

2009 AMHCR Conference Program

Welcome Reception **6:00 – 7:00 p.m. Wednesday, February 25th**

Thursday

Session 1 **Healthcare and Advertising Issues**
7:30 – 8:30 a.m. **Thursday, February 26th**

Session Moderator: Phillip Samouel, Kingston University

Effects of Consumer Mood States on Processing of Disease Information in Direct-to-Consumer Antidepressant Advertising and Perceived Future Risk of Depression

Jin Seong Park, Temple University

parkart@temple.edu

Do Coupons in Print Direct-To-Consumer Advertising Have Influence on Consumers?

Nilesh S. Bhutada, University of Georgia

bhutadan@mail.rx.uga.edu

Christopher L. Cook, University of Georgia

Matthew Perri III, University of Georgia

mperri@rx.uga.edu **contact**

Gender-Specific Reactions to a Domestic Violence Campaign: Unintended Effects of Social Marketing

Sarah N. Keller, Montana State University Billings

skeller@msubillings.edu

A.J. Otjen, Montana State University Billings

Tim Wilkinson, Montana State University Billings

Session 2 **Framing and Segmentation as Healthcare Research Methodologies**

8:45 – 10:00 a.m. **Thursday**

Session Moderator: Anne Balazs, Eastern Michigan University

Frame Analysis of the Salmonella Outbreak: Before and After the CDC Announcement

Wan Seop Jung, University of Florida

wanseop9@ufl.edu

Jorge Villegas, University of Florida

Session continued on following page!

Got Vaccine? A Framing Analysis of the Newspaper Coverage of Measles Outbreak
Sun-Young Park, University of Florida syp228@gmail.com

The Role of Segmentation Analyses in Identifying Patient Satisfaction Problems in the Primary Care Setting

Richard M. Shewchuk, University of Alabama at Birmingham shewchuk@uab.edu
Haiyan Qu, University of Alabama at Birmingham hyqu@uab.edu
Elena A. Platonova, University of North Carolina at Charlotte eplatono@uncc.edu
Karen Norman Kennedy, University of Alabama at Birmingham knk@uab.edu

Session 3 Healthcare and Private Businesses
10:15 – 11:30 a.m. Thursday

Session Moderator: Kristi McMillan, Kennesaw State University

Sustainability During Economic Crisis: Creating A Strategy for the Family Business
J. Michael Weber, Mercer University weber_jm@mercer.edu

Family Business Downsizing Approaches: Healthcare versus Non-Healthcare Differences

Torsten Pieper, Joe Astrachan, Kristi McMillan, and Joe Hair, Kennesaw State University

Disaster Mitigation: Are small minority-owned businesses prepared?

Beth Hogan, UNC Fayetteville State mhogan@uncfsu.edu

Effects of Corporate Environmental Responsible Activities in the Food Service Franchise Industry

Yeonsoo Kim, University of Florida yskim@ufl.edu
Sanghoon Lee, University of Florida nal97@ufl.edu
Jiyoung Bang, University of Florida jiyoung.bang@ufl.edu

Friday

Session 4 Human Resources and Healthcare **7:30 – 8:30 a.m. Friday, February 27th**

Session Moderator: Richard Shewchuk, University of Alabama/ Birmingham

Managing Human Resources Using Mentoring

Megan Frenzen, Champlain College, Burlington, VT

Barbara McIntosh, University of Vermont, Burlington, VT mcintosh@bsad.uvm.edu

Skills in Relationship Centered Care – An Experiential Model Partnering with Horses for Training Medical Students to Improve their Communication Skills

Ellen Kaye Gehrke, National University, School of Health and Human Services, San Diego
ekayegehrke@nu.edu

Karen Garman, UCSD Medical School

Peggy A. Wallace, UCSD School of Medicine

Patricia Hlavin, VA San Diego Medical Center

Integrated Marketing Strategies to Address the Shortage of Nurses in the United States

Mark John Somers, New Jersey Institute of Technology & Rutgers-Newark

somers@adm.njit.edu

Linda Finch, University of Memphis

Dee Birnbaum, Rhodes College

birnbaum@rhodes.edu

Session 5 Healthcare Research Reviews and Updates **8:45 – 10:00 a.m. Friday**

Session Moderator: Matthew Perri, University of Georgia

Global Health Care – As A Human Right and Essential Ingredient for Economic Development: Current Situation, Future Opportunities, Future Challenges

Van R. Wood, Virginia Commonwealth University

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McKenzie Yu Wang, Virginia Commonwealth University

Session continued on following page!

Avian Influenza in Egypt: An Epidemiological and Bio-socio-cultural-ecological Update

Susan L. Wilson, New Mexico State University

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Dominant American Ideology as a Barrier to Universal Healthcare: A Review of the Literature

Joy Crissey Honea, Montana State University Billings

[jhoneya@msubillings.edu](mailto:jhonea@msubillings.edu)

Predictors of Doing What You Shouldn't: Personality Factors Related to Unethical Consumption Behaviors

Lindsey Perkins, University of Florida

Michael F. Weigold, University of Florida

mweigold@jou.ufl.edu

Session 6 Technology and Healthcare
10:15 – 11:30 a.m. Friday

Session Moderator: Robyn Goodman, University of Florida

The Evolving Nature of Home Health Care: The Use of Technology to Meet Demand

Jarrold Sandel, Eastern Michigan University

jsandel@emich.edu

Anne L. Balazs, Eastern Michigan University

abalazs@emich.edu

Credibility Assessments of Online Health Information and its Effects on Personal Health Care and Medical Treatment Decisions

Fangfang Gao, University of Florida

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Predicting and Understanding College Students' Gambling Intentions Using An Extended Model of the Theory of Planned Behavior: Mediating Roles of Media Exposure and Gambling-Related Cognition Variables

Hyung-Seok Lee, University of North Florida

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"Ask for Ace" Video Development: Assessing Patient Knowledge and Decision Making About Congestive Heart Failure

Ronald I. Shorr, North Florida/South Georgia Veterans Health System

Paula Rausch, University of Florida

Debbie Treise, University of Florida

dtreise@jou.ufl.edu

Veronica D. Feeg, Molloy College Graduate School of Nursing

Lori A. Kessler, Methodist Healthcare-University Hospital

Friday Evening

- **Reception 6:30 p.m.**
- **Banquet 7:30 p.m.**