

## Informing and Refining the Prescription Drug Promotion Research Agenda

Virtual Public Workshop

November 19, 2021

### Speaker Biographies



**Kathryn J. Aikin** is a Senior Social Science Analyst and Research Team Lead in the FDA's Office of Prescription Drug Promotion. Dr. Aikin's research focuses on communication of information in prescription drug promotional messages directed to consumers and healthcare providers, and the development of FDA guidance and regulation. A graduate of Oberlin College (BA, Psychology) and Penn State University (PhD, Social Psychology), she is a frequent speaker at academic and professional conferences and has authored numerous publications on prescription drug promotion-related topics.



**Abby Alpert** is an Assistant Professor of Health Care Management at the Wharton School at the University of Pennsylvania. She is also a faculty research fellow at the National Bureau of Economic Research. Her research interests are in health economics and public finance. Her recent work has focused on the economics of the pharmaceutical sector. In this area of research, she has studied Medicaid reimbursement policies, Medicaid managed care, Medicare Part D, direct-to-consumer advertising, opioid abuse, and drug shortages. Her research has been funded by the National Institutes of Health and Agency for Healthcare Research and Quality and has been featured in media outlets including the New York Times, Washington Post, Los Angeles Times, and Vox. Prior to joining Wharton, she was an Assistant Professor of Economics and Public Policy at The Paul Merage School of Business at the University of California in Irvine, and she was an Associate Economist at the RAND Corporation. She received her PhD in Economics from the University of Maryland and BS in Mathematics and Economics from the University of Chicago.



**Janelle Applequist** is an Associate Professor of Advertising and Public Relations at the Zimmerman School of Advertising and Mass Communications at the University of South Florida. She is the author of *Broadcast pharmaceutical advertising in the United States: Primetime pill pushers* and co-author of *CTE, media, and the NFL: Framing a public health crisis as a football epidemic* (2016 and 2019, Lexington Books). As a researcher focused on health communication and advertising, Dr. Applequist is most interested in the pharmaceutical industry, particularly in regard to developing more normative frameworks to encourage proper patient education. Her research explores the content of pharmaceutical advertisements, legal compliance with Food and Drug Administration (FDA) requirements, and issues of representation related to patients and health care in these advertisements. Other research interests include advertising, patient representations via advertising, and message strategies for clinical trial recruitment and accrual. Her secondary area of research emphasizes the broader field of health communication, focusing on the interdisciplinary nature of mass and interpersonal communications. Dr. Applequist has been able to successfully navigate the intersectionality of applying mass communications principles to physician-centric stakeholder adoption of innovative policy-based health infrastructure changes. Most recently, she

led the research phases for the message design, testing, and dissemination for the recruitment of six international clinical trials for patients with rare diseases. She has been published in *Annals of Family Medicine*, *Journal of the American Pharmacists Association*, *BMC Medical Research Methodology*, *Journal of Health Communication*, *Qualitative Health Research*, *Journal of Interactive Advertising*, and others. Serving in an Academician Role for the Patient Engagement Advisory Committee of the Food and Drug Administration (FDA), Dr. Applequist has been fortunate to bridge her research with policy, presenting her research to the FDA on two occasions.



**Jennifer Ball** is an Assistant Professor in the Klein College of Communication at Temple University. Her scholarship examines the messaging strategies and effects of advertising and promotional health communication with a predominant focus on direct-to-consumer pharmaceutical advertising. Dr. Ball has published her work in a variety of health and marketing communication journals including the *Journal of Advertising*, *International Journal of Advertising*, *Journal of Health Communication*, and the *Journal of Consumer Affairs*.



**Suzanne Bollmeier** is a Professor of Pharmacy Practice at the University of Health Sciences and Pharmacy in St. Louis. She is a clinical pharmacist at the St. Louis County Department of Public Health where she collaborates with providers to care for patients with chronic disease states including asthma, COPD, diabetes, and hypertension. Her area of expertise is pulmonary medicine and has authored numerous review articles and textbook chapters on asthma and COPD. In 2020, she was the lead author on a paper regarding direct to consumer telemedicine.



**M. Khair ElZarrad** is the Director of the Office of Medical Policy (OMP) in FDA's Center for Drug Evaluation and Research (CDER). He has served as the Deputy Director of OMP since 2017. As Director of OMP, Dr. ElZarrad leads the development, coordination, and implementation of medical policy programs and strategic initiatives. He works collaboratively with other CDER program areas, FDA centers, and stakeholders on enhancing policies to improve drug development and regulatory review processes. Before joining FDA, he served as senior science policy analyst and Director of the Clinical and Healthcare Research Policy Division at the Office of the Director of the National Institutes of Health (NIH). He also served as a

fellow on both the FDA's Interagency Oncology Taskforce, as well as the National Cancer Institute's Cancer Prevention Fellowship Program within the Division of Cancer Control and Population Sciences. Dr. ElZarrad earned his doctoral degree in medical sciences with a focus on understanding cancer metastases from the University of South Alabama College of Medicine, his Master of Public Health degree from Johns Hopkins Bloomberg School of Public Health, and his bachelor's degree in biochemistry from Samford University.



**Mariea Grubbs Hoy** is Professor of Advertising in the School of Advertising and Public Relations, University of Tennessee. She holds her PhD in Business Administration/Marketing from Oklahoma State University. Her research focuses on marketing and public policy issues including advertising disclosures, online privacy, and direct-to-consumer drug advertising. She has presented at FTC workshops including "Putting Disclosures to the Test" held in September 2016. Her work has appeared in a variety of journals including the *Journal of Public Policy and Marketing*, the *Journal of Advertising* and the *Journal of Consumer Affairs*. She teaches the Advertising Issues and Advertising Campaigns classes.



**Jisu Huh** is Professor and Raymond O. Mithun Endowed Chair in Advertising at the Hubbard School of Journalism and Mass Communication, University of Minnesota. Dr. Huh's research program covers a wide range of topics related to advertising and its effects especially in the digital and social media contexts. Specific areas of current research include computational advertising research, consumer trust and its role in viral advertising and information diffusion, viral advertising and consumer-brand engagement in social media, and direct-to-consumer advertising of healthcare products. Dr. Huh is Past President of the American Academy of Advertising and Senior Associate Editor for the *Journal of Advertising*. She also serves on the Editorial Review Board of several journals in the field of advertising, including *Journal of Advertising*, *International Journal of Advertising*, and *Journal of Current Issues and Research in Advertising*.



**Hyosun Kim** is an assistant professor in the department of communication at Indiana State University. She is also a division head of the communication technology division for the Association for Education in Journalism and Mass Communication (AEJMC). Kim's research focuses on how and why technology impacts on consumer behavior. Her work also investigates regulatory issues for consumer protection that arise as emerging media changes the way consumers use media and respond to media messages. Her recent research examines how prescription drugs are being promoted on social media and what factors should raise regulatory concerns over protecting consumers from misleading ad claims to better address the FDA's concerns regarding direct-to-consumers advertising of prescription drugs.



**Tim K. Mackey** is a Professor in the Global Health Program at the University of California - San Diego and the Director of the Global Health Policy and Data Institute. He is also the Editor-in-Chief of JMIR Infodemiology and the CEO and co-founder of the data science startup company S-3 Research, which currently has contracts with the National Institutes of Health and the U.S. Food and Drug Administration. His work focuses on interdisciplinary research on global health topics using approaches in public health, data science, public policy, and pharmaceutical regulation. Dr. Mackey has acted as a consultant for the World Health Organization, U.S. Department of Justice, and other organizations.



**Brent Rollins** is an Associate Professor of Pharmacy Practice at the Georgia Campus – PCOM School of Pharmacy. He received his BS in Pharmacy from Ohio Northern University and then a PhD in Pharmacy Care Administration with an emphasis in Pharmaceutical Marketing from the University of Georgia. He has published numerous peer-reviewed articles and given presentations on health care consumer behavior, particularly focusing on direct-to-consumer prescription advertising, and the scholarship of teaching. He is the primary co-author of the textbook titled *Pharmaceutical Marketing*, co-author of another textbook, *Financial Analysis in Pharmacy Practice*, member of the State of Georgia's Drug Utilization Review Board for its fee-for-service Medicaid program, and is the educational director for DTC Perspectives direct-to-consumer advertising certificate program.



**Elizabeth Tippet** is an Associate Professor at the University of Oregon School of Law. Professor Tippet studies drug injury advertisements, which recruit consumers for lawsuits against pharmaceutical companies. In 2017, Tippet testified before a subcommittee of the House Judiciary Committee about how these ads may affect patient decision-making. Her empirical studies on drug injury advertising have appeared in *Urology*, the *American Journal of Law and Medicine*, *Drug Safety*, and the *Yale Journal of Health Policy, Law and Ethics*. In addition, her research on class actions and intellectual property has also been cited in several state and federal court rulings.

### Moderators



**Marianne Hamilton Lopez** is the Senior Research Director of Biomedical Innovation, an adjunct associate professor, and core faculty at the Duke-Margolis Center for Health Policy in Washington, DC. She leads the strategic design and direction of the Center's Biomedical Innovation portfolio, with a focus on medical products development and regulation, real world evidence, infectious disease preparedness, and payment, pricing, and coverage of drugs and medical devices. She also oversees the Value for Medical Products Consortium and partners with Duke University faculty, scholars, and external health experts to advance this work. Prior to joining Duke-Margolis, Dr. Hamilton Lopez was a senior program officer with the National Academy of Medicine's Leadership Consortium for a Value & Science-Driven Health System and led the Consortium's Science and Technology portfolio and Clinical Effectiveness Research Innovation and the Digital Learning Collaboratives. She was a Senior Manager at AcademyHealth; a Public Health Community Advisor for the United States Cochrane Center; and the Federal Women's Program Manager and American Indian/Alaska Native Employment.



**Mark McClellan** is the Robert J. Margolis, M.D., Professor of Business, Medicine and Policy and Director of the Duke-Margolis Center for Health Policy. A physician-economist focused on advancing quality and value in health care, his COVID-19 response work spans virus containment and testing strategies, resilient care delivery, and accelerating therapeutics and vaccine development. Dr. McClellan is a former leader of the Centers for Medicare & Medicaid Services and the U.S. Food and Drug Administration. An independent director on the boards of Johnson & Johnson, Cigna, Alignment Healthcare, and PrognomiQ, Dr. McClellan co-chairs the Guiding Committee for the Health Care Payment Learning and Action Network and serves as an advisor for Arsenal Capital Partners, Blackstone Life Sciences, and MITRE.