

Laura A Downey, DVM PhD

Curriculum Vitae

Mitchell E. Daniels School of Business
Purdue University

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EDUCATION Doctor of Philosophy, Health Communication, Purdue University
Doctor of Veterinary Medicine, Purdue University
Master of Science, Management Purdue University

RESEARCH INTERESTS Health Behavior, Health Communication, Message Effects and Processes, Optimistic Bias, Provider and Consumer Issues in Remote Health Technology, Construal Level Theory, Health Behavior Change, Educational Pedagogy

TEACHING INTERESTS Marketing Strategy, Healthcare Marketing, Marketing Research, Professional Selling

HIGHLIGHTS **Research**

- Awarded 3 grants through the NIH; served on multiple NIH grant review panels
- Published author in subjects related to human and veterinary medicine, marketing, and communication

Teaching

- Experienced educator in both classroom and experiential activities; active learner and implementer of innovative teaching practices
- Course coordinator and instructor in large university course for 20 yrs
- Developed and implemented two online courses; winner of Excellence in Online Teaching Award 2017
- Developed and implemented several study abroad and experiential courses

ACADEMIC EXPERIENCE **Clinical Assistant Professor of Management**, Daniels School of Business, Purdue University (2024-present)
Lecturer, Daniels School of Business, Purdue University, (2012-23)
Limited-Term Lecturer, Krannert School of Management, Purdue University, (2004-2012)
Clinical Faculty, School of Veterinary Medicine, Purdue University, (1992-1996)

BOOKS and BOOK CHAPTERS Downey, W. S., Downey, W. D., Jackson, M. A., & Downey, L. A. (2011). ProSelling: A Professional Approach to Selling in Agriculture and Other Industries. Chesterfield, MO: Agri Marketing.
Downey, L.A. (1994). Avian, Reptile, and Small Mammal Techniques in Small Animal Medical, Surgical, and Anesthetic Nursing for the Veterinary Technician. American Veterinary Publications

PEER-
REVIEWED
PUBLICATIONS

Construal Level Theory and Text Messaging Support for Antidepressant Medication Therapy submitted to Psychology and Marketing, 2023 (in review)

The Role of Optimistic Bias and Affect on Social Media Searches about COVID-19 submitted to Health Communication, 2023 (in review).

Mehas N, Hudmon KS, Jaynes H, Klink S, Downey L, Zillich AJ. Impact of electronic medication reminder caps on patient adherence and blood pressure. *Journal of Pharmacy Technology*. 2021 Oct;37(5):234-43.

Schwartz, J. B., Schmader, K. E., Hanlon, J. T., Abernethy, D. R., Gray, S., Dunbar-Jacob, J., ... & 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. *Journal of the American Geriatrics Society*, 67(2), 371-380.

RESEARCH
GRANTS
AWARDED

Cassandra Book Award, Brian Lamb School of Communication. October 2022.

Medication Adherence Monitoring and Support to Improve Behavioral Health Outcomes. Jennifer Coddington and Laura Downey. Awarded by North Central Health Services 2019

ScanCap Plus System for Medication Adherence Monitoring. Laura Downey, Steven Klink. Awarded by NIH 2014

The Effect of ScanCap Technology on Medication Adherence and Hypertension Outcomes. Laura Downey, Steven Klink, Alan Zillich, Karen Hudmon. Awarded by NIH 2012

ScanCap Reminder System in Partnership with Pharmacy Practice. Laura Downey, Steven Klink. Awarded by NIH 2011

CONFERENCE
PRESENTATIONS

The Role of Optimistic Bias and Affect on Social Media Searches about COVID-19, presented at the Association for Education in Journalism and Mass Communication annual conference, August 2023.

Video Education for Medication Adherence: The Effect on Health Attitudes and Interest in Adopting a Digital Adherence Tool, presented at the Purdue Center for Aging and the Life Course Spring Research Symposium, West Lafayette, IN, April 2022.

Medication Adherence Monitoring Options: Challenges and Opportunities, presented at the American College of Cardiology, Am Geriatrics Soc, and National Institute on Aging Workshop. July 2017, Wash, D.C.

Listen to Your Voice, Not the Mans. To be presented at the Purdue Women's Conference. May 2021, Indianapolis, IN.

REVIEW
PANELS
SERVED ON

NIH SBIR/STTR ZRG1 CCHI-J (10) B Small Business: Disease Management, Risk Prevention, and Health Behavior Change. Mar 21-22, 2024

NIH SBIR/STTR ZRG1 CCHI-J (10) B Small Business: Disease Management, Risk Prevention, and Health Behavior Change. July 6-7, 2023

NIH SBIR Topic 410: Cancer Clinical Trials Recruitment and Retention Tools for Participant Engagement, and SBIR Topic 412: Software Enabling Data Integration from Wearable Sensors for Cancer Patients. Mar 4, 2022

NIH SBIR 2021/01 ZRG1 RPHB-Z (10) Small Business: Prevention and Health Behavior." November 17-18, 2020

NIH Digital Solutions for Covid-19 July 27, 2020

NIH/NCI 410 -Cancer Clinical Trials Recruitment and Retention Tools for Participant Engagement Contract Proposals. February 27-28, 2020

NIH NCI 2018 Technical Evaluation Panel (**TEP-2**) 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

NIH/NCI SBIR Topic 342: Validation of Mobile Technologies for Clinical Assessment, Monitoring and Intervention Contract Proposals. February 2, 2016

AWARDS

Excellence in Online Teaching Award. Purdue University, May 2015.
PGSA Travel Award 2021, 2023
CALC Travel Award 2021, 2022

PROFESSIONAL
EXPERIENCE

Concordance Health Solutions, CEO Feb 2009-2023

Eli Lilly & Co, 2001-2009
Global Marketing and Planning Associate, Elanco Animal Health
Public Affairs Administrator, Tippecanoe Laboratories.
Human Resources Associate, Tippecanoe Laboratories
Market Research Associate, Lilly USA

Purdue University, 1992-2001
Director of Special Projects, University Development Office
Associate Director, Corporate and Foundation Relations
Community Practice Director/Clinician, School of Veterinary Medicine

Coast Veterinary Clinic, Morro Bay, CA, 1988-1992, Associate Veterinarian

COURSES
TAUGHT

Mgmt 490: Professional Selling. Course coordinator and instructor.
Spring 2023-present

Mgmt 623: Business Marketing. Course coordinator and instructor.
Fall 2022-present

Mgmt 323: Principles of Marketing. Course coordinator and
instructor (2003-present; Summer Online 2014-present).

Mgmt 324: Marketing Management. Instructor Spring 2018-present

Mgmt 690: Management Projects. Spring 2023

Mgmt 390 Introduction to International Marketing. Study abroad
course taught in Beijing, China, Sum 2011.

**Mgmt 390: Exploring Marketing and Culture in France's Burgundy
Region.** Study abroad course taught in Lyon, France (Sum 16, 17, 18)

Mgmt 390: Marketing Management. Study abroad course to be taught in
France, Summer 2023.

VM 490: Small Animal Community Practice

VCS 461: Small Animal Medicine Basic

INVITED
SPEAKER

Navigating Complex Sampling, AWS Cloud Research Workshop, 2023

Video Education for Medication Adherence: The Effect on Health Attitudes
and Interest in Adopting a Digital Adherence Tool, CALC Research
Symposium, Purdue University, April 2022

Find Your Voice, Not "The Man's." Presented at the Purdue Women's
Conference May 4, 2021.

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.

PROFESSIONAL
DEVELOPMENT

LLM Training meetings – monthly Fall 2023

Online Faculty Teaching Summit, Aug 2023

Science of Teaching and Learning meetings – monthly 2023

Departmental Marketing Seminars – monthly 2023

Center for Aging and the Life Course Seminars – monthly 2023

Creating Rubrics for Online Assignments Workshop 2023

Teaching and Learning Community of Practice meetings – monthly 2023

Daniels Faculty Online Teaching Summit Sept 2022, 2023, 2024

Purdue ExEd Community of Practice: Practitioner-Scholars and the
Scholarship of ExEd 2023

Association of Education in Journalism and Mass Communication, Aug 2023

Gerontological Society of America, Annual Conference. November 2022

Future of Learning Symposium, March-April 2022

Seminar on Framework for Teaching Excellence Mar 2022

Purdue System-Wide Virtual Forum on DEI Sept 2022

Purdue System-Wide Virtual Forum on AI Sept 2023

Science of Teaching and Learning Reading Group – Fall 2022-present;
discussed Small Teaching 2e by James M Lang (Josey-Bass, 2021).

Purdue Center for Aging and the Life Course (CALC) Symposium Oct 2022

SERVICE	REimagining ExEd Program, Peer Reviewer, Spring 2024
Internal	Boiler Women’s Camp, Faculty, Summer 2023, 2024
	Admitted Student Luncheon, 2023
	Curriculum Committee Member, Marketing
	Faculty Affiliate, Brock Wilson Center for Women in Business
	UG Research Symposium, Judge 2022, 2023
	Continuously mentor 3-5 Marketing graduate students (MS and PhDs) serving as TAs and/or course instructors
	Case Competition on DEI, Judge, 2022
External	United Way of Greater Lafayette
	Board President, 2021; member
	Board Executive Committee, 2019-2022
	Organizational Culture and Retention Task Force, Fall 2021
	DEI Committee member, 2020-present
	Chair Community Investment Committee, 2019; Member 2004 – 2019
	Lilly Tippecanoe Laboratories, Campaign Chair 2006 & 2007
	Ivy Tech Community College, Lafayette Region, Board Member 2009- present
