

## CURRICULUM VITAE

### **Patti Peeples (Gustafson), R.Ph., Ph.D.**

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**Mission:** *I provide creative, strategic, cost-effective, and on-time solutions for communicating the value of health care products to key customer groups. My services are based on the provision of "big-picture" strategy coupled with rigorous and thorough tactical support.*

### **Summary of Skills**

- Highly experienced medical writer
  - Excellent communicator of value-based messages to diverse audiences
  - Experienced in training Account Managers to use communication tools
  - Over 150 publications, abstracts, and presentations
  - Article nominated for ASHP Foundation Literature Award in Drug Therapy Research.
- Respected and experienced in health outcomes research, pharmaceutical marketing, clinical development (Phases 2 to 3b/4), new product licensing/development, sales force/account manager interaction
- Keen understanding of important customer groups: managed care, employers, hospital systems, clinicians, sales/customer care representatives, product managers, researchers, and senior executives
- Experienced manager and project team leader: building and leading departments, leading diverse project teams, coordinating multi-thousand patient trials
- Dynamic speaker: audiences include senior executives, FDA, CEOs, benefit managers, sales representatives, managed care decision-makers, clinicians, researchers
- Industry experience in Outcomes Research, Medical Affairs, Product Management, Clinical Development, New Product Strategic Planning, Medical Writing, and Marketing Research
- Academic credentials: PhD, Masters of Science, Residency, Pharmacist.

### **Education**

2/96 Ph.D., Health Economics/Outcomes Research, Pharmacy Administration (with Honors)  
University of the Sciences in Philadelphia, Philadelphia, PA

Dissertation Title: *"Impact of Breathing Problems on Health Care Resource Use, Work Productivity and Health-related Quality of Life: An Employer's Perspective"* (Committee Chair: Dean Albert I. Wertheimer, Ph.D.)

2/87 M.S., Healthcare Marketing/Pharmacy Administration (with Honors)  
University of Mississippi, Oxford, MS

Thesis Title: *"A Comparison of Hospital CEOs' and Pharmacy Directors' Attitudes towards Drug Product Appeals"* (Committee Chair: Mickey C. Smith, Ph.D.)

6/86 Residency, Hospital Pharmacy Administration

Medical University of South Carolina, Charleston, SC

5/85 B.S., Pharmacy (with Honors)  
University of Mississippi, Oxford, MS

### Professional Experience

- 10/05-present **Health Outcomes Consultant and President, [HealthEconomics.Com](http://HealthEconomics.Com)  
Ponte Vedra Beach, FL**
- Strategic planning and medical writing associated with developing value messages for target audiences
    - Article nominated for ASHP Foundation Literature Award in Drug Therapy Research (Shorr AF, Sarns MW, Peeples PJ, Stanford RH, Happe LE, Farrelly E. Comparison of cost, effectiveness, and safety of injectable anticoagulants used for thromboprophylaxis after orthopedic surgery. AJHP 2007;64:2349-55)
  - Develop medical marketing, clinical, and health outcomes materials for various consulting organizations and Universities (products include: manuscripts, dossiers, abstracts, presentations, sales aids, patient communication aids)
    - Target audiences: managed care executives, pharmacy benefit managers, employers, clinicians, sales representatives, Medicaid Commissions
  - Strategic advisor to senior management of health outcomes consulting company on merger/acquisition of other companies
  - Developed training dossier for the conduct of employer-based outcomes studies for use by managed markets, health outcomes, and employer-research personnel in major pharmaceutical company
  - President of [HealthEconomics.Com](http://HealthEconomics.Com) website, premier website devoted to health economics, health outcomes, medical, and pharmacy resources on the Internet.
    - Built website to the #1 Google website for health economics
    - Expanded website to include job board for recruiting professionals in the health economics, health outcomes, and managed care arena
    - Grew billings by 300% in 12 months
- 4/00-10/05 **Various Teaching Activities**
- **Guest Lecturer (Northwestern):** health outcomes research
  - **Guest Lecturer (University of North Florida):** Taught class to graduate students on Pricing, Disease Management, Outcomes Assessment, Establishing Value to Employer
  - **Tutor/Home School Educator** to middle/high school students (students now at Northwestern, Wellesley, James Madison, U of FL, U of GA)
  - **Master Naturalist** for St. Johns County, Florida conducting environmental education activities for various school and community groups
- 12/98-4/00 **Senior Director, Medical Affairs and Senior Director, Outcomes Research**  
2/98-12/98 **Director, Outcomes Research**  
9/96-2/98 **Research Scientist, Outcomes Research**  
**ALZA Corporation, Mountain View, CA**

- Received award as one of top 25 performers selected among more than 4000 employees in company
- Built Outcomes Research Dept. from 2 to 8 employees, managed Ph.D. level research staff and \$40 million research budget
- Conceived, designed, managed, analyzed, and presented health outcomes research and PhIIIb and IV clinical trial research for all pharmaceutical products
- Initiated large PhIV (3000+ patient) observational study, the Overactive Bladder Registry
- Conducted decision modeling to determine financial impact, clinical study design and pricing
  - Trained sales reps to use decision tools with MCO customers
- Developed and validated several HRQOL instruments used in clinical trials and NDA submissions
- Implemented procedures to ensure outcomes data were collected in >75% of clinical trials
- Routinely conducted seminars on Outcomes Research principles to senior management, sales force, marketing, clinical and managed care personnel
- Presented HRQOL results to FDA

1/92-9/96

**Marketing Consultant  
Health Outcomes Research Group, Philadelphia, PA and  
Cape Town, SA (9 months)**

- While pursuing PhD, established part-time consulting group on business strategy and health outcomes studies for pharmaceutical and managed care companies
- Designed/implemented 300+patient study assessing total impact (direct, indirect, intangible costs) to an employer
- Developed and validated work productivity instrument for use in large employer group
  - Instrument utilized with employees
- Developed sales force detail aid for promoting economic benefits of enalapril
- Conducted product evaluations and recommended candidates for licensing which maximized corporate portfolio and long-term strategic goals
- Determined impact and devised algorithm to accommodate for drug non-compliance in sales forecasts
- Conducted study on product/corporate image in long-term care and created business plan

8/92-12/93

**Teaching Assistant  
University of the Sciences, Philadelphia, PA**

- Developed course and co-taught Health Policy to graduate students
- Co-taught Pharmacoeconomics course to graduate students
- Taught Health Systems to undergraduate students

1/92-9/95

**Caterer  
Morris County, NJ**

- To take pleasure in a long-held personal love of cooking, I catered private parties in New York City and New Jersey

6/90-1/92  
12/88-6/89

**Product Manager Asst. - Sandimmune® (cyclosporine)  
Sr. Marketing Research Planner – New Products**

- 6/89-6/90      **Marketing Research Planner – Cardiovascular Products  
Sandoz Corp. (now Novartis), East Hanover, NJ**
- As Product Manager of Sandimmune:
    - Assisted in strategic marketing management of largest selling product in company (sales >\$400 million in 1990). Responsible for multi-million dollar budget
    - Managed positioning, pricing, and promotion to new target audiences (Centers of Excellence)
    - Managed non-personal marketing strategy for all customer groups
    - Primary team liaison with sales force and sales mgt.
  - As Marketing Research Planner:
    - Designed and conducted market research to estimate ROI of developmental compounds, craft optimal marketing/clinical profiles, determine pricing and evaluate licensing candidates.
    - Performed and presented sophisticated survey research including conjoint analysis/discrete choice modeling, segmentation evaluation, Order of Entry models, perceptual mapping as well as qualitative research including focus groups and one-on-one interviews
- 12/87-12/88      **Project Director, Quantitative Market Research  
Market Measures, West Orange, NJ**
- Designed and directed quantitative product positioning mail survey studies for pharmaceutical industry
  - Managed analytical plans and presented data to clients
- 6/86-12/87      **Research Associate and Teaching Assistant  
Research Institute of Pharmaceutical Sciences, University of  
Mississippi, Oxford, MS**
- Designed and managed quantitative and qualitative market research projects on drug pricing and product positioning
  - Taught “Health Care Administration” and “Pharmacy Management”
- 7/85-12/87      **Hospital and Retail Pharmacist  
various locations in South Carolina and Mississippi**

**Other Professional Activities, Awards, Public Service**

- Developer:*      Web site for health economics, [HealthEconomics.Com](http://HealthEconomics.Com) (1996 to present)
- Reviewer:*      ISPOR 2007 European Congress Abstract Review Committee (Cost abstracts  
J Clinical Outcomes Management  
J Pharmaceutical Marketing and Management)
- Task Force Member:*      FDA/PhRMA Workgroup on Quality of Life Measurement in  
Overactive Bladder (1999)  
ALZA Product Development Team (1999)
- Visiting Lecturer:*      University of North Florida, College of Health (2001) courses  
in Advanced Healthcare Marketing, and Managed Care  
Northwestern University School of Medicine course in  
Health Economics (1998-99)

Univ. of MS School of Pharmacy, graduate course in Health  
Care Administration (1989-91, 1998)

*Grant recipient:* Dissertation research from Glaxo Inc. (1992)  
Quantitative research: Cost Analysis of 3<sup>rd</sup> Generation  
Cephalosporins from Hoescht-Roussel (1986)  
Master's thesis research from Univ. of MS Pharmaceutical  
Marketing Dept. (1986)

*Offices held:* American Pharmaceutical Association Policy Committee member  
on Professional Affairs (1986-87)  
APhA House of Delegates to State of MS (1986-87)  
President, Rho Chi Pharmacy Honorary (1985)

*Awards:* ALZA TOPS Performer Award (highest honor available, \$25,000 prize,  
1998)  
ALZA Area Directors Award (1998)  
Sandoz Outstanding Marketing Planner Award (1989)  
Outstanding Graduate, School of Pharmacy Univ of MS (1985)

*Public Service:* Cub Scout Den Leader, Wolf and Tiger Den #2, Pack #291, Ponte Vedra, FL  
2006-present)  
Room parent, 2<sup>nd</sup> grade, Ocean Palms Elementary, Ponte Vedra Beach, FL  
2007-present)  
Art in Education volunteer for Ocean Palms Elementary, Ponte Vedra Beach, FL  
(2005-present)  
Science/Environmental educator for schools and community of St. Johns County  
Newsletter Editor, Seaside Playgarden, Jacksonville Beach, FL (2007-present)  
Newsletter Editor, Sawmill Lakes Neighborhood, Ponte Vedra Beach, FL (2006-  
present)  
Social Committee member, Sawmill Lakes Neighborhood, Ponte Vedra Beach,  
FL (2006-present)  
Developed and ran free summer camp for 18 children focusing  
on the environment and arts, Jacksonville, FL (2005)  
Grant-writing Chair, Jacksonville Waldorf Initiative (2003-05)  
Enrollment Support Committee Chair, Jacksonville Waldorf  
Initiative (2003/04)  
Fundraising Chairman, Jacksonville Waldorf Initiative (2002/03)  
Fundraiser for Hubbard House in Jacksonville, FL (2000-01)  
Mentor Program volunteer for underprivileged Hispanic youths (1998-99)  
Raised \$11,000 in volunteer funds for Neonatal Intensive Care  
Unit at Stanford Lucile Packard Children's Hospital (1999)

*Miscellaneous:* Improvisational actor in local film, "Cell Phone Babies" directed by Barbara  
Williams, InterAct, Florida (2004)  
Editorial Page Advisory Group, Florida Times-Union newspaper, Jacksonville,  
FL

**Hobbies:** Environmental education, basketweaving, painting, cooking, camping, woodworking

**References:** Available upon request

## **Publications**

***Served as medical writer for numerous publications in 2006-present (therapeutic areas: diabetes, dyslipidemia, anticoagulants, bipolar disorder, atypical antipsychotics, prostate cancer, urinary tract infection, cardiovascular disease, breast cancer, blood growth factors, restless leg syndrome, glaucoma, asthma, genital warts, thrombocytopenia)***

***Audiences: clinicians, payers, government, employers, internal pharma***

### **In-Print Publications: Served as Professional Medical Writer**

Short LJ, Fisher MD, Wahl PM, Kelly MB, Lawless GD, White S, Rodriguez NA, Willey VJ, Brawley OW. Disparities in medical care among commercially insured patients with newly diagnosed breast cancer: opportunities for intervention. *Cancer*. 2009 Oct 28.

Hoy T, Singhal PK, Willey VJ, Insinga RP. Assessing incidence and economic burden of genital warts with data from a US commercially insured population. *Curr Med Res Opin*. 2009 Oct;25(10):2343-51

Barron JJ, Cziraky MJ, Weisman T, Hicks DG. HER2 testing and subsequent trastuzumab treatment for breast cancer in a managed care environment. *Oncologist*. 2009 Aug;14(8):760-8. Epub 2009 Aug 14.

Quimbo RA, Simko RJ, Cziraky MJ, Burge RT. Attainment of combined optimal lipid values and the impact of lipid medication on cardiovascular outcomes and costs in a commercially insured population in the US. *J Med Econ*. 2008;11(3):449-70

Fabunmi R, Nielsen LL, Quimbo R, Schroeder B, Misurski D, Wintle M, Wade R. Patient characteristics, drug adherence patterns, and hypoglycemia costs for patients with type 2 diabetes mellitus newly initiated on exenatide or insulin glargine *Curr Med Res Opin*. 2009 Feb 10.

Morrato EH, Cuffel B, Newcomer JW, Lombardo I, Kamat S, Barron J. Metabolic risk status and second-generation antipsychotic drug selection: a retrospective study of commercially insured patients. *J Clin Psychopharmacol*. 2009 Feb;29(1):26-32.

Morrato EH, Newcomer JW, Kamat S, Baser O, Harnett J, Cuffel B. Metabolic screening after the American Diabetes Association's consensus statement on antipsychotic drugs and diabetes. *Diabetes Care*. 2009 Jun;32(6):1037-42.

Kamat SA, Rajagopalan K, Pethick N, Willey V, Bullano M, Hassan M. Prevalence and humanistic impact of potential misdiagnosis of bipolar disorder among patients with major depressive disorder in a commercially insured population. *J Manag Care Pharm*. 2008 Sep;14(7):631-42.

Charland SL, Cziraky MJ, Quimbo R, Karas RH, Insull, Jr. W, Davidson M, Stanek EJ. Achieving optimal lipid values in patients with dyslipidemia is associated with reduced risk of cardiovascular events *Journal of Clinical Lipidology* (2008) 2, 343–353

Kamat SA, Rajagopalan K, Pethick N, Willey V, Bullano M, Hassan M. Prevalence and humanistic impact of potential misdiagnosis of bipolar disorder among patients with major depressive disorder in a commercially insured population. *J Manag Care Pharm*. 2008 Sep;14(7):631-42. PMID: 18774873

Comp P, Happe LE, Sarnes M, Farrelly E. Venous thromboembolism clinically detected after hip fracture surgery with prophylaxis in a clinical practice setting. *Am J Orthop*. 2008 Sep;37(9):470-5.

Shorr A, Nutescu E, Farrelly E, Horblyuk R, Happe L, Franklin M. Postdischarge Oral Versus Injectable Anticoagulation Following Major Orthopedic Surgery *The Annals of Pharmacotherapy* 008 Sep;42(9):1222-8.

Nutescu EA, Shorr AF, Farrelly E, Horblyuk R, Happe LE, Franklin M. Burden of deep vein thrombosis in the outpatient setting following major orthopedic surgery. *Ann Pharmacother*. 2008 Sep;42(9):1216-21.

Jacobson TA, Wertz DA, Hoy T, Kuznik A, Grochulski D, Cziraky M. Comparison of cardiovascular event rates in patients without cardiovascular disease in whom atorvastatin or simvastatin was newly initiated. *Mayo Clin Proc* 2008(Dec);83(12):1316-1325

Issa MM, Lin PJ, Eaddy MT, Shah MB, Davis EA. Comparative analysis of alpha-blocker utilization in combination with 5-alpha reductase inhibitors for enlarged prostate in a managed care setting among Medicare-aged men. *Am J Manag Care*. 2008 May;14(5 Suppl 2):S160-6.

McKinnon SJ, Goldberg LD, Peeples P, Walt JG, Bramley TJ. Current management of glaucoma and the need for complete therapy. *Am J Manag Care*. 2008 Feb;14(1 Suppl):S20-7..

Varma R, Peeples P, Walt JG, Bramley TJ. Disease progression and the need for neuroprotection in glaucoma management. *Am J Manag Care*. 2008 Feb;14(1 Suppl):S15-9. Review.

Levin LA, Peeples P. History of neuroprotection and rationale as a therapy for glaucoma. *Am J Manag Care*. 2008 Feb;14(1 Suppl):S11-4.

Bramley T, Peeples P, Walt JG, Juhasz M, Hansen JE. Impact of vision loss on costs and outcomes in medicare beneficiaries with glaucoma. *Arch Ophthalmol*. 2008 Jun;126(6):849-56.

Issa MM, Lin PJ, Eaddy MT, Shah MB, Davis EA. Comparative analysis of alpha-blocker utilization in combination with 5-alpha reductase inhibitors for enlarged prostate in a managed care setting among Medicare-aged men. *Am J Manag Care*. 2008 May;14(5 Suppl 2):S160-6.

Happe LE, Farrelly EM, Stanford RH, Sarnes MW. Cost and occurrence of thrombocytopenia in patients receiving venous thromboembolism prophylaxis following major orthopaedic surgeries. *J Thromb Thrombolysis*. 2008 Oct;26(2):125-31.

Barron JJ, Quimbo R, Nikam PT, Amonkar MM. Assessing the economic burden of breast cancer in a US managed care population. *Breast Cancer Res Treat*. 2008 May;109(2):367-77.

Shorr AF, Sarnes MW, Peeples PJ, Stanford RH, Happe LE, Farrelly E. Comparison of cost, effectiveness, and safety of injectable anticoagulants used for thromboprophylaxis after orthopedic surgery. *AJHP* 2007;64:2349-55. **Nominated for ASHP Foundation Literature Award in Drug Therapy Research**

Shorr AF, Kwong LM, Sarnes M, Happe L, Farrelly E, Mody-Patel N. Venous thromboembolism after orthopedic surgery: implications of the choice for prophylaxis. *Thromb Res.* 2007;121(1):17-24. Epub 2007 Apr 20.

Sarawate CA, Cziraky MJ, Stanek EJ, Willey VJ, Corbelli JC, Charland SL. Achievement of optimal combined lipid values in a managed care setting: Is a new treatment paradigm needed? *Clin Ther.* 2007 Jan;29(1):196-209.

Stanek EJ, Sarawate C, Willey VJ, Charland SL, Cziraky MJ. Risk of cardiovascular events in patients at optimal values for combined lipid parameters. *Curr Med Res Opin.* 2007 Mar;23(3):553-63.

Principal author of "Workbook for Employer-based Demonstration Projects", an internal training dossier for managed markets and employer-research group on how to conduct employer-based research

Hensle TW, Grogg AL, Eaddy M. Pediatric vesicoureteral reflux: treatment patterns and outcomes. *Nat Clin Pract Urol.* 2007 Jul 31;

Hensle TW, Grogg AL. Part 1: Vesicoureteral reflux treatment: the past, present, and future. *Curr Med Res Opin.* 2007 Sep;23 Suppl 4:S1-5.

Hensle TW, Hyun G, Grogg AL, Eaddy M. Part 2: Examining pediatric vesicoureteral reflux: a real-world evaluation of treatment patterns and outcomes. *Curr Med Res Opin.* 2007 Sep;23 Suppl 4:S7-13.

**Submitted or In-Development Publications: Served as Professional Medical Writer**

Ryan MR, Quimbo R, et. al. Cardiovascular Event Reduction Achieved Through Multiple Lipid Goal Attainment: Analysis of a Collaborative Care Practice Model versus a General/Cardiology Practice Model. In development for *Arch Int Med*

Daniel GW, Wallace A, Willey VJ, Lawless G. Comparison of chemotherapy-induced neutropenia predictive risk models developed from administrative claims and medical charts among patients with solid tumors. In development for *The Oncologist*.

Tang B, Rahman M, Quimbo R, Dabbous O, Thompson H, Stephenson J. Impact of anti-tumor necrosis factors on healthcare resource utilization and costs in patients with rheumatoid arthritis. In development.

Stephenson JJ, Quimbo RA, Dai D, Gutierrez B. Sub-Acute Lack Of Asthma Control As A Predictor Of Asthma Exacerbation In A Managed Care Population. In development for *American Journal of Managed Care*

Impact of Asthma Controller Medications on Clinical, Economic, and Humanistic Outcomes in a Managed Care Environment. In development

Differences between rewarded and unrewarded medical groups in a pay-for-performance initiative in diabetes management. *J Healthcare Management.* In development.

Analgesic treatment patterns and outcomes in patients with chronic pain. *Pain.* In development.

Clinical and economic analysis of blood growth factor usage in 5 managed care plans. *Health Affairs.* In development.

Exubera (insuling human [rDNA origin]) Inhalation Powder: Type 2 Diabetes Economic Model (economic model for client)

Cost-effectiveness Analysis of Inhaled Insulin for the Treatment of Type 2 Diabetes Mellitus. Submitted to J Managed Care Pharmacy

Determining the prevalence of bipolar disorder among unipolar depression patients using a claims-based predictor model. In development for Value in Health

Prevalence and Severity of Restless Legs Syndrome in Patients Identified With Depression or Sleep Disorders. Submitted to Archives Internal Medicine

Switching Patterns, Healthcare Resource Utilization, and Costs Associated with Fixed-dose and Free agent ACE Inhibitor and Calcium Channel Blocker Combination Antihypertensive Regimens. In development for J Managed Care Pharmacy

Literature Review for CDC Demonstration Project on Barriers to Optimal Outcomes for Breast and Uterine Cancer in African-American and Latina Women in Chicago.

**Publications: Served as Researcher**

Wasserman T, Mackowiak JI, Brizel DM, Peeples P, Sauer R. Effect of amifostine on patient assessed clinical benefit in irradiated head and neck cancer  
*Int J Radiat Oncol Biol Phys*, Nov 1 2000, 48(4):1035-9.

Lubeck DP, Prebil LA, Peeples P, Brown JS. A health related quality of life measure for use in patients with urge urinary incontinence: a validation study. Quality of Life Research. 1999, 8:337-344.

Bonomi A, Palmer C, Peeples P, S Jackson. Cost of managing mucositis and xerostomia in head and neck cancer patients undergoing chemoradiotherapy (CRT) or radiation (RT). *Value in Health*. 1999.

Calhoun E, Bennett C, Peeples P, Lurain J, Roland P et al. Perceptions of cisplatin-related toxicity among ovarian cancer patients and gynecologic oncologists. *Gynecologic Oncology*, 1998, 71:369-375.

Peeples P. Seven steps to a pharmacoeconomic partnership between hospital pharmacy directors and pharmaceutical manufacturers. Book Chapter in *Health Economics in the USA: Expectations, Applications and Future Directions* edited by Kolassa EM and DB Nash (publisher: IMS America and Pharma Strategy Group, Plymouth Meeting, PA), 1996, November.

Gustafson S, Peeples P. Health economics and the 'Net: how to use the internet in your next project. Book Chapter in *Health Economics in the USA: Expectations, Applications and Future Directions* edited by Kolassa EM and DB Nash (publisher: IMS America and Pharma Strategy Group, Plymouth Meeting, PA), 1996, November.

Peeples P, Wertheimer AI, Mackowiak JI, McGhan WF. Controversies in measuring and valuing indirect costs of productivity foregone in a cost of illness evaluation. *J Research in Pharmaceutical Economics*. 1997, 8(3):23-32.

Peeples P, Wertheimer AI, Mackowiak JI, McGhan WF. Assessment and measurement of worker productivity. *J Research in Pharmaceutical Economics*. 1997, 8(3):33-46.

Stanek EJ, Cheng JW, Peeples P, Simko RJ, Spinler SJ. Patient preferences for thrombolytic therapy in acute myocardial infarction. *Medical Decision Making*. 1996, 17(4):464-471.

Tucker Peeples P, Wertheimer AI. The placebo effect: implications for outcomes evaluations of drug products. *Int J Pharmacy Practice*. 1995, March.

Tucker Peeples P, Nash DL. H2 antagonists: formulary implications. *Pharmacoeconomics*. 1994, April(5): 313-334.

Tucker Peeples P, Smith MC. Hospital Administrators: how they think and what they want. *Medical Marketing and Media*. 1989, July.

Tucker Peeples P and Tucker GK. A comparison of hospital CEOs' and pharmacy directors' attitudes toward drug product appeals. *J Pharmaceutical Marketing and Management*. 1988, Fall.

### **Podium Presentations: Served as Researcher**

Lubeck D, Peeples P, Brown J, et al. Validation of the urge-incontinence impact questionnaire (U-IIQ) and urge-urogenital distress inventory (U-UDI) in men and women with urge urinary incontinence. Oral Presentation to International Society of Quality of Life Research, Baltimore, MD November 15-17, 1998.

Lubeck D, Peeples P, Brown J et al. Positive QOL impact of once-a-day oxybutynin: validation of the urge-incontinence impact questionnaire (U-IIQ) and urge-urogenital distress inventory (U-UDI). Oral Presentation to Association of Urogynecologists Society Annual Meeting. Washington DC, November 13, 1998.

Peeples P. Validity of measurement methods for assessing adverse events associated with treatments for overactive bladder. Oral Presentation to Food and Drug Administration, Division of Urology, June 1998.

Peeples P. Estimating economic impact in chemotherapy-induced toxicities. Oral Presentation to 1<sup>st</sup> Annual Symposia for Oncology Pharmacists. November 1996, Palm Springs, CA.

Stanek E, Peeples P, Spinler S. Patient preferences of thrombolytic agents. Oral Presentation to American College of Cardiology, November 1994, Dallas TX.

### **Poster Presentations: Served as Researcher**

Jackson SE, Peeples P. Indirect and outpatient direct costs of attention deficit and hyperactivity disorder (ADHD): a prospective survey of primary caregivers. Poster Presentation to International Society of Pharmacoeconomic and Outcome Research, May 23-26, 1999. Washington DC.

Jackson SE, Peeples P. Impact of attention deficit and hyperactivity disorder (ADHD): A survey of primary caregivers. Poster Presentation to International Society of Pharmacoeconomic and Outcome Research, May 23-26, 1999. Washington DC.

Noe, L., Peeples P. Medical resources consumption by patients with chronic and breakthrough pain. Poster Presentation to International Society of Pharmacoeconomic and Outcome Research, May 23-26, 1999. Washington DC.

Lubeck D, Prebil L, Potter L, Peeples P. Improvements in clinical outcomes, health related quality of life and symptom bother for overactive bladder patients treated with a new once daily formulation of oxybutynin. Poster Presentation to International Society of Pharmacoeconomic and Outcome Research, May 23-26, 1999. Washington DC.

Bonomi AE, Palmer CS, Ajax M, Peeples P, Jackson SE. Cost of managing mucositis and xerostomia in head and neck cancer patients undergoing chemoradiotherapy (CRT) or radiation (RT). Poster Presentation to International Society of Pharmacoeconomic and Outcome Research, May 23-26, 1999. Washington DC.

Mackowiak JI, Scott-Lenox J, Lenox R, Wasserman T, Jackson S, Peeples P. Patient Benefit Questionnaire (PBQ) for xerostomia: development and validation. Poster Presentation to International Society of Pharmacoeconomic and Outcome Research, May 23-26, 1999. Washington DC.

Jackson S, Peeples P, Hanson-Divers C. Costs associated with chemotherapy-induced toxicities: a review of the literature. Poster Presentation to International Society of Pharmacoeconomic and Outcome Research, May 23-26, 1999. Washington DC.

Casciano R, Arikian SA, Tarride JE, Peeples P, Casciano J, Corey R. A method for comparing disparate outcome measures in overactive bladder clinical trials. Poster Presentation to International Society of Pharmacoeconomic and Outcome Research, May 23-26, 1999. Washington DC.

Lubeck D, Peeples P, Prebil L, Cisternas M. Reduction in extent to which patients are bothered by symptoms reported in the urge-urogenital distress inventory (U-UDI) in a clinical trial of once-a-day oxybutynin. Poster Presentation to International Society of Quality of Life Research, November 15-17, 1998. Baltimore, MD.

Lubeck D, Peeples P, Prebil L, Cisternas M. Reduction in extent to which patients are bothered by symptoms reported in the urge-urogenital distress inventory (U-UDI) in a clinical trial of once-a-day oxybutynin. Poster Presentation to 1<sup>st</sup> International Consultation on Incontinence, June 28-July 1, 1998; #7, Monaco.

Lubeck D, Peeples P, Prebil L, Cisternas M, Brown J. Positive QOL impact of once-a-day oxybutynin: validation of the urge-incontinence impact questionnaire (U-IIQ) and urge-urogenital distress inventory (U-UDI). Poster Presentation to International Consultation on Incontinence, June 28-July 1, 1998; #8, Monaco.

Poster: Cost of Chemotherapy-Induced Hematologic Toxicity. Calhoun EA, Fishman DA, Lurain JR, Roland PY, Bennett CL, Peeples PJ. Poster Presentation to American Society of Hematology. 1998, Los Angeles, CA.

**Directed Research: Publications, Presentations and Posters (in role as Senior Director, Medical Affairs and Outcomes Research, I played a senior research role in the design, conduct, analysis and reporting of these research projects. For commercial and/or academic reasons, my name is not on the publications and presentations.)**

**Publications: Directed Research**

Boone TB, Kusek JW, Nyberg LM, Steele G, Pashos CL, Grossman MA, Diokno A, Bull SA, and Albrecht D. Treatment patterns and associated symptom improvement during six months of care for overactive bladder: a prospective, observational study. Clinical Therapeutics. 2003;24(3):397-408.

Hodson DI, Browman GP, Thepamongkhol K, Oliver T, Zuraw, and members of the Head and Neck Cancer Disease Site Group. The role of amifostine as a radioprotectant in the management of patients with squamous cell head and neck cancer. Practice Guidelines Report #5-8, May 13, 2003. *Cancer Care* <http://www.cancercares.on.ca/pdf/pebc5-8f.pdf> (Peeples contributed to the quality of life component of these care guidelines)

Diokno A, Sand P, Labasky R, Sieber P, Antoci J, Leach G, Atkinson L, Albrecht D. Long-term safety of extended-release oxybutynin chloride in a community-dwelling population of participants with overactive bladder: A one-year study. *Int J Urology Nephrology*. 2002(March);34(1):43-49. (Peeples contributed to the quality of life component)

Calhoun EA, Chang CH, Welshman EE, Fishman DA, Lurain JR, Bennett CL. Evaluating the total costs of chemotherapy-induced toxicity: results from a pilot study with ovarian cancer patients. *Oncologist*. 2001 6(5):441-5.

Arikian SR, Casciano J, Doyle JJ, Tarride JE, Casciano RN. A pharmacoeconomic evaluation of two new products for the treatment of overactive bladder. *Managed Care Interface*. Feb 2000;88-94.

Calhoun EA, Bennett CL. Pharmacoeconomics of amifostine in oncology. *Oncology Economics*, 2000; 1(2):61-63.

Calhoun EA, Bennett CL. Pharmacoeconomics of amifostine in ovarian cancer. *Semin Oncol* (United States), Apr 1999, 26(2 Suppl 7):102-7

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