

Laura A Downey, DVM PhD

Curriculum Vitae

Daniels School of Business
Brian Lamb School of Communication, College of Liberal Arts
Purdue University
West Lafayette, IN 47907 | (765) 714-2291 | ldowney@purdue.edu

EDUCATION Doctor of Philosophy, Health Communication, Purdue University
Doctor of Veterinary Medicine, Purdue University
Master of Science, Management Purdue University

RESEARCH INTERESTS Health Behavior, Health Communication, Message Effects and Processes, Optimistic Bias, Provider and Consumer Issues in Remote Health Technology, Construal Level Theory, Health Behavior Change

TEACHING INTERESTS Marketing Strategy, Healthcare Marketing, Marketing Research, Professional Selling

HIGHLIGHTS **Research**

- Awarded 3 grants through the NIH; served on multiple NIH grant review panels
- Published author in subjects related to human and veterinary medicine, marketing, and communication

Teaching

- Experienced educator in both classroom and experiential activities; active learner and implementer of innovative teaching practices
- Course coordinator and instructor in large university course for 19 yrs
- Developed and implemented two online courses; winner of Excellence in Online Teaching Award 2017
- Developed and implemented several study abroad and experiential courses

PEER-REVIEWED PUBLICATIONS Mehas N, Hudmon KS, Jaynes H, Klink S, Downey L, Zillich AJ. Impact of electronic medication reminder caps on patient adherence and blood pressure. *Journal of Pharmacy Technology*. 2021 Oct;37(5):234-43.

Schwartz, J. B., Schmader, K. E., Hanlon, J. T., Abernethy, D. R., Gray, S., Dunbar-Jacob, J., ... & Rich, M. W. (2019). Pharmacotherapy in older adults with cardiovascular disease: report from an American College of Cardiology, American Geriatrics Society, and National Institute on Aging Workshop. *Journal of the American Geriatrics Society*, 67(2), 371-380.

BOOKS and BOOK CHAPTERS	<p>Downey, W. S., Downey, W. D., Jackson, M. A., & Downey, L. A. (2011). ProSelling: A Professional Approach to Selling in Agriculture and Other Industries. Chesterfield, MO: Agri Marketing.</p> <p>Downey, L.A. (1994). Avian, Reptile, and Small Mammal Techniques in <u>Small Animal Medical, Surgical, and Anesthetic Nursing for the Veterinary Technician</u>. American Veterinary Publications</p>
RESEARCH GRANTS AWARDED	<p>Cassandra Book Award, Brian Lamb School of Communication. October 2022.</p> <p>Medication Adherence Monitoring and Support to Improve Behavioral Health Outcomes. Jennifer Coddington and Laura Downey. Awarded by North Central Health Services 2019</p> <p>ScanCap Plus System for Medication Adherence Monitoring. Laura Downey, Steven Klink. Awarded by NIH 2014</p> <p>The Effect of ScanCap Technology on Medication Adherence and Hypertension Outcomes. Laura Downey, Steven Klink, Alan Zillich, Karen Hudmon. Awarded by NIH 2012</p> <p>ScanCap Reminder System in Partnership with Pharmacy Practice. Laura Downey, Steven Klink. Awarded by NIH 2011</p>
RESEARCH GRANTS SUBMITTED	<p>Messaging for Construal Level Focus in Hypertension. Laura Downey, Ilwoo Ju, Jennifer Coddington, Kimberly Illingworth, Alissa Jara. Submitted to NIH June 2022.</p> <p>Message Content Effect on Dominant Construal Levels and Medication Adherence. Laura Downey, Ilwoo Ju, Jennifer Coddington, Kimberly Illingworth. Submitted by Concordance Health Solutions to NIH April 2022</p> <p>Downey, L.A. & Ju, I. Harnessing Construal Level Theory in Medication Adherence Behavior: The Effect of Digital Text Message Content Strategies on Medication Adherence. Submitted to ERSS program, College of Liberal Arts, Nov 2021</p> <p>Downey, LA., Hultgren, K., & Rosenman, M. Association of Medication Adherence and Severity of COVID-19 in Chronic Disease. Submitted to NIH, June 2020</p>
DEVELOPING PROJECTS	<p>Downey, LA. Construal Level Theory and the Use of Mobile Technology in Health Messaging Effects (in development).</p> <p>Downey, LA. & Adams, R. Marketing Education for STEM majors (development stage).</p> <p>Downey, L.A. & Ju, I. Medication adherence education's effect on uptake of a digital tool (submission stage).</p> <p>Downey, L.A. Depression and Dementia: Messaging for antidepressant medication adherence (development stage).</p> <p>Downey, L.A. & Ju, I. Harnessing Construal Level Theory in Medication Adherence Behavior: The Effect of Digital Text Message Content Strategies on Medication Adherence. (In development)</p>

CONFERENCE PRESENTATIONS	<p>The Role of Optimistic Bias and Affect on Social Media Searches about COVID-19, presented at the Association for Education in Journalism and Mass Communication annual conference, August 2023.</p> <p>Video Education for Medication Adherence: The Effect on Health Attitudes and Interest in Adopting a Digital Adherence Tool, presented at the Purdue Center for Aging and the Life Course Spring Research Symposium, West Lafayette, IN, April 2022.</p> <p>Medication Adherence Monitoring Options: Challenges and Opportunities, presented at the American College of Cardiology, Am Geriatrics Soc, and National Institute on Aging Workshop. July 2017, Wash, D.C.</p> <p>Listen to Your Voice, Not the Mans. To be presented at the Purdue Women’s Conference. May 2021, Indianapolis, IN.</p>
CONFERENCE SUBMISSIONS	<p>Downey, L.A. Video Training for Medication Adherence: The Effect on Health Attitudes and Interest in Adopting a Digital Adherence Tool, submitted to the International Communication Association 2022 Annual Conference, Paris, France.</p>
REVIEW PANELS SERVED ON	<p>NIH SBIR/STTR ZRG1 CCHI-J (10) B Small Business: Disease Management, Risk Prevention, and Health Behavior Change. July 6, 2023</p> <p>NIH SBIR Topic 410: <u>Cancer Clinical Trials Recruitment and Retention Tools for Participant Engagement</u>, and SBIR Topic 412: Software Enabling Data Integration from Wearable Sensors for Cancer Patients. Mar 4, 2022</p> <p>NIH SBIR 2021/01 ZRG1 RPHB-Z (10) Small Business: Prevention and Health Behavior.” November 17-18, 2020</p> <p>NIH Digital Solutions for Covid-19 July 27, 2020</p> <p>NIH/NCI 410 -Cancer Clinical Trials Recruitment and Retention Tools for Participant Engagement Contract Proposals. February 27-28, 2020</p> <p>NIH NCI 2018 Technical Evaluation Panel (TEP-2) for SBIR Phase I Topic 385: Leveraging Connected Health Technologies to Address and Improve Health Outcomes of Long-Term Cancer Survivors; AND Phase II Topic 343: An Electronic Platform for Cognitive Assessment in Cancer Patients Contract Proposals. February 6-7, 2019</p> <p>NIH/NCI SBIR Topic 342: Validation of Mobile Technologies for Clinical Assessment, Monitoring and Intervention Contract Proposals. February 2, 2016</p>
AWARDS	<p>Excellence in Online Teaching Award. Purdue University, May 2015.</p> <p>PGSA Travel Award 2021, 2023</p> <p>CALC Travel Award 2021, 2022</p>
ACADEMIC EXPERIENCE	<p>Lecturer, Krannert School of Management, Purdue University, (2012-present)</p> <p>Limited-Term Lecturer, Krannert School of Management, Purdue University, (2004-2012)</p> <p>Clinical Faculty, School of Veterinary Medicine, Purdue University, (1992-1996)</p>

PROFESSIONAL
EXPERIENCE

Concordance Health Solutions, CEO Feb 2009-present
Eli Lilly & Co, 2001-2009
Public Affairs Administrator, Tippecanoe Laboratories.
Human Resources Associate, Tippecanoe Laboratories
Market Research Associate, Lilly USA
Global Marketing and Planning Associate, Elanco Animal Health
Purdue University, 1992-2001
Director of Special Projects, University Development Office
Associate Director, Corporate and Foundation Relations
Community Practice Director/Clinician, School of Veterinary Medicine
Coast Veterinary Clinic, Morro Bay, CA, 1988-1992
Associate Veterinarian

COURSES
TAUGHT

Mgmt 490: Professional Selling. Course coordinator and instructor.
Spring 2023-present
Mgmt 623: Business Marketing. Course coordinator and instructor.
Fall 2022-present
Mgmt 323: Principles of Marketing. Course coordinator and instructor
for large lecture course for non-Krannert majors. (S, F 2003-
present; Summer Online 2014-present).
Mgmt 324: Marketing Management. Instructor Spring 2018-present
Mgmt 390 Introduction to International Marketing. Study abroad
course taught in Beijing, China, Sum 2011.
**Mgmt 390: Exploring Marketing and Culture in France's Burgundy
Region.** Study abroad course taught in Lion, France (Sum 16, 17, 18)
Mgmt 690: Management Projects
VM 490: Small Animal Community Practice
VCS 461: Small Animal Medicine Basic

INVITED
SPEAKER

Video Education for Medication Adherence: The Effect on Health Attitudes
and Interest in Adopting a Digital Adherence Tool, CALC Research
Symposium, Purdue University, April 2022
Find Your Voice, Not "The Man's." Presented at the Purdue Women's
Conference May 4, 2021.
Medication Adherence Monitoring Options: Challenges and Opportunities,
presented at the American College of Cardiology, American Geriatrics
Society, and National Institute on Aging Workshop. July 2017,
Washington, D.C.

PROFESSIONAL
DEVELOPMENT

Association of Education in Journalism and Mass Communication, Aug 2023
Gerontological Society of America, Annual Conference. November 2022
Future of Learning Symposium, March-April 2022
Seminar on Framework for Teaching Excellence Mar 2022
Purdue System-Wide Virtual Forum on DEI Sept 2022
Krannert Faculty Online Teaching Summit Sept 2022
Science of Teaching and Learning Reading Group – Fall 2022; discussed Small
Teaching 2e by James M Lang (Josey-Bass, 2021).
Purdue Center for Aging and the Life Course (CALC) Symposium Oct 2022

SERVICE Dept/School – Liberal Arts	<p>BSLX Brown Bag Presentation. Tiwaladeoluwa Adekunle: Reaching the Community: A Practical Participatory Evaluation of a Community Health Program for Minorities. April 7, 2021</p> <p>Attended approx. 6 meet & greet and presentations for Health Com/PR-Public Health and Interpersonal & Health, Risk, and Resilience position candidates</p>
External	<p>United Way of Greater Lafayette, Board President, 2021</p> <p>Organizational Culture and Retention Task Force, Fall 2021</p> <p>DEI Committee member, 2020-present</p> <p>Board 1st Vice-President, 2020</p> <p>Chair Community Investment Committee, 2019; Member 2004 – 2019</p> <p>Lilly Tippecanoe Laboratories, Campaign Chair 2006 & 2007</p> <p>Ivy Tech Community College, Lafayette Region</p> <p>Board Member 2009- present</p>
