



ASSOCIATION FOR MARKETING & HEALTH CARE RESEARCH  
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**2018 Association for Marketing & Health Care Research  
Conference Program  
Telluride, CO**

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**Wednesday, February 28th**

**Opening Reception: 6:30-9:30pm (The View Lounge)**

**Thursday, March 1<sup>st</sup> (All sessions in the Mt. Emma room)**

**Breakfast: 7:00–7:15am**

**Session 1: 7:15–8:15am**

**Communication and Advertising (Moderator: Michael Weber, Mercer University)**

**Consumer Response to Disclaimers in Digitally Retouched Advertisements**

*Nadine A. Schirmer (Munich School of Management), Manfred Schwaiger (Munich School of Management), Charles R. Taylor (Villanova University), and John P. Costello (The Ohio State University)*

**The Effect of Nostalgia Cues in Sexual Health Advertising**

*Cynthia Morton (University of Florida), Sabrina Habib (Winthrop University), and Jon Morris (University of Florida)*

**Communicating Safety on the Slopes: How Trail Names Can Mislead Skiers**

*George R. Milne (University of Massachusetts Amherst), George Pettinico (Plymouth State University)*

**Session 2: 8:30–9:30am**

**Technology, Influence and Health (Moderator: George Milne, University of Massachusetts)**

**The Framing of Telehealth in Local News Coverage**

*Matthew Cretul (University of Florida)*

**The Robots are Coming, Are Consumers Ready? Gauging Consumer Comfort with Intelligent Machines in Health Care.**

*George Pettinico (Plymouth State University), Smriti Kumar & George R. Milne (University of Massachusetts)*

**Pro-Vaxxers Get Out: How Anti-Vaccine Advocates May Influence Questioning**

*Amanda Bradshaw, Summer Shelton, Easton Wollney, Debbie Treise, and Kendra Auguste (University of Florida)*



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### **Session 3: 9:45–10:45am**

#### **Teaching and the Profession (Moderator: Tom Hayes, Xavier University)**

##### **Integrating experiential learning: Using an EHR system to teach CDSS to undergraduate health informatics students**

*Kalyani Ankem, (Northern Kentucky University), Vishal Uppala (University of North Carolina at Greensboro), and Adam Durst (Mercy Health)*

##### **Nursing as a caring profession: Is it time to reposition the Brand?**

*Bruce Perrott (UTS Sydney), Judi Godsey (The Christ Hospital), and Tom Hayes (Xavier University)*

##### **Difficulty in Identifying and Obtaining Clinical Site Rotations for Post-Graduate Students**

*Henry H. Heard (Mercer University)*

### **Session 4: 5:00–6:00pm**

#### **Health Communication and Bias (Moderator: Joy Honea, Montana State University)**

##### **Tailoring by Gender: Marketing for Suicide Prevention**

*Sarah Keller, Joy Honea, Vanessa McNeill and Kendra Clarkson (Montana State University Billings)*

##### **Weight Loss and the Symptom Bias of the Ketogenic Diet**

*Samuel Boerboom (Montana State University Billings)*

##### **Eradicating' Down syndrome: How U.S online newspapers frame non-invasive prenatal testing for genetic disorders**

*Summer Shelton and Amanda Bailey (University of Florida)*



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**Friday, March 2<sup>nd</sup> (All sessions in the Mt. Emma room)**

**Breakfast: 7:00–7:15am**

**Session 5: 7:15–8:15am**

**Organizational Behavior (Moderator: Manfred Schwaiger, Munich School of Management)**

**Estimating present value of future earnings or earning capacity for an undocumented worker.**

*Nik Volkov (Mercer University)*

**Do isolation and perceived respect matter to organizational identification? A perspective from telehealth workers.**

*Ronald Tsang (University of South Alabama)*

**Do Higher Deductibles Encourage Patients to be Better Consumers?**

*Michael Weber (Mercer University)*

**Session 6: 8:30–9:30am**

**Health Attitudes (Moderator: Sarah Keller, Montana State University)**

**Discovering disability: What are non-disabled consumer attitudes toward the use of persons with physical disabilities in advertising?**

*Summer Shelton (University of Florida)*

**Feed the Body, Feed the Mind: Combating the Grip of Food Deserts on Young Students Using the Theory of “Happiness”**

*Van Wood and Manoj Thomas (Virginia Commonwealth University)*

**Slinging GOOP: What attitudes about health is Gwyneth Paltrow encouraging with her lifestyle website “GOOP”?**

*Amanda Kastinos, Easton Wollney, Amanda Bradshaw, Kendra Auguste, Matthew Cretul, and Debbie Treise (University of Florida)*



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**Session 7: 9:45–10:45am**

**Promoting Self Care (Bradley Wilson, University of Cincinnati)**

**Alignment of Preferences: Preventive Mammography in a Retail Venue**

*Rebecca Dings (Central Michigan University)*

**Mothers' Self-Image and Intention to Use Vitamin Supplements for Children: Evidence from Developing Countries**

*Phoung Nguyen (ESCP Europe Business School, Paris)*

**The framing of women's health in Appalachia in newspapers from 1985 to 2017: A Textual Analysis**

*Melissa Boehm (Montana State University Billings)*

**AMHCR Board Meeting: 5:00-6:00pm (Mt. Emma Room)**

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**Reception: 6:30-7:30pm (The View Lounge)**

**Banquet & Awards: 7:30-9:30pm**

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