

## 2010 AMHCR Conference Program

**Welcome Reception 6:00 – 8:00 p.m., Wednesday, February 24<sup>th</sup>**

**Thursday**

**Breakfast 7:00 a.m. – 7:15 a.m.**

**Session 1 Emerging Health Care Challenges**  
**7:15 – 8:15 a.m. Thursday, February 25<sup>th</sup>**

**Session Moderator: Van Wood, Virginia Commonwealth University**

**Medical Tourism in Thailand: Australian, French and South Korean Attitudes and Behavior**

Kenneth E. Miller, University of Technology

ken.miller@uts.edu.au

**Health Care Reform: Cash is King**

J. Michael Weber, Mercer University

weber\_jm@mercer.edu

**A Continuing Look at Health Care in Emerging Regions of the World**

Van R. Wood, Virginia Commonwealth University

vrwood@vcu.edu

McKenzie Yu Wang, Virginia Commonwealth University

**Corporate Ethics in the Founder Led Small Business Enterprise**

Joie Hain, Kennesaw State University

joiehain@greathomeloan.com

**Session 2 Advertising in Health Care**  
**8:30 – 9:30 a.m. Thursday**

**Session Moderator: Michael Weber, Mercer University**

**Impact of Celebrity Endorsements in Prescription Drug Advertising on Consumers' Attitudes and Behaviors**

Nilesh Bhutada, California Northstate College of Pharmacy

nealbhutada@gmail.com

Ajit Menon, Biogen Idec

Matthew Perri III, University of Georgia

mperry@rx.uga.edu

**Is There Still Life in the Health and Science Beat? A Content Analysis of 2009 Health and Science Journalism Job Ads**

Meredith Cochie, University of Florida

merstar@ufl.edu

Johanna Cleary, University of Florida

jcleary@jou.ufl.edu

**The Role of Commercial Weight Loss Programs as a Persuasive Advertising Message on Young African American Women's Ideal Body Image**

Mihyun Kang, University of Texas at Austin

marine0227@gmail.com

Wanseop Jung, University of Florida

wanseop9@ufl.edu

**The State of Direct-To-Consumer Pharmaceutical Advertising-Related Research: 1981-2009**

Wanseop Jung, University of Florida

wanseop9@ufl.edu

Jihye Kim, University of Florida

E. Soo Rhee, University of Florida

**Session 3**

**Addiction and Health Care**

**9:45 – 10:45 a.m.**

**Thursday**

**Session Moderator: Sarah Keller, Montana State University Billings**

**A Social Marketing Plan for the Abuse and Misuse of Stimulants Among Undergraduate Students of the University of Florida**

Mari Luz Zapata Ramos, University of Florida

mzapata@ufl.edu

Yeonsoo Kim, University of Florida

yskim@ufl.edu

**Promoting Brief Smoking Cessation Advice in Dental Practice**

Richard M. Shewchuk, University of Alabama at Birmingham

shewchuk@uab.edu

With Haiyan Qu, Thomas K. Houston, Jessica H. Williams,

Gregg H. Gilbert, and DPBRN Collaborative Group

**Responsible Drinking Social Causes: The Effects of Sponsorship Identity on Attitudinal and Behavioral Reactions to Alcohol Consumption**

Yeonsoo Kim, University of Florida

yskim@ufl.edu

Sun-Young Park, University of Florida

syp927@ufl.edu

**Reconsidering the Effectiveness of Responsible Drinking Campaigns in Reducing High-Risk Drinking Among College Students**

Yeonsoo Kim, University of Florida

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Mari Luz Zapata Ramos, University of Florida

mzapata@ufl.edu

**Session 4 Health Care Communications**  
**11:00 a.m. – 12:00 p.m. Thursday**

**Session Moderator: Beth Hogan, Fayetteville State University**

**Measuring and Influencing Consumer Engagement**

Michael Foytik, DSS Research

mfoytik@dssresearch.com

**Navigating the Gender Minefield: Unintended Consequences of Domestic Violence Prevention Campaigns**

Sarah N. Keller, Montana State University Billings

skeller@msubillings.edu

Joy C. Honea, Montana State University Billings

jhonea@msubillings.edu

**Health Information Seeking on the Internet: Focusing on the Role of Involvement**

Sun-Young Park, University of Florida

syp927@ufl.edu

Eun Go, University of Florida

eungo@ufl.edu

**Media Framing Analysis: How U.S. Newspapers Framed a New Electronic Medical Records Policy**

Hannah Kang, University of Florida

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Dae-Hee Kim, University of Florida

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**Friday**

**Breakfast 7:00 a.m. – 7:15 a.m.**

**Session 5 Health Care Management Issues**  
**7:15 – 8:15 a.m. Friday, February 26<sup>th</sup>**

**Session Moderator: Charles Ragland, Kennesaw State University**

**Health Management Education: MBA versus MHA**

Peter Hilsenrath, University of the Pacific

philsenrath@pacific.edu

**Retrospections on Happiness: A Comparison of the Impact of Products and Persons on Subjective Well-Being**

Michael Weigold, University of Florida

mweigold@jou.ufl.edu

**Innovation as Sales Force Motivation: A Pharmaceutical Industry Example**

Charles Ragland, Kennesaw State University

John Riggs, Kennesaw State University

Victoria L. Crittenden, Boston College

victoria.crittenden@bc.edu

Linda K. Ferrell, University of New Mexico

**The Significance of Setting: Nurses' Perceived Emotional Health, Employer's Safety Initiatives and Intention to Leave the Workplace**

Megan J. Frenzen, Champlain College

frenzen@champlain.edu

Barbara McIntosh, University of Vermont

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Betty Rambur, University of Vermont

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Mary Val Palumbo, University of Vermont

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**Session 6****Special Topics in Health Care****8:30 – 9:30 a.m.****Friday****Session Moderator: Mike Weigold, University of Florida****The Anatomy of Cosmetic Surgery Websites**

J. Robyn Goodman, University of Florida

rgoodman@jou.ufl.edu

Eun Soo Rhee, University of Florida

**Beyond Translation: Promoting the Benefits of Medical Interpretation Services**

Atcha Dorn, Eastern Michigan University

adorn@emich.edu

Anne L. Balazs, Eastern Michigan University

Tammy McCullough, Eastern Michigan University

**The Relationship between Exercise Stage of Change and Participation Confidence in a Worksite Setting**

Bradley R. A. Wilson, University of Cincinnati  
 Kerri L. Kilroy, University of Cincinnati

bradley.wilson@uc.edu

**Eating is Fun: A Content Analysis of Food Related Interactive Games**

Jhih-Syuan Lin, University of Texas at Austin  
 Vincent Cicchirillo, University of Texas at Austin

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 v.cicchirillo@mail.utexas.edu

**Session 7**

**Pandemic Communication Programs: H1N1**

**9:45 – 10:45 a.m.**

**Friday**

**Session Moderator: John Riggs, Kennesaw State University**

**Newspaper and Blog Coverage of 2009 Swine Flu in the U.S.: A Comparison Study**

Sean Sadri, University of Florida  
 Fangfang Gao, University of Florida  
 Meng Zhang, University of Florida

srsadri@ufl.edu

**The H1N1 Outbreak and Second-Level Agenda Setting: Examining the Government Source – Public Agenda Relationship During a Health Crisis**

Jinsoo Kim, University of Florida  
 Matthew Ragas, University of Florida  
 Jaejin Lee, University of Florida

jinsookim@ufl.edu

jaejinny@ufl.edu

**Comparing Frames Analysis: The Influenza A (H1N1) Flu in U.S. and South Korea Newspapers**

Jin Sook Im, University of Florida

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**Are You in Danger? How Newspapers Covered the H1N1 Vaccine in the U.S. and S Korea**

Jaejin Lee, University of Florida

jaejinny@ufl.edu

**Session 8**

**Preventive Strategies in Health Care**

**11:00 a.m. – 12:00 p.m.**

**Friday**

**Session Moderator: Debbie Treise, University of Florida**

**A Theory of Planned Behavior Study of South Korean College Students' Intention to Get the HPV Vaccine**

Eun Go, University of Florida

eungo@ufl.edu

**Perceptions and Usage of Birth Control Pills Among Unmarried Women in South Korea and the U.S.: What Really Matters?**

Hanna Park, University of Florida

hannapark1982@gmail.com

**Hand Washing for Disease Prevention: Facility Barriers on Campus**

Beth Hogan, Fayetteville State University

mhogan@uncfsu.edu

David L. Matthews, Pfeiffer University

**Measuring Levels of Interactivity Across Teen-Health Websites**

Jhih-Syuan Lin, University of Texas at Austin

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Hyojin Kim, University of Florida

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**Friday Evening**

- **Reception 6:00 p.m.**
- **Banquet 7:00 p.m.**