

# Laura A Downey, DVM, MSM      Curriculum Vitae

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Brian Lamb School of Communication, College of Liberal Arts  
Krannert School of Management  
Purdue University  
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**EDUCATION**      Doctor of Philosophy, Health Communication anticipated 2023  
                                 Lamb School of Communication, Purdue University  
Doctor of Veterinary Medicine 1988  
                                 School of Veterinary Medicine, Purdue University  
Master of Science, Management 1997  
                                 Krannert School of Management, Purdue University

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**RESEARCH INTEREST**      Medication Adherence, Marketing, Health Communication  
Message Effects and Processes, Provider and Consumer Issues  
in Remote Health Technology

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**TEACHING INTERESTS**      Marketing Strategy, Healthcare Marketing, Marketing Research

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**HIGHLIGHTS**      **Research**

- Awarded 3 grants through the NIH SBIR program
- Published author in subjects related to medication adherence, veterinary medicine and sales and marketing

**Teaching**

- Experienced educator in both classroom and experiential activities
- Course coordinator and instructor in large university service course for 17 years
- Developed and implemented two online courses; winner of Excellence in Online Teaching Award 2017 for innovative use of team activities in an online course
- Developed and implemented several study abroad and experiential courses

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PEER-REVIEWED PUBLICATIONS	<p>Mehas N, Hudmon KS, Jaynes H, Klink S, Downey L, Zillich AJ. Impact of electronic medication reminder caps on patient adherence and blood pressure. <i>Journal of Pharmacy Technology</i> 2021; In press.</p> <p>Schwartz, J. B., Schmader, K. E., Hanlon, J. T., Abernethy, D. R., Gray, S., Dunbar-Jacob, J., ... &amp; 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. <i>Journal of the American Geriatrics Society</i>, 67(2), 371-380.</p>
BOOK CHAPTER	<p>Downey, W. S., Downey, W. D., Jackson, M. A., &amp; Downey, L. A. (2011). <i>ProSelling: A Professional Approach to Selling in Agriculture and Other Industries</i>. Chesterfield, MO: Agri Marketing.</p> <p>Downey, L.A. (1994). <i>Avian, Reptile, and Small Mammal Techniques in <u>Small Animal Medical, Surgical, and Anesthetic Nursing for the Veterinary Technician</u></i>. American Veterinary Publications.</p>
UNDER REVIEW & REVISION	<p>Mehas, N., Jaynes, H.,...&amp; Downey, L.A. (2021). Impact of electronic medication reminder caps on patient adherence and blood pressure. Re-submitted to the <i>Journal of Pharmacy Technology</i>, April 19, 2021.</p>
DEVELOPING PROJECTS	<p>Ju. I., &amp; Downey, L.A. Medication adherence education's effect on uptake of a digital tool. Targeted at <i>Health Communication</i> (developing stage).</p> <p>Downey, L.A. Depression and Dementia: Effect of education to improve adherence to antidepressant medication. (developing stage).</p>
RESEARCH GRANTS AWARDED	<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>Medication Adherence System Usability in Post-Acute Myocardial Infarction. Laura Downey, Nan Kong, Christopher Agnew. Submitted to NIH Jan 2019</p> <p>Integration and Use of Patient Generated Adherence Data into Pharmacy Practice. Laura Downey, Kyle Hultgren, Alissa Rusk. Submitted to NIH Jan 2019</p> <p>Loss Aversion CM and Remote Monitoring for Improved Medication Adherence in B-MAT. Laura Downey, Alan Beck, Bhagyashree Katare, Thomas Dukes. Submitted to NIH Dec 2018</p> <p>SMARxT Med Reminder and Cancer CarePartners. Laura Downey, Maria Silveira. Submitted to NIH Dec 2014.</p>

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	<p>ScanCap Technology to Improve Patient Adherence in Partnership with Pharmacy Practice. Laura Downey, Steven Klink, Kim Plake, Alan Zilich. Submitted to NIH, 2010.</p> <p>The Pharmacological Effect of the Renal Portal System in Cockatiels Given Amikacin. Laura Downey, Robert Bill, Robert Porter. Submitted to Association of Avian Veterinarians, 1996</p> <p>Petsafe. Janice Sojka, Alan Beck, Laura Downey, Merdene Anderson, Ginger Hofmann. Submitted to FIPSE, 1995</p> <p>The Occurrence of Cryptosporidiosis in the Feces of Pet Birds. Laura Downey, Robert Porter, Ching Ching Woo. Submitted to American Federation of Aviculture, 1993</p>
CONFERENCE PRESENTATIONS	<p>Downey, L.A. 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.</p> <p>Downey, L.A. Listen to Your Voice, Not the Mans. To be presented at the Purdue Women's Conference. May 2021, Indianapolis, IN.</p>
REVIEW PANELS SERVED ON	<p>NIH/NCI SBIR Topic 342: Validation of Mobile Technologies for Clinical Assessment, Monitoring and Intervention Contract Proposals. February 2, 2016</p> <p>NIH NCS 2018 Technical Evaluation Panel (<b>TEP-2</b>) 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 410 -Cancer Clinical Trials Recruitment and Retention Tools for Participant Engagement Contract Proposals. February 27-28, 2020</p> <p>NIH Digital Solutions for Covid-19 July 27, 2020</p> <p>NIH SBIR 2021/01 ZRG1 RPHB-Z (10) "Small Business: Prevention and Health Behavior." November 17-18, 2020</p>
AWARDS	<p><b>Excellence in Online Teaching Award.</b> Purdue University, May 2015.</p>
ACADEMIC EXPERIENCE	<p><b>Lecturer/Continuous Term Lecturer</b>, Krannert School of Management, Purdue University, (2014-present)</p> <p><b>Limited-Term Lecturer</b>, Krannert School of Management, Purdue University, (2004-2013)</p> <p><b>Clinical Faculty</b>, School of Veterinary Medicine, Purdue University, (1992-1996)</p>

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PROFESSIONAL  
EXPERIENCE

**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

Clinical Instructor, School of Veterinary Medicine

**Coast Veterinary Clinic, Morro Bay, CA, 1988-1992**

Associate Veterinarian

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COURSES TAUGHT	<p><b>Mgmt 323: Principles of Marketing.</b> Course coordinator and instructor for large lecture course for non-Krannert majors. (S, F 2003-present).</p> <p><b>Mgmt 324: Marketing Management.</b> Instructor (S19, Sum 15)</p> <p><b>Mgmt 390 Introduction to International Marketing.</b> Study abroad course taught in Beijing, China, Sum 2011.</p> <p><b>Mgmt 390: Exploring Marketing and Culture in France's Burgundy Region.</b> Study abroad course taught in Lion, France (Sum 16, 17, 18)</p> <p><b>Mgmt 690: Management Projects</b></p> <p><b>VM 490: Small Animal Community Practice</b></p> <p><b>VCS 461: Small Animal Medicine Basic</b></p>
ADVISING & MENTORING	<p><b>Undergraduate</b> Mentored multiple undergraduate teaching assistants through Mgmt 323</p> <p><b>Graduate</b> Mentored several PhD student teaching assistants through Mgmt 323 and Mgmt 324</p>
INVITED SPEAKER	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.
SERVICE	United Way of Greater Lafayette, Board President, 2021 Board 1 <sup>st</sup> Vice-President, 2020 Chair Community Investment Committee, 2019; Member 2004 – present Lilly Tippecanoe Laboratories, Campaign Chair 2006 & 2007 Ivy Tech Community College, Lafayette Region Board Member 2009- present Twin Pines Alumni Association, Secretary 2013-Present Gifted Education Resource Center, Purdue University, Board Member, 2008-2014

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