

MARY BROWN

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RESEARCH and PROFESSIONAL INTERESTS

Health communication, health behavior change, patient-provider communication, medication safety and adherence, health literacy, patient-centered care, alcohol and drug treatment and recovery, interpersonal communication skills, conflict management, organizational communication, social influence, social marketing.

EDUCATION

PhD, Communication, with minor in Public Health, The University of Arizona, 2002

Master of Arts, Communication, California State University Sacramento, 1984

Bachelor of Arts, Communication with minors in Business and Psychology, CSU Sacramento, 1981

PROFESSIONAL AND ACADEMIC HISTORY

- 10/2010 - present Research Associate, College of Pharmacy, University of Arizona. Collaborator on a 3-year grant from AHRQ: Innovative Adaptation and Dissemination of AHRQ Comparative Effectiveness Research Products (iADAPT). Conduct focus groups, coordinate design of website, assist in designing Continuing Education course for pharmacists and MDs involved in formulary decisions (seminar and web-based formats); analyze and publish findings,
- 1/2010 - present Partner, Dues, Brown & Associates. Consultation in organizational conflict management, online conflict assessment, communication in primary health care. Needs assessments, website design, instrument design, materials development, targeted marketing.
- 2009 - present Member, FDA Risk Communication Advisory Committee (RCAC). The RCAC meets 3-4 times/year in Washington DC to review and evaluate strategies designed to communicate with the public about the risks and benefits of FDA-regulated products, and research relevant to such communication, in order to facilitate optimal use of these products.
- 1998- 2010 Consultant, private practice. Co-author and editor of college texts, book chapters; writer/ collaborator on federal grants. Member, FDA Risk Communication Advisory Board (2010-13). Collaborator on nationally distributed videotaped lecture series (2010). Conducted media training; analysis of curriculum for UA Program in Integrative Medicine (1998-2002). Designed and conducted national survey for ASPCA (2002); co-directed evaluation of US Dept. of State Institute of International Education, Humphrey Fellowship program (2001-2002).
- 10/2002–12/2009 Director/Investigator, Education Core, AZ Center for Education and Research on Therapeutics (AzCERT), University of Arizona and Critical Path Institute. Designed, planned & directed educational interventions and field research with patients and health care providers aimed at reducing preventable adverse drug events. Supported by DHHS AHRQ-funded multi-year grants. Member of national CERTs editorial board, directed video PSA and designed web-based patient education materials (viewable at www.azcert.org); coauthored grants. Planner, National

Risk Communication Think Tank, Rockville, MD (2006). Conducted studies of educational programs for patients taking warfarin/Coumadin, potential adverse drug events in ambulatory care, other drug use among opiate addicts in local narcotics treatment program, prescription drug information websites, adverse drug event surveillance by pharmacies, health information needs of patients in medical clinic waiting room.

- 9/2002- 5/2009 Adjunct Lecturer, Department of Communication, The University of Arizona (UA). Courses taught: Health Communication, Relational Communication, Applied Organizational Communication, Communication and Conflict, Fundamentals of Communication, Public Speaking; Small Group Communication; Interpersonal Communication; Communication Theory, Communication and Cognition.
- 8/1999-5/2002 PhD Candidate and Principal Investigator, Communication Practices & Outcomes among Recovering Alcoholic Couples (dissertation). UA Department of Communication. Longitudinal field investigation of a community sample of recovering alcoholic couples. Research Associate/Co-coordinator, Arizona Family Heart Project. UA Department of Psychology. Field research on couples coping with congestive heart failure. Administration, data collection, multi-media interviews, quality assurance, budgeting, staff training and supervision.
- 8/1995-7/1999 PhD assistantship (teaching and research) Department of Communication, The University of Arizona. Doctoral studies, research and teaching multiple self-contained courses in communication, including interpersonal, relational, organizational, group, public speaking, conflict, theory, and others.
- 10/1993-8/1995 Chief, Policy Development Branch, Planning and Public Policy Division, CA Department of Alcohol and Drug Programs, Sacramento, CA. Directed work of government analysts; policy analysis and projects relating to Medi-Cal managed care, strategic planning, HIV, TB, and alcohol/drug addiction treatment programs.
- 8/1984-6/1994 Adjunct Instructor, Department of Communication Studies, California State University, Sacramento. Courses taught: Communication in Organizations; Survey of Communication.
- 11/1991-9/1993 Program Specialist and Project Manager, Office of Perinatal Substance Abuse, CA Department of Alcohol and Drug Programs, Sacramento, CA. Managed **(b) (4)** in research contracts, including statewide epidemiological study of perinatal substance abuse, developed policy, led research teams, coordinated public information, wrote RFPs and evaluated proposals.
- 1/1990 to 10/1991 Alcohol and Drug Program Analyst II, HIV Counselor Program, CA Department of Alcohol and Drug Programs, Sacramento, CA. Implemented HIV program; provided technical assistance to ten HIV projects; developed policies and procedures; wrote RFPs and Budget Change Proposals; planned conferences; conducted program evaluations.
- 9/1987 to 12/1989 Associate Health Program Advisor, Office of AIDS, California Department of Health Services, Sacramento, CA. Managed projects for AIDS community-based pilot care projects; wrote RFPs and BCPs; evaluated proposals; analyzed legislation; conducted policy analysis, planning project monitoring and technical assistance.

2/1984 to 8/1987 Research Analyst and Information Specialist, California Department of Food and Agriculture, Sacramento, CA. Planned, designed and delivered statewide public information, including public meetings; media spokesperson; liaison to County Agricultural Commissioners and the public. Handled sensitive community and media relations on emergency projects; trained staff.

ACADEMIC PUBLICATIONS AND CONFERENCE PAPERS

Brown, M. & Dues, M. (Eds.) (2011). *The Practice of Organizational Communication*, 2nd ed. New York: McGraw-Hill/Primus.

Higgins L, Brown ML, Murphy JE, Malone DC, Armstrong EP, Woosley RL. (2011). Community Pharmacy and Pharmacist-Staff Call Center: Assessment of Medication Safety and Effectiveness. *Journal of the American Pharmacist Association*, 51, 82-89.

Ko Y, Malone DC, D'Agostino JV, Skrepnek GH, Armstrong EP, Brown M, Woosley R. (2008). Potential Determinants of Prescribers' Drug-Drug Interaction Knowledge. *Research in Social and Administrative Pharmacy*; 4, 355-366. PMID: 19064242

Brown M, Frost R, Ko Y, Woosley RL. (Oct 2007). *Avoiding adverse drug events in primary care: Providers and patients emphasize time and communication*. Paper presented at International Conference on Communication in Healthcare. Charleston, SC.

Brown M & Dues M. (2007-2009). *The Challenge of Communicating in Health Care Organizations*. White paper, Interprofessional Communication Seminar for students in Colleges of Medicine, Nursing and Pharmacy, Arizona Health Sciences Center, Tucson, AZ

Brown M, Frost R, Ko Y, Woosley RL. (2006). Diagramming patients' views of root causes of adverse drug events in ambulatory care: An online tool for planning education and research. *Patient Education and Counseling*.62(3), 305-315. Epub 2006 Jul 31.

Ko, Y, Brown M, Frost R, Woosley RL. (2006). Brief Report: Development of a prescription medication information weblibliography for consumers. *Journal of General Internal Medicine*. 2006 Dec;21(12):1313-6. Epub 2006 Sep 25.

Brown ML, Ko Y & Frost R. (Apr 2005) An interactive online causal diagram of patient- and provider-generated factors contributing to adverse drug events in ambulatory care settings (abstract). *Annals of Behavioral Medicine*, 29(Annual Meeting Supplement),S129.

Brown M. (Oct 2005). *Communication Factors as Primary Antecedents of Adverse Drug Events in Ambulatory Care: A Root Cause Analysis by Patients*. Paper presented at International Conference on Communication in Healthcare, Chicago, IL.

Brown M, Ko, Y. & Frost R. (Apr 2005). *An interactive online logic model of patient- and provider-factors contributing to adverse drug events in primary care settings*. Paper Presentation, Society of Behavioral Medicine's 26th Annual Meeting and Scientific Sessions, Boston, MA.

Brown M. (Nov 2003). *Maintaining relationships in sobriety: Communication practices in recovering alcoholic couples*. Top 3 paper in Family Communication, presented at the National Communication Association Annual Convention, Orlando, FL.

- Dues M. & Brown M. (2004). *Boxing Plato's shadow: An introduction to communication study*. New York: McGraw-Hill.
- Van Lear, CA, Brown M, & Anderson E. (Jun 2003). *Communication, social support, and emotional quality of life in the Twelve-Step sobriety maintenance process: Three studies*. Top Paper in Interpersonal Communication, International Communication Association Annual Convention, San Diego, CA.
- Brown M. (2002). Communication practices and outcomes in recovering alcoholic couples. *Dissertation Abstracts International*, 63(04A), 1185.
- Dues M & Brown, M (Eds.) (2001). *The Practice of Organizational Communication*. New York: McGraw-Hill/Primus.
- Brown ML. (Nov 2001). *Examining experience, strength and hope among recovering alcoholic couples: How big a role does communication play?* Paper presented at National Communication Association Annual Convention, Atlanta, GA.
- Brown ML (Jul 2001). *Relationship maintenance in alcoholism recovery: Looking for clues to what keeps couples together*. Paper presented at Joint Conference of International Network on Personal Relationships and International Society for the Study of Personal Relationships, Prescott, AZ.
- Brown M. (1998). Presenting ideas in writing. In M. Dues & M. Burgoon (Eds.), *Applied Organizational Communication*. Los Angeles, CA: McGraw-Hill College Division.
- Brown M & Dues M. (Nov 1998). *Critical contexts for communication, relationships, and recovery*. Paper presented at National Communication Associate Annual Conference, New York, Health Communication Division.
- Van Lear CA, Cobb R, Anderson E, Brown M., & Dues M. (Nov 1998). *Communication and the sobriety maintenance process II: Emotional expression, relationships, and quality of life*. Paper presented at National Communication Association Annual Conference, New York.
- Kopfman J & Brown M. (Feb 1998). *From organs to blood: Using an extension of the theory of reasoned action to predict intent to donate*. Top Three Paper in Health Communication, presented at the Western Speech Communication Assoc. Convention, Denver.
- Dues M, Brown M, Von Friedrichs-Fitzwater M, & Smith V. (Jun 1997) *Sharing experience, strength, and hope: Interpersonal communication skills as predictors of success in addiction recovery programs*. Paper presented at International Communication Association Annual Conference, Health Communication Division, Montreal, Canada.
- Brown M. (Mar 1991). *Tackling HIV disease in drug addicts: Communication barriers*. Paper presented at the Mid-Year Conference on Health Communication, International Communication Association, Monterey, CA.
- Brown M. (1984). *An employee health promotion plan applying persuasive communication principles*, M. A. Project, Ca. State University Sacramento, June, 1984.

PROFESSIONAL PUBLICATIONS

- Brown M. (2008). *Managing risk with educational interventions*. In (J. Fetterman, W. Pines, G.H. Slatko, Eds.) *Pharmaceutical Risk Management: Practical Applications*, Food and Drug Law Institute, Washington DC.
- Johansen K, Anthony M, Woosley RL, Brown M & Assenzo, JR. *Personalized health care report 2008: Warfarin and genetic testing*. Brochure published by American Medical Association, AzCERT and Critical Path Institute. Viewable at <http://www.ama-assn.org/ama1/pub/upload/mm/464/warfarin-brochure.pdf>.
- Woosley RL, Malone D, & Brown M. (2005). Arizona Center for Education and Research on Therapeutics. *Scribe: The International Society for Pharmacoepidemiology*. 8(4), 14,16.
- Dues M, Brown M, & Peters M. (1999). Critical communication contexts following trauma. *Psychiatric Times*, 16(6), 48-51.
- RFP 91-10 (Apr 1992): *Perinatal substance use study*, CA Department of Alcohol & Drug Programs.
- RFP 91-4 (Aug 1991): *Perinatal services training and technical assistance*. CA Department of Alcohol & Drug Programs.
- RFP 89-015 (Nov 1988): *Needs assessment of homeless persons with AIDS living in residential AIDS shelters*. CA Department of Health Services, Office of AIDS
- RFP No. 89-009 (Oct 1988): *Residential AIDS shelter pilot projects*. CA Department of Health Services, Office of AIDS.
- RFP 89-008 (Oct 1988): *AIDS/ARC case management and home/community-based care projects*, CA Department of Health Services, Office of AIDS.
- Brown M, et al. (Dec 1986). *Sampling for pesticide residues in California well water: 1986 data base*, California Department of Food and Agriculture Annual Report to the Legislature.
- Brown M. (1985, Nov/Dec.) Point-counterpoint: DDT in California. *Toxics and the California Economy, an Update*, 2, California State Economic Development Commission.

POSTERS AND PRESENTATIONS

- Romero K, Brown M, Frost R, Woosley, R (Aug 2009). *Concurrent Drug Use that may Affect Heart Health Among Individuals in Early Methadone Maintenance Treatment*. Poster, 41st Annual Southwestern School for Behavioral Health Studies Conference, Tucson, AZ.
- Romero K, Anthony M, Brown M, Woosley RL. (Mar 2009). Arizona CERT: *Advancing cardiac safety in therapeutics: Process for ascertaining drug-induced torsades de pointes (TdP) risk*. Poster, CERTs Steering Committee, Bethesda, MD.

- Brown M, Ko Y, & Frost R. (Oct 2007). *Health care providers' views about the causes of adverse drug events in ambulatory care*. Poster, 19th Singapore Pharmacy Congress, Singapore.
- Dues M, Segrin C, & Brown M. (Aug-Sep 2006). *Healthcare and the challenge of effective communication*. Interprofessional Communication Seminar for students in Colleges of Medicine, Nursing and Pharmacy, Arizona Health Sciences Center, Tucson, AZ.
- Ko Y, Brown M, & Frost R. (Apr 2005). *Development of a medication information webliography for consumers*. Poster, American Pharmacist Association (APhA) Annual Meeting & Exposition, Orlando, FL.
- Brown M. (Jan 2004). *Developing a web-based logic model to guide research on adverse drug events in community settings*. Poster, Drug Information Association 5th Annual Conference on Pharmaceutical Outcomes Research, Tucson, AZ.
- Brown M. (Jan 2003). *Health literacy or communication failure? Dilemmas facing patients and providers*. Presentation at 11th Annual Invitational Conference, Quality and Consumerism: The Patient's Role in Health Care, Tucson, AZ.
- Brown M & Dues M. (Feb 2003). *Dealing with angry patients in the pharmacy*. ACPE Program No. 003-000-02-88-L04 (2 contact hrs.) Workshop presented at the 36th Annual Southwestern Clinical Pharmacy Seminar. Tucson, AZ.
- Brown M. (Oct 2002). *Issues in Communication and Behavioral Health: Daily Communication Practices and Outcomes in Recovering Alcoholic Couples*. Panel presentation, Arizona Communication Association Fall Conference, Tucson, AZ.
- Trost S., Rohrbaugh M, Shoham V, Wenner C, & Brown M. (Jul 2001). *Couples coping with heart failure: Protection, intentions, and psychological distress*. Poster (1st place Division award), American Psychological Association, San Francisco, CA.
- Brown M. (Nov 1999). *Incorporating service learning into the organizational and small group communication courses*. Panel presentation, National Communication Association Annual Conference, Chicago, IL.
- Brown M. (Mar 1998). *Communication, Social Support, and Recovery from Addiction*. Panel presentation, Successful Relating National Conference, Tucson, AZ.
- Brown M. (Aug 1997). *Conducting successful statewide prevalence research in an era of pluralism: Lessons learned from the California Perinatal Substance Exposure Study*. Poster, Arizona Public Health Association Fall Conference, Phoenix, AZ.
- Kopfman J & Brown M. (Sep 1997). *What motivates and what deters blood donors? Testing a predictive model*. Poster, Arizona Public Health Association Fall Conference, Phoenix, AZ.
- Brown M. & Vega W. (Jun 1993). *Confronting perinatal substance abuse in California: Research as a basis for program planning*. Workshop presented at Annual Alcohol and Drug Problems Assoc. Women's Issues Conference, Minneapolis, MN.
- Brown M. (Dec 1992) *Perinatal research overview*. Presentation at Department of Alcohol and Drug

Programs Conference for Governor's Policy Council, Sacramento, CA.

Brown M. (Sep 1992). *Perinatal substance abuse: The problem, the services and the need*. Workshop presented at the Governor's Conference on *Partners in Prevention: Building Alliances to Prevent Childhood Disabilities*, Sacramento, CA.

Brown M. (Sep 1992). *Historic and current state efforts for women*. Panel facilitator and presenter at California Conference on Alcohol Problems, "Seeds of Change," Ontario, CA.

Brown M. (Sep 1991). *Who gets tested? California's perinatal substance exposure study*. Panel presentation at *Beyond Anger and Denial* Conference, National Association for Perinatal Addiction Research and Education, San Diego, CA.

Brown M. & Faulknor H. (Jun 1990). *The California experience: Residential AIDS shelters for homeless persons with AIDS*. Poster Session, *International AIDS Update Conference*, San Francisco, CA.

Brown M. (Oct 1986). *Reducing agricultural pesticide residues in California ground water*. Presentation at National Pesticides and Ground Water Conference, St. Paul, MN.

SERVICE

Mentor to undergraduate students seeking careers or graduate degrees in health communication, including consultation, internship/preceptorship placements, and independent study: 2002-present
Planner and co-trainer for *Interprofessional Communication* Seminars, UA Colleges of Medicine, Nursing and Pharmacy: 2006-2008.

Volunteer campus recruitment coordinator for nonprofit community service program: 2005-2009
Member, Steering Committee, AZ Center of Excellence in Women's Health, Outreach Core
Secretary and member, Board of Directors, Compass Behavioral Health Care: 2002 – present;
Officer and Founding member, Board of Directors, Divorce Recovery of Tucson: 2004 - 2010
Volunteer Leader, Children of Divorce Program of Tucson: 2001- present

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