

Upcoming Events

Statistical Consulting Workshops

Nova Southeastern University's Statistical Consulting Center is presenting monthly workshops on Generalized Linear Models. The workshops run from 12:00 to 1:00 PM and lunch is provided. Please join us October 25, 2007 for the next presentation on Logistic Regression Models. All sessions are held in the Chancellors Dining Room located on the 5th floor in the Terry Building

2008 Health Professions Educational Research Symposium

Nova Southeastern University is hosting the 2nd Annual Health Professional Educational Research Symposium (HPERS). Last year, more than 120 faculty from across the US and Canada participated in our educational research conference. This year's theme is Assessment of Student Learning in the Health Professions. The conference is scheduled for January 18-20, 2008, at Nova Southeastern University's Health Professions Division. Located on a beautiful 300-acre campus in Fort Lauderdale. Abstracts for posters, platforms, and workshops are currently being accepted at the HPERS website: www.nova.edu/hpers. Deadline for submission is November 1, 2007, notification will be made by December 1, 2007. Abstract specifications may be found at the website. Inquiries may be directed to hpers@nova.edu.



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HPD Research News and Notes

The Health Professions Division at Nova Southeastern University will hold its inaugural "HPD Research Day" on April 25, 2008. HPD Research Day will be an annual event featuring the research of faculty graduate and health professional students; as well as postdoctoral fellows, clinical residents and fellows. Held each spring, HPD Research Day features poster displays, with a judging and presentation of awards for outstanding research, as well as oral presentations on current topics by students, faculty and world renowned experts in various fields. This event is more than merely a celebration of HPD research, creative and scholarly activities. It is also an opportunity for students and faculty from multiple disciplines to interact with counterparts from other fields.

Money obtained from the HPD Faculty Development Research Grants may now be used to fund travel for the approved project. This item must be included on the budget worksheet. Additionally, HPD research no longer requires a full CV from all applications. A two-page biosketch is all that is needed. The format for the biosketch is found at the end of each application form.

New HPD Research Approval Forms

In an effort to streamline the HPD research approval process, new forms have been developed. If you are using humans in your research activity you will now use the human research form. If you are not using humans you will use the non-human research form. Additionally, we now accept the IRB research protocol. Beginning October 15, 2007, all researchers must use the new forms. For more information please visit:

http://hpd.nova.edu/hpdresearch/hpdresearch_committee/

HPD RESEARCH APPROVALS—SEPTEMBER 2007

College	Investigator	Protocol Title	Sponsor	Amount
Osteopathic Medicine	Michael M. Patterson	Intra-Rater Reliability of Physical Examination for Proportional Available Motion in Normal Young Adults	NSU - HPE	\$5,000.00 for one year
Dental Medicine	Franklin Garcia-Godoy	Pilot Clinical Study to Evaluate Prevention of Dental Erosion by Dentifrices Fia in Situ Analysis	Colgate Palmolive Company	\$10,000.00 for one year

October Featured Researcher

What is the focus of your work at Nova Southeastern University?

As the College of Pharmacy Associate Dean for Research and Graduate Education my personal focus is on oversight of, and enhancing, research productivity of all College faculty, consistent with NSU's strategic plan. Since my arrival in 2002, we have seen an increase in both externally funded research and peer-reviewed publications by pharmacy faculty. I cannot take credit for all of that increase. My personal background is in the behavioral sciences, and faculty expertise ranges from specialized areas of professional practice to basic laboratory sciences.

After a hiatus of a number of years, my research is again focused on perceived risk of medications, as recent events such as advertising of prescription drugs direct to consumers, which began in 1997, continues to grow, as does media attention to medication risks, particularly following the publicity about heart attack risks of Vioxx.

What is your educational background?

I have a Bachelor of Science in Pharmacy from the University of Manitoba. After practicing as a pharmacist for two years, I went to Purdue University for graduate studies, earning M.S. and Ph.D. degrees, both with majors in Drug Marketing and minors

in Consumer Psychology and Sociology. Both my master's thesis and doctoral dissertation were on pharmaceutical advertising.

How long have you been doing this type of research?

In one sense, I guess I could say for my entire academic career, which in 2008 will be 40 years. I began with advertising in graduate school. In 1964, perceived risk as an influence on consumer purchase decisions appeared in the marketing literature. One of my graduate students at Ohio State did his dissertation on consumer perceptions of the types of risks in medications in 1974. That ground breaking work was never published. Reviewers refused to believe that lay people had any choice in the decision to purchase, use, or prescribe prescription drugs. Only recently has the consumers' right to make decisions about their own health been generally accepted by health care professionals and patients alike.

The path to this line of research was nowhere near a straight line. Advertising led to communication in general and pharmacist-patient communication in particular. In the seventies a series of publications on communication apprehension led to national recognition in academic pharmacy. I'm happy to say some pharmacy faculty at NSU are now following up that earlier work.



John H. Baldwin
College of Pharmacy
Associate Dean for Research and
Graduate Education

Why did you choose to work at NSU?

As indicated earlier, my research had a long hiatus. I spent 16 years as dean of the school of pharmacy at the University of Wyoming. When it came time to step down, I chose to come to NSU because I perceived a great opportunity. I felt my expertise and abilities were a good match with the College's needs. The vast majority of the 60 College faculty were at the Assistant Professor level, but they were bright, intelligent, talented and enthusiastic. NSU had, and still has, great unrealized potential. The opportunity to mentor this new generation of pharmacy academics was the prime reason why I'm here. The climate didn't hurt either.

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Next Focus on Research coming mid-November!

Focus On Research is a monthly publication of The NSU HPD Research Committee. Contact information:

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