

SCHOLARLY ACTIVITY

SYMBOLS

Faculty and staff = ♦

Alumni = ✱

Current Student = ★

Other Collaborators = ▲

ACADEMIC ADVISING

Presentation

GERARD HOEFLING♦,

“Emotional Response Patterns among Anorexic Females” at the University of Warsaw, Warsaw, Poland, November 20, 2007.

Professional Activity

GERARD HOEFLING♦,

contributor at a reviewer conference hosted by publisher Burrston House, Chicago, December 1–2, 2007.

COLLEGE OF HEALTH SCIENCES

Presentations

LISA HOGLUND♦, “Persons with Patellofemoral Osteoarthritis Exhibit Altered Knee Kinematics During a Sit-to-Stand Task” at the American College of Rheumatology/Association of Rheumatology Health Professionals 2007 Annual Scientific Meeting, Boston, November 10, 2007. Abstract published in *Arthritis & Rheumatism*.

ROGER IDEISHI♦

• “Authentic and Theoretically Grounded Community Based Practice” at the Pennsylvania Occupational Therapy Association District V Meeting in Philadelphia, October 2, 2007.

- “Ecological Theory of Development: Guiding Changes in Early Intervention Therapeutic Practice” at the KenCrest Professional Development Series in Philadelphia, October 19, 2007.
- “Adapting to Challenges in Practice: Context, Process, and Skills” at the AOTA/NBCOT National Student Conclave in Pittsburgh, November 17, 2007.

MAYES COLLEGE OF HEALTHCARE BUSINESS AND POLICY

Presentations

ROBERT FIELD♦

- “A Taxonomy of American Health Care Regulation: Implications for State Health Care Reform” at the States as Laboratories for Social Change symposium, Temple Law School, Philadelphia, October 20, 2007.
- “The Interplay of Cost, Quality and Access in the U.S. Health Care System” at the Annual Scientific Convention of the New Hampshire Medical Society, Laconia, NH, 2007.
- Panelist for “Demographic and Economic Trends” at the 8th Annual Philadelphia-Japan Health Sciences Dialogue of the Japan-America Society of Greater Philadelphia, Philadelphia, October 1–2, 2007.
- Moderator for a symposium on clinical trials in the United States and Japan at the International University of Health and Welfare (Tokyo), Tokyo, 2007.

RICHARD STEFANACCI♦

- “CMS Update” at the New York Medical Directors Association, November 12, 2007.
- “Improving the Treatment of Depression” at the Medicaid Health Plans of America, Washington, DC, November 1, 2007.

Bridging Academics and Industry through Research

USP Assists Merck in Studying a Pharmaceutical Program That Can Improve Access

By Robin Rapport



RICHARD STEFANACCI, DO, MGH, MBA, AGSF, CMD.

Internist and geriatrician **RICHARD G. STEFANACCI, DO,** MGH, MBA, AGSF, CMD, director of the Mayes College geriatric health program, exemplifies an academician who is firmly grounded in the real world. When he came to USP after spending a year at the Centers for Medicare and Medicaid Services as a health policy scholar in 2004, he demonstrated a commitment to merging academics and industry by advancing USP’s mission “to promote and disseminate knowledge through research and scholarly activity.”

Dr. Stefanacci continues on this quest. His latest project, “The Future of Prescription Samples, Vouchers, and Coupons: Stakeholder Perspectives,” assists industry leaders in implementing strategic healthcare plans through the understanding of health policy and critical research. What’s more, the project has connected USP students with key stakeholders at Merck & Co., Inc., the global, research-driven pharmaceutical company.

According to Dr. Stefanacci, when Merck contacted USP, the company was looking to study consumers’, physicians’, and pharmacists’ perceptions of samples, vouchers, and coupons for pharmaceuticals, and then plan accordingly. This topic was getting increasingly complex because the healthcare landscape is changing, regulations are tightening, doctor/patient relationships are shifting, direct consumer marketing is increasing, and the variables for vouchers and coupons are growing more sophisticated—all while budgets are tightening.

“Key legislation, the introduction of Medicare Part D, deductibles, the ‘donut hole,’ and less time for physicians to educate patients add to the importance of fully understanding the effects of vouchering and coupons on all parties within the healthcare system,” said Dr. Stefanacci.

“While Merck could have gone to any outside consultant, USP’s academic expertise in the field proved very attractive in garnering information to help with strategic evaluation and planning,” he added.

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- “Entrepreneurial Management of Health Care Service Businesses: LTC/Elder Care” at Wharton Business School, Philadelphia, October 9, 2007.

DON ZIMMERMAN♦, “Is It Finally Time for Healthcare Reform: What Are the Presidential Candidates Saying?” at the 5th Annual Podiatry Conference, University of Medicine and Dentistry of New Jersey, November 10, 2007.

Professional Activity

RUTH SCHEMM

♦

- Was recognized by the board of trustees of Special Equestrians Therapeutic Riding Program (for riders with special needs), Warrenton, PA, for service as chair of the board from 2003 to 2006.
- Serves as a volunteer mediator with Kathryn Mariani, elder mediator, Montgomery County Mediation Center.

Publications

ROBERT FIELD

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- “How Can We Improve Drug Safety?” *Drug Benefit Trends*, 19(11):445–449, November 2007.
- “After-Market Drug Regulation: Promoting Public Trust in Innovation,” chapter in *The Value of Innovation: Impacts on Health, Life Quality, and Regulatory Research*, vol. 16, (in the series, *Research in Human Capital and Development*), I. Farquhar, K. Summers, A. Sorkin, eds., Oxford, UK: Elsevier Science, Ltd., 2008.

RICHARD STEFANACCI

♦

- “Current Implications for the Managed Care of Dementia,” *American Journal of Managed Care*, 13(7):15–17, 2007.
- “Medication Management in LTC & Beyond,” *CNS SeniorCare*, 9(10):10–11, 2007.
- “Medicare Access for CNS Prescription,” *CNS News*, 9(10):16–17, October 2007.

- “Why Doctors Are Afraid of Needles,” *CNS News*, 9(9):14–15, September 2007.
- “Designing a Health System for Good Behavior,” *Annals of Long-Term Care*, 15(10):42–44, 2007.
- “Designing a Health System for Good Behavior,” *Clinical Geriatrics*, 15(10):16–20, 2007.
- “Who Should Define Us?” *Assisted Living Consult*, 3(5):7–8, 2007.
- “Quality Matters...In Fact It’s All That Matters!” *Medicare Patient Management*, 2(5):6–7, 2007.
- “The Rapidly Changing Face of Medicare,” *Medicare Patient Management*, 2(4):6–7, 2007.

MISHER COLLEGE OF ARTS AND SCIENCES

Poster Presentations

PAUL HALPERN♦, “Imaging, Projection, and the Physical Interpretation of the Fifth Dimension” at the University of Pennsylvania Imaging Symposium (Advances in Scientific Imaging: Molecules, Brain, Universe), Philadelphia, October 16, 2007.

PRIYANKA PATEL★, **MAHASWETA DUTT**★, **MARGARET KASSCHAU**♦, **SUZANNE MURPHY**♦, “Effect of P38MAPK on Filopodial Formation in KG1a Human Hematopoietic Cell Line” at the American Society for Cell Biology Meeting, Washington, DC, December 3, 2007.

Presentations

SALAR ALSARDARY♦, was the faculty sponsor for scholarly research presentations by **RUTWIJ DAVE**★, **KOFFI FADJOH**★ (paper title: “The Monty Hall Problem”); **SONALI PATEL**★, **JENIE BABU**★ (paper title: “Basic Cryptology”); **TIMOTHY DECKER**★, **JOHN DINH**★ (paper title:

“Fractals”); and **DANIEL RUBIN**★, **GABIE EXLER**★ (paper title: “Polyhexes”) for the Student Contributed Paper Sessions at the Eastern Pennsylvania and Delaware Section of The Mathematical Association of America, Drexel University, Philadelphia, November 10, 2007.

MIRIAM DIAZ-GILBERT♦, “Transforming Research into a Winning Book Proposal” at the 37th Annual Conference of the International Society for Exploring Teaching and Learning (ISETL), Atlanta, October 11–13, 2007.

CHRISTINE FLANAGAN♦, “A Good Man Is Hard to Find: Creating Unforgettable Characters in Fiction and Nonfiction” at the Winter Wheat Festival of Writing, Bowling Green University, OH, November 10, 2007.

STEPHEN MOELTER♦, “Cognitive Markers of Dementia” at the 8th Annual Philadelphia-Japan Health Sciences Dialogue (Aging Populations: Neurodegenerative Diseases, Psychiatric Therapies) at the Union League of Philadelphia, Philadelphia, October 2, 2007.

ALISON MOSTROM♦, “Using Conceptual Diagrams to Promote a Learning-Centered Environment in the Classroom” at the National Science Teachers Association Conference, Detroit, October 18–20, 2007.

LOIS PECK♦, “I Survived Teaching the Under-Prepared Student and Lived to Tell about It” at the National Science Teachers Conference, Detroit, October 19, 2007.

ROY ROBSON

♦

- “Tradition and Transfiguration in the Work of Pimen Maksimovich Sofronov” at the Association for the Study of Eastern Christianity Biannual Conference, Ohio State University, Columbus, OH, October 5–6, 2007.

- “Tradition and Transfiguration in Old Belief Iconography” at the Thirteenth Annual James W. Cunningham Memorial Lecture on Eastern Orthodox History and Culture, University of Minnesota, November 2, 2007.
- Discussant for the panel “Defining Pilgrimage: Popular Piety and Religious Authority in Imperial Russia and Greece” at the 2007 National Convention of the American Association for the Advancement of Slavic Studies, New Orleans, November 15–18, 2007.
- Roundtable participant for “TABAK (Tobacco): Introduction and Reaction” at the 2007 National Convention of the American Association for the Advancement of Slavic Studies, New Orleans, November 15–18, 2007.

JOSEPH RUANE♦, “No News Is Good News: Media Violence and Communicative Action” at the 57th Annual Meeting of the Pennsylvania Sociological Society, California University of Pennsylvania, California, PA, October 27, 2007.

LIA VAS♦, “Extending Ring Derivations to Rings and Modules of Quotients” at the Fifth China-Japan-Korea International Symposium on Ring Theory, Tokyo, September 10–15, 2007.

KEVIN WOLBACH♦, “Prescription Pads: A Navigational Tool for Student Success” at the National Academic Advising Association (NACADA) Annual Conference, Baltimore, October 18–21, 2007.

Professional Activity

CHRISTINE FLANAGAN♦, short story, “Return to Ithaca,” was nominated for a Pushcart Prize, November 2007.

LINDA ROBINSON◆

- Was inducted into Pennsylvania State University's Atherton Society (for establishing a scholarship fund) on October 18, 2007, at an awards and donor recognition dinner at the Abington Campus.
- Is an active member of the United Way's Leadership Circle.

*Publications*Jianzhong Fu▲, **ELIA**

ESCHENAZI◆, Kyriakos Papadopoulos▲, "Conditional Random Surveying of Particle Deposition on a Mica Surface," *Microscopy and Microanalysis*, 13(5):358–364, 2007.

GINA KAISER◆, book review of *The Journal of Joyce Carol Oates 1973–1982* in *Library Journal*, 132(15):61–62, September 15, 2007.

LAURIE KIRSZNER◆, Stephen Mandell▲, *Foundations First: Sentences and Paragraphs*, 3rd edition, Bedford/St. Martin's.

ROY ROBSON◆, "Solovki Transformed: Pilgrim Narratives, Modernization, and Monastic Life at the Fin de Siècle," in *Sacred Stories*, Heather J. Coleman and Mark D. Steinberg, eds., Bloomington: Indiana University Press, 2007.

PHILADELPHIA COLLEGE OF PHARMACY*Poster Presentations*

LAURA MANDOS◆, **JEEGISHA PATEL**◆, "Application of Pharmacotherapeutics in a Laboratory Setting" at the 37th Annual Conference of the International Society for Exploring Teaching and Learning (ISETL), Atlanta, October 11–13, 2007.

JEEGISHA PATEL◆, **LAURA MANDOS**◆, "Use of a Games Format in a Laboratory Setting" at the 37th Annual Conference of the International Society for Exploring Teaching and Learning (ISETL), Atlanta, October 11–13, 2007.

Presentations

JOSEPH BETZ*, director of the dietary supplements methods and reference materials program at the NIH, presented several lectures in USP classes as well as a seminar on herbal CSI to the Department of Biological Sciences, November 2007.

MICHAEL CAWLEY◆

- "Daptomycin: An Alternative Therapeutic Option for the Treatment of Serious Gram-Positive Infections" to the Coram Specialty Infusion Services, Malvern, PA, September 19, 2007, and to the Home Solutions Infusion Therapy, Horsham, PA, November 7, 2007.
- "Planning Your Future: Goal Setting Strategies for Academic and Professional Success" to USP students and faculty, November 1, 2007.

DANIEL HUSSAR◆, "New Drugs for 2007" at the Third Morris Abrams Continuing Education Seminar for 2007, sponsored by the Philadelphia Chapter of Alpha Zeta Omega National Pharmaceutical Fraternity, Plymouth Meeting, PA, October 21, 2007.

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David Miller and **ROSE MARY BATTISTA HOY P'82**, a USP alumna, served as Merck's lead contacts and initially worked on identifying the need with the USP team. Vaughn Hunsicker served as the project manager within Merck.

Dr. Stefanacci developed the project design and provided overall direction. Working with USP's **MELANIE OATES**, RN, MBA, PhD, assistant professor of pharmaceutical marketing, and her market research class, Dr. Stefanacci with staff from USP led a team of students to research relevant issues, state regulations, and attitudes. "The team explored possible positioning of coupons and vouchers through the analysis of current literature, stakeholder perspectives, competitive trends, and policy landscape," said Dr. Stefanacci.

As part of the process, Dr. Stefanacci's team produced survey components to explore perceptions and compiled valuable data. Armed with this information, the team then created a strategic action plan for Merck. The 10-month research project culminated in a report, a live presentation to key stakeholders at Merck, and an ongoing relationship between the company and USP.

"We can help Merck answer a critical question while at the same time Merck promotes academic endeavors by providing our students real-life experiences."

RICHARD STEFANACCI, DO, MGH, MBA, AGSF, CMD

Through the project, Merck received practical recommendations based on scholarly research foundations. They also got validation of information they suspected, while receiving a realistic implementation plan designed to get results. Meanwhile, USP students had the opportunity to combine academic research with an actual pharmaceutical industry application.

"We can help Merck answer a critical question while at the same time Merck promotes academic endeavors by providing our students real-life experiences," Dr. Stefanacci said.

Stakeholders attending Dr. Stefanacci's presentation said that they "recognized great value in the findings" and that they "plan to continue to mine the data for more value." Additionally, they intend to "keep the lines of communication open with [the USP] team." They felt Dr. Stefanacci and his team did an "excellent job" and have invited the team back to work on the next steps of the initiative.

J. Scholl▲, K. Renner▲, G. Forster▲, **XILU JIAO★**, **IRENE YAROSLAVSKY★**, **ANDREW NOVICK★**, **SHANAZ TEJANI-BUTT♦**, "A Neurochemical Analysis of Central Biogenic Amine Levels in the Wistar-Kyoto Rat: A Proposed Animal Model of Depressive Behavior" at the Society for Neuroscience Conference 2007, San Diego, November 3-7, 2007.

ANDREW NOVICK★, **IRENE YAROSLAVSKY★**, **SHANAZ TEJANI-BUTT♦**, "The Effect of Stress on Dopamine Type-1 Receptors in Wistar-Kyoto and Wistar Rats" at the Society for Neuroscience Conference 2007, San Diego, November 3-7, 2007.

ANTHONY SORRENTINO♦, "Rosacea vs. Acne" at the Third Morris Abrams Continuing Education Seminar for 2007, sponsored by the Philadelphia Chapter of Alpha Zeta Omega National Pharmaceutical Fraternity, Plymouth Meeting, PA, October 21, 2007.

SARAH SPINLER♦

- "Evidence-Based Strategies for Improving Patient Outcomes: Optimizing Antithrombotic Management of Acute Coronary Syndrome" at the ASHP Advantage Continuing Education Program, Arrowhead Chapter of the Minnesota Society of Health-System Pharmacists, September 20, 2007.
- "Enoxaparin for ST-Segment Elevation Acute Myocardial Infarction" at the Mid-East Chapter of the Pennsylvania Society of Health-System Pharmacists, Bethlehem, PA, October 9, 2007.
- "Evidence-Based Strategies for Improving Outcomes: A Case-Based Approach to the Prevention and Treatment of Venous Thromboembolism"

at the Pennsylvania Society of Health-System Pharmacists Annual Meeting Satellite Symposium, Pittsburgh, October 10, 2007, and at the Southeastern Chapter of the Florida Society of Health-System Pharmacists Meeting, Fort Lauderdale, October 24, 2007.

- "Strategies for Improving Medication Safety in High-Risk Patients with Acute Coronary Syndrome" at the ASHP Advantage Satellite Symposium to the American College of Clinical Pharmacy Annual Meeting, Denver, October 15, 2007.
- "Defining the Challenges of Acute Coronary Syndrome" at the ASHP Advantage Satellite Symposium to the American College of Clinical Pharmacy Annual Meeting, Denver, October 15, 2007.
- "Implementing AHA/ACC Guidelines in the Management of Acute Coronary Syndrome: Update on Therapeutic Strategies" at the Exhibitor Theater sponsored by ASHP Advantage, American Society of Health-System Pharmacists Mid-Year Clinical Meeting, Las Vegas, December 3-4, 2007.

SHANAZ TEJANI-BUTT♦, "Implications for Dopamine Pathways in Drug Discovery: An Animal Model Approach to Understanding Psychiatric Illness" at the 59th Indian Pharmaceutical Congress, Benares, India, December 19-22, 2007.

SHANAZ TEJANI-BUTT♦, **IRENE YAROSLAVSKY★**, **XILU JIAO★**, W. P. Paré▲, "The Effects of Stress-Alcohol Interactions on Dopamine-2 Receptor Sites in Wistar-Kyoto Rats" at the Society for Neuroscience Conference 2007, San Diego, November 3-7, 2007.

IRENE YAROSLAVSKY★, **XILU JIAO★**, W. P. Paré▲, **SHANAZ TEJANI-BUTT♦**, "Voluntary Alcohol Consumption Differentially Alters Dopamine-2 Receptors in Wistar-Kyoto and Wistar Rat Brain" at the Society for Neuroscience Conference 2007, San Diego, November 3-7, 2007.

IRENE YAROSLAVSKY★, **SHANAZ TEJANI-BUTT♦**, "Voluntary Alcohol Consumption Differentially Alters Cortical GABAA Receptor Sites in Wistar-Kyoto and Wistar Rats" at the Mid-Atlantic Pharmacology Society Meeting, Philadelphia, October 8, 2007.

Publications

PHILIP GERBINO♦, "Overview" for "Modifying Cardiometabolic Risk Factors: The Role of the Endocannabinoid System," *MPR (Monthly Prescribing Reference) Pharmacists' Edition*, supplement, summer 2007.

ANTHONY SORRENTINO♦, *What Patients Should Know about Treating and Managing Rosacea*, a continuing education booklet sponsored by Medical Education Resources, Inc, May 15, 2007.

J. Fanikos▲, A. Seybert▲, **SARAH SPINLER♦**, "Anticoagulation in Non-ST-Segment Elevation Acute Coronary Syndromes (NSTEMI-ACS): Emerging Therapeutic Options," *Formulary*, September CE Supplement, 2007.

REGISTRAR

Presentations

ALAN SIMS♦, et al.

- "The ABCs of Grading Practices" (part of the association's New Professionals Track) at the annual business meeting of the Middle States Association of Collegiate Registrars and Officers of Admission (MSACROA), Atlantic City, November 27, 2007.
- "The Higher Education Act: An Overview" at the annual business meeting of the Middle States Association of Collegiate Registrars and Officers of Admission (MSACROA), Atlantic City, November 28, 2007.

Professional Activity

ALAN SIMS♦ was elected to a two-year term as vice president for registration and records management of the Middle States Association of Collegiate Registrars and Officers of Admission (MSACROA) at the annual business meeting, Atlantic City, November 28, 2007.