA. Urologists’ Portrayal of Robotic Versus Open Prostatectomy During Clinical Appointments Depends on the Robot’s Availability (In submission)
8. Holmes-Rovner M, Rovner D, Ubel PA, Kahn V, Braddock C, Whitfield J, DeKoekoek T, Montgomery J, Wei JT, Fagerlin A. Informed Decision Making in Clinically Localized Prostate Cancer: What happens in the encounter? (In submission)
9. Pollak K, Ubel PA, Tulsy J, Zafar Y. Cost-related health literacy: A key component of high quality cancer care (In submission)

Chapters in Books

1. UbelPA, Siegler M. Living donors for renal transplantation: Ethical considerations. (Review) In International Yearbook of Nephrology. 1993.
2. Parsons GN, UbelPA. “Advocating for patients under managed care: Case commentary.” (Book Chapter) In Gervais KG, Priester R, Vawter DE, Otte KK, Solberg MM eds. Ethical Challenges in Managed Care: A Casebook. Georgetown University Press. 1999.

3. Cohen JP, Asch DA, UbelPA. “Accounting for fairness in health care.” (Book Chapter) In TheSocialEconomicsofHealthCare. Rutledge Press, London. 2000.
4. Cohen JP, Asch DA, UbelPA. “Bioethics and medical decision making: What can they learn from each other?” (Book Chapter) In Chapman GB, Sonnenberg FA. Decision MakingInHealthCare. Cambridge University Press. 2000
5. UbelPA. “Elevator etiquette: When is communication too effective?” (Book Chapter) In Woods D. CommunicationforDoctors:Howtoimprovepatientcareandminimizelegal risks. Radcliff Publishing, Oxford, San Francisco. 2004
6. UbelPA. “Checking up on immigrants: A job for physicians?” (Book Chapter) In Snyder L. Ethical Choices: Case Studies for Medical Practice Second Edition. American College of Physicians, Philadelphia. 2005.
7. UbelPA. “Commentary: How did we get into this mess?” (Book Chapter) In Moore L, Cain DM, Loewenstein G, Bazerman MH. Conflicts of Interest: Challenges and Solutions in Business, Law, Medicine, and Public Policy. Cambridge University Press, New York. 2005.

8. UbelPA. "Patient decision making." (Book Chapter) In Chang AE, Ganz PA, Hayes DF, Kinsella T, Pass HI, Schiller JH, Stone R, Strecher V. Oncology: An Evidence-Based Approach. Springer-Verlag, New York. 2006.
9. UbelPA. "Rationing wrong: Improving health care by rationing better." (Book Chapter) In Sadoff RL. Issues in Pharmacy, Law, and Ethics—The Max and Rose Sadoff Symposia. College of Pharmacy, University of Minnesota, Minneapolis. 2008.
10. UbelPA. "Beyond knowledge: Figuring out how to help people make 'good' decisions." (Book Chapter) In: Shafir E, ed. The Behavioral Foundations of Policy. Princeton University and Russell Sage Foundation Presses, Princeton. 2012.
11. UbelPA. "Shrinking Liberty to Combat Expanding Waistlines." (Book Chapter) In Batra R, Keller PA, Strecher VJ, eds. Leveraging Consumer Psychology for Effective Health Communications: The Obesity Challenge. M.E. Sharpe Inc., Armonk, NY. 2011.

Editorials, Reviews, Commentaries

1. UbelPA, Arnold RM. Euthanasia debates and empirical evidence: Separating burdens to others from one's own quality of life. (Editorial) Journal of Clinical Ethics, 5:155-8, 1994.
2. UbelPA. Review of Spare parts: Organ replacement in American society, by Fox R and Swazey JP. Journal of Clinical Ethics 5:171, 1994.
3. UbelPA, Mahowald M. Ethical and legal aspects of live human tissue and organ donation. (Review) in Encyclopedia of Bioethics, 3rd Edition. 1994.
4. UbelPA. Elevator etiquette: When is communication too effective? (Editorial) Medical Practice Communicator, 3:5, 1996.
5. UbelPA. Informed consent: From bodily invasion to the seemingly mundane. (Editorial) Archives of Internal Medicine, 156:1262-3, 1996.
6. Noone G, UbelPA. Managed care organizations should not disclose their financial incentives. (Editorial) American Journal of Managed Care, 3:159-160, 1997.
7. UbelPA. Review of Justice and health care: Comparative perspectives, edited by Grub A and Mehlman MJ. Social Science & Medicine, 44:1767, 1997.
8. Armstrong K, UbelPA. Commentary on "An economic evaluation of thrombolysis in a remote rural community." ACP Journal Club. 127:53, 1997; also in Evidence Based Medicine. 2:160, 1997.
9. UbelPA. Physicians' duties in an era of cost containment: Advocacy or betrayal? (Editorial) msJAMA, 282:1675, 1999.
10. UbelPA. Quality initiatives can become research. (Ethics Forum) AMNews, 2000.
11. UbelPA. Review of The ethical QALY: Ethical issues in health care resource allocations. Medical Decision Making. 20: October-December, 2000.
12. UbelPA. Review of Cost-value analysis in health care: Making sense of QALY's. Medical Decision Making. 21: January-February, 2001.

13. UbelPA. Money talks, patients walk. JournalofGeneralInternalMedicine 16: March, 2001.
14. UbelPA. Truth in the most optimistic way. AnnalsofInternalMedicine (Editorial) 134:1142-3, 2001.
15. UbelPA, Engel K. Scenario: How should you answer the “What would you do” question? (Ethics Forum) AMNews, 2003.
16. Lantz PM, UbelPA. The use of life expectancy in cancer screening guidelines: Moving with caution from model-based evidence to evidence-based guidelines. JournalofGeneralInternalMedicine. (Editorial), 2005 June;20(6):552-3.
17. UbelPA. Tough questions, even harder answers. JournalofGeneralInternalMedicine (Editorial), 2006 November; 21 (11): 1209-1211.
18. UbelPA. The ethics of swimming pools. TheHastingsCenterReport 2007: 51-55.
19. Altman L, Mussallem M, Dresser J, Lombardo P, UbelP, White C. Outside the operating room: economic, regulatory, and legal challenges. Proceedings of the Ethical Challenges in Surgical Innovation Summit. ClevelandClinicJournalofMedicine. 2008: 75(6): S61-S73.
20. UbelPA. Authorship battles: An outsider’s view. APSObserver. 22(8): October, 2009. <http://www.psychologicalscience.org/observer/getArticle.cfm?id=2563>
21. UbelPA. Nuance in Government. Stanford Social Innovation Review. 2015.

Alternative Media

1. UbelPA. Mickey Mantle’s liver. TechnologyTimes, August 1995.
2. UbelPA. The role of community values in health care policy. UniversityofPennsylvaniaCenterforBioethicsNewsletter, Summer 1996.
3. UbelPA. HMO’s offer is legal, but is it ethical? ThePhiladelphiaDailyNews. Dec. 18, 1996.
4. UbelPA, The role of community values in setting health care priorities. MedicalLaboratoryObserver. 29:90-93, 1997.
5. Caplan A, UbelPA. Any organ donor list must be fair. Newsday. June 1, 1998, Op-Ed Page.
6. UbelPA. Thinking about our relationships with industry. NeuronetworkNewsletter. Volume 1 January, 1999.
7. UbelPA. Keeping politics out of the doctor’s office. PhysiciansWeekly. October 11, 1999.
8. UbelPA. Malpractice laws would harm, not help, patient hurt by HMOs. DetroitFreePress. September 4, 2001, Op-Ed Page.
9. UbelPA, Boulis A. Facing the vaccine shortage. TheNewLeader. July/August, 2002; 85:18-20.
10. UbelPA. A fine line between ask and tell. TheNewYorkTimes,ScienceTimesSection. April 13, 2004. Section F, Page 5.

11. Hummel E K., UbelPA. Policy Forum. Cost and clinical practice guidelines: Can two wrongs make it right? Virtual Mentor, December 2004. <http://www.ama-assn.org/ama/pub/category/14285.html>.
12. UbelPA. Thoughts on Koch's postulates. Virtual Mentor, February 2005. <http://www.ama-assn.org/ama/pub/category/14561.html>.
13. UbelPA. When the unknown is not so bad. Sometimes patients choose to continue suffering, believing the alternative to be worse. LosAngelesTimes. August 28, 2006. Part F, Page 6.
14. UbelPA. When bad advice is the best advice. NewYorkTimes,ScienceTimesSection. April 27, 2009. http://www.nytimes.com/2009/04/28/health/28case.html?_r=3&ref=views.
15. Kvedar JC, Hwang J, Moorhead T, Orlov LM, UbelPA. Roundtable Discussion—Up from crisis: Overhauling healthcare information, payment, and delivery in extraordinary times. TelemedicineandHealth. September, 2009. <http://www.liebertonline.com/doi/pdfplus/10.1089/tmj.2009.9948>
16. UbelP.A. Economics Behaving badly. TheNewYorkTimesOp-EdPage, July 14, 2010
17. UbelPA. Commentary 1. Repeating an Attending's Unseemly Remarks Virtual Mentor. September 2012, Volume 14, Number 9:688-694. <http://virtualmentor.ama-assn.org/2012/09/ecas1-1209.html>. Accessed August 30, 2012.

Letters

1. UbelPA. Third-party payers and investigational therapy. NewEnglandJournalMedicine. 319:1228, 1988.
2. UbelPA. Fever: Blessing or curse? AnnalsofInternalMedicine. 121:982, 1994.
3. UbelPA. Will running the numbers first violate the principles of patient-centered care? AnnalsofInternalMedicine. 149(11): 839.

Memberships in Professional Societies

1988-1993	American Medical Association, Resident Delegate, 1989 Annual Meeting
1989-Present	American College of Physicians
1992-1994	Society for Health and Human Values
1992-1995	American Society for Law, Medicine and Ethics
1993-2009	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
2005-2007	AACR Task Force on Behavioral Science and Cancer
2007-2010	Member, ASCO Task Force on The Cost of Cancer Care Co-Director, Subcommittee on Research
2008-2010	Member, World Economic Forum, Global Health Committee
2008-Present	Association for Psychological Science

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
2007-2012	Editorial Board, The Patient
2010-Present	Editorial Board, American Journal of Bioethics, Primary Research
2012-Present	Executive Committee, Journal of Health Politics, Policy and Law
2013-Present	Editorial Board, BSP: Behavioral Science & Policy

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	Social Problems
Health Psychology	Social Science and Medicine
John Hopkins University Press	
Journal of American Medical Association	

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
09/2010	Presenter, Task Force on Future of Cancer Care
2014	Member, Committee on Psychological Testing

National Academy of Sciences

2014-15	Member, Committee on the Science of Changing Behavioral Health Social Norms
---------	---

Teaching

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)
2008-2010	Michael Kozminski (UM)
2008-2009	Emily Wu (UM)
2009-2010	Kevin Duan (UM)
2009-2010	Eunice Yu (UM)
2012-Present	Karen Scherr (Duke)

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)
2011-2012	Tom LeBlanc (Duke, Oncology)

Medical Resident Mentoring

1999-2000	Caleb Alexander (UPenn, Internal Medicine)
1999-2000	Rachel Werner (UPenn, Internal Medicine)
2011-2012	Kevin Riggs (Duke, 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)
2009-2010	Yvette Peeters (Leiden University, Psychology)
2010-Present	Avni Shah (Duke University, Marketing)
2011-Present	Troy Campbell (Duke University, Marketing)
2012-Present	Danielle Brick (Duke University, Marketing)
2012-Present	Peggy Liu (Duke University, Marketing)

Dissertation Committees

2003	Jason Riis (UM, Psychology)
2005	Hannah Chua (UM, Psychology)
2006	Jing Xsu (UM, Marketing)
2008	Sarah Gollust (UM, Public Health)
2010	Yvette Peeters (Leiden University, Psychology, Netherland)
2012	Yashar Saghai (Georgetown University, Philosophy)
2014	Troy Campbell (Duke, Marketing)

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 (UM, 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)
2006-2009	Amanda Dillard, PhD (Ann Arbor VAMC, Psychology)
2006-2008	Michael Poulin, PhD (Ann Arbor VAMC, Psychology)
2009-2011	Holly Witteman, PhD (UM)
2009-2011	Andrea Fuhrel-Forbis (UM, Social Psychology)
2010-2012	Andrea Angott (Duke University, Psychology)
2010-2012	Sunita Sah (Duke University, Organizational Behavior)

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)
2006-2009	Fold Odetola (UM, Pediatrics, K Award)
2007-2011	Reshma Jagsi (UM, Radiation Oncology, RWJ Investigator Award)
2008-2011	Michael Volk (UM, Gastroenterology)
2010-Present	Clara Lee (UNC, Plastic Surgery, NIH K-Award)

Committee, Organizational and Volunteer Services

Department

2005-2010 General Internal Medicine Research Advisory Committee

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)
 2002-2010 VA HSR&D Promotions Committee
 2000-2003 Core Faculty – RWJ Clinical Scholars Program
 2004-2007 Associate Director – RWJ Clinical Scholars Program
 2007-2010 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

Presentations and Talks

National

1. "The other end of the stethoscope." Invited Presentation, Society for Personal and Social Psychology Annual Conference. February 26, 2012, San Diego, CA.
2. "The psychology of controlling health care costs." Invited Presentation, University of Minnesota School of Public Health. February 10, 2012, Minneapolis, MN.

Visiting Professorships

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
2009	Visiting Professor, Baylor College of Medicine