

Faculty biosketch

Name: Deborah J. Cohen, PhD

Undergraduate school: Muhlenberg College, Allentown, PA

Graduate school: The Annenberg School for Communication, The University of Pennsylvania (MA); The School of Communication, Information and Library Studies, Rutgers University (PhD)

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Publications:

Scott JG, **Cohen D**, DiCicco-Bloom B, Orzano AJ, Jaen CR, Crabtree B. "Antibiotic Use in Acute Respiratory Infections and the Ways Patients Pressure Physicians for a Prescription." *J Fam Pract.* 2001; 50 (10), 853-858.

DiCicco Bloom B, **Cohen D**. "Home Care Nurses: A Study of the Occurrence of Culturally Competent Care." *Journal of Transcultural Nursing.* 2003; 14 (1), 25-31.

Cohen, D., Diccico Bloom, B. Headley, A, Orzano, JA, Ohman Strickland, P, Levine, J, Scott, J, Crabtree, B. "Opportunistic approaches for delivering preventive care in illness visits." *Preventive Medicine.* 2004; 38(5), 565-573.

Cohen, D., McDaniel, R.R. Jr., Crabtree, B.F., Ruhe, M.C., Weyer, S.M., Tallia, A., Miller, W.L., Goodwin, M.A., Nutting, P., Solberg, L.I., Syzanski, S.J., Jaen, C.R., Gilchrist, V., and Stange, KC. "A practice change model for quality improvement in primary care practice." *Journal of Health Care Management.* May/June 2004.

Scott, J.G., **Cohen, D.**, DiCicco-Bloom, B., Orzano, J.A., Gregory, P., Flocke, S.A., Maxwell, L., Crabtree, B. "Speaking of Weight: how patients and primary care clinicians initiate weight loss counseling." *Preventive Medicine.* 38(6), 819-827.

Cohen, D.J., Tallia, A., Crabtree, B.F., Young, D. Implementing Health Behavior Change In Primary Care: Lessons from Prescription for Health. *Annal of Family Medicine* 2005, vol 3 S12-19.

Crabtree, B.J., Miller, W.L., Tallia, A.F., **Cohen, D.J.**, Diccico-Bloom, B., McIlvail, H.E., Aita, V.A., Scott, J.G., Gregory, P., Stange, K.C., McDaniel, R.R. Jr. "Delivery of preventive services in family medicine offices." *Annals of Family Medicines*, 2005, v3, pp.430-435.

Cohen, DJ, Leviton, LC, Isaacson, N, Tallia, AF, Crabtree, BF. "Online diaries for qualitative evaluation: getting real-time insights. *American Journal of Evaluation.* In press. June 2006 issue.

Honors, awards, community service: Counselor for NMAC (Nursing Mothers Advisory Counsel); member of the Nutrition and Activity Task Force, Department of Health and Senior Services

Comments:

My research focuses on quality improvement in the primary care setting. My particular interests include, practice change and improvement, physician-patient communication, and cancer prevention and control, in general, and as it related to nutrition and physical activity. My work is beginning to explore how to help primary care physicians and patients discuss physical activity and nutrition. I am currently the PI on a Robert

Wood Johnson Foundation funded evaluation of the Prescription for Health initiative. This initiative funds practice-based research networks to develop and pilot test interventions focused on four target areas: smoking, risky drinking, diet and physical activity. I am also the PI on a subcontract with Sue Flocke from Case Western Reserve University to work on an NCI-funded R01 that examines physician and patient in the primary care setting engage in health behavior counseling. My training is in health communication, qualitative methods and conversation analysis.