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Education and Training

09/1980-06/1984 BA, Carleton College, Magna Cum Laude (Philosophy)
09/1984-06/1988 MD, University of Minnesota

Postdoctoral Training

07/1988-06/1991 Internal Medicine Residency Training Program, Mayo Graduate
School of Medicine, Rochester, MN
07/1991-06/1992 Fellowship in Medical Ethics, University of Chicago Center for
Clinical Medical Ethics
07/1992-06/1994 Fellowship in General Medicine, University of Pittsburgh,
Department of Medicine

Academic, Administrative and Clinical Appointments

Academic Appointments

07/1994-06/2000 Assistant Professor of Medicine, Department of Medicine,
University of Pennsylvania School of Medicine
07/1994-06/2000 Senior Fellow, The Leonard Davis Institute of Health Economics,
University of Pennsylvania School of Medicine
07/1994-06/2000 Faculty, Center for Bioethics, University of Pennsylvania School
of Medicine
07/1995-06/2000 Assistant Professor of Epidemiology, University of Pennsylvania
School of Medicine (Secondary Appointment)
08/2000-08/2004 Associate Professor of Medicine, Department of Medicine,
University of Michigan, School of Medicine
08/2002-08/2004 Adjunct Associate Professor of Psychology, College of Literature,
Science and Art, University of Michigan, School of Medicine
09/2004-06/2010 Professor of Medicine, Department of Medicine, University of
Michigan
09/2004-06/2010 Adjunct Professor of Psychology, School of Literature, Science
and the Arts, University of Michigan
01/2008-06/2010 George Dock Collegiate Professor of Medicine, University of
Michigan

07/2010-present	Madge and Dennis T. McLawhorn University Professor of Business, Fuqua School of Business, Duke University
07/2010-present	Professor of Public Policy, Sanford School of Public Policy, Duke University
07/2010-present	Professor of Medicine, Duke University
01/2011-present	Faculty Associate, Trent Center for Bioethics, Duke University

Administrative Appointments

07/1999-07/2000	Director, General Medicine Research Fellowship, University of Pennsylvania
08/2000-06/2003	Director, General Medicine Research Fellowship, University of Michigan
08/2000-12/2003	Core faculty, Robert Wood Johnson Clinical Scholars Program, University of Michigan and Ann Arbor VAMC
08/2000-06/2010	Director, Center for Behavioral and Decision Sciences in Medicine, Ann Arbor VAMC and University of Michigan
12/2003–06/2007	Associate Director, Robert Wood Johnson Clinical Scholars Program, University of Michigan and Ann Arbor VAMC
07/2007-06/2010	Co-Director, Robert Wood Johnson Clinical Scholars Program, University of Michigan and Ann Arbor VAMC
09/2012-Present	Associate Director, Health Sector Management Program, Fuqua School of Business
01/2017-Present	Director, Program for Improving Healthcare Consumerism

Clinical Appointments

07/1994-07/2000	Staff Physician, VAMC, Philadelphia
07/1994-07/2000	Staff Physician, Hospital of the University of Pennsylvania
08/2000-06/2010	Staff Physician, VAMC, Ann Arbor

Honors and Awards

1984	Phi Beta Kappa.
1984	Dana Award (academic achievement, leadership, character), Carleton College, Northfield MN
1994	Mack Lipkin Associates Award for outstanding scientific presentation at national meeting: “Elevator Talk: Observational Study of Inappropriate Conversations in a Public Space.” SGIM national meeting, Washington, DC
1994	Lee Lusted Award for outstanding scientific presentation, honorable mention: “Why Oregon's Cost-effectiveness List Failed: Evidence that Individual Utilities do not Predict Rationing Choices.” Society for Medical Decision Making national meeting, Cleveland, OH
1994-1997	Measey Foundation Faculty Fellow, Department of Medicine, University of Pennsylvania School of Medicine

1996-1998 Health Services Research and Development Career Development Award, Department of Veterans Affairs

1997-2001 Robert Wood Johnson Foundation Generalist Physician Faculty Scholar Award

1997 Rockefeller Foundation, recipient of an award to stay at Bellagio Conference Center, Bellagio, Italy.

1997 Outstanding Paper by a Young Investigator, Society for Medical Decision Making.

1998 Nellie Westerman Prize in Clinical Research Ethics, American Federation for Medical Research.

1999-2001 Senior Research Associate, Health Services Research Program, Department of Veterans Affairs.

2000-2005 Presidential Early Career Award for Scientists and Engineers (PECASE)

2000 Labelle Lecturer, McMaster University, Hamilton, Ontario

2000 Mayers Endowment Lecture, Penn State.

2004 Mother Marianne Cope Lectureship in Ethics, The St. Francis International Center for Healthcare Ethics.

2004 Fellow, Hastings Center

2004 Sadoff Lectureship, University of Minnesota

2005 Moore Lectureship, Simon Fraser University; Vancouver, BC, Canada

2007 Stevens Lectureship, Rochester General Hospital, Rochester, NY

2008 David Brin Visiting Professor, Johns Hopkins University, School of Medicine, Baltimore, MD

2008-2010 George Dock Collegiate Professorship, University of Michigan

2008-2011 Robert Wood Johnson Foundation Health Policy Investigator

2008 Member, World Economic Forum, Global Health Committee

2008 Eugene Sullivan Memorial Lecturer, Northwest Society of Colon and Rectal Surgeons, Orcas Island, WA

2009 Distinguished Alumni Achievement Award, Carleton College

2010-2012 John O. Blackburn Professor of Marketing

2012-Present Madge and Dennis T. McLawhorn University Professor, Duke University

2014 Inaugural Bucksbaum Lectureship, Univ. of Chicago

2015 Distinguished Lecturer, Wharton School, U, Penn

2015 Distinguished Lecturer, School of Health Prof., U Missouri

2017 2d Annual Professorship in Ethics and Decision Making, Department of Critical Care, U Pittsburgh

2019 Elected Member, National Academy of Medicine

Bibliography

Books

1. Ubel PA. Pricing Life: Why It's Time for Health Care Rationing. Bradford Books a division of MIT Press. Cambridge, 2000.
2. Ubel PA. You're Stronger Than You Think: Tapping into the Secrets of Emotionally Resilient People. McGraw-Hill. New York, 2006.
3. Ubel PA. Free Market Madness: Why Human Nature is at Odds with Economics—and Why it Matters. Harvard Business School Press. Boston, 2009.
4. Ubel PA. Critical Decisions: How You and Your Doctor Can Make the Right Medical Choices Together. HarperCollins Publishers. New York, 2012.
5. Ubel PA. Sick to Debt: How Smarter Markets Lead to Better Care. Yale University Press. New Haven & London, 2019.

Peer-Reviewed Publications

1. Ubel PA, Arnold RM, Caplan AL. Rationing failure: Retransplantation of scarce, vital organs in the US. JAMA. 270:2469-2474, 1993.
2. Ubel PA. Assisted suicide and the case of Quill and Diane. Issues in Law and Medicine. 8; 4:487-502, 1993.
3. Ubel PA, Arnold RM. The unbearable rightness of bedside rationing: Physician duties in a climate of cost containment. Archives Internal Medicine 155:1837-1842, 1995.
4. Ubel PA, Zell M, Fischer G, Miller D, Peters-Stefani D, Arnold, RM. Elevator talk: Observational study of inappropriate conversations in a public space. American Journal Medicine. 99:190-194, 1995.
5. Ubel PA. Doctor talk: Technology and modern conversation. American Journal Medicine. 98:587-588, 1995.
6. Ubel PA, Arnold R, Gramelspacher G, Hoppe R, Landefeld CS, Levinson W, Tierney W, Tolle S. Acceptance of external funds by physician organizations: Issues and policy options. Journal General Internal Medicine. 10:624-630, 1995.
7. Ubel PA, Loewenstein G. The efficacy and equity of retransplantation: An experimental survey of public attitudes. Health Policy. 34:145-151, 1995.

8. Ubel PA, Loewenstein G. Distributing scarce livers: The moral reasoning of the general public. *Social Science Medicine*. 42:1049-1055, 1996.
9. Ubel PA, Loewenstein G. Public perceptions of the importance of prognosis in allocating transplantable livers to children. *Medical Decision Making*. 16:234-241, 1996.
10. Ubel PA, Kamlet M, Scanlon D, Loewenstein G. Individual utilities are inconsistent with rationing choices: A partial explanation of why Oregon's Cost-effectiveness List failed. *Medical Decision Making*. 16:108-119, 1996.
11. Ubel PA. Can we continue to afford organ transplants in an era of managed care? *American Journal of Managed Care*. 2:293-297, 1996.
12. Ubel PA, Dekay ML, Baron J, Asch DA. Cost-effectiveness analysis in a setting of budget constraints: Is it equitable? *New England Journal Medicine*. 334:1174-1177, 1996.
13. Ubel PA, DeKay ML, Baron J, Asch DA. Public preferences for efficiency and racial equity in kidney transplant allocation decisions. *Transplantation Proceedings*. 28:2975-2980, 1996.
14. Beumont MG, Graziani A, Ubel PA, MacGregor RR. Safety of Dapsone as *Pneumocystis carinii* pneumonia prophylaxis in HIV infected patients with allergy to TMP/SMX. *American Journal of Medicine*. 100:611-616, 1996.
15. Ubel PA, Goold SD. Recognizing bedside rationing: Clear cases and tough calls. *Annals of Internal Medicine*. 126:74-80, 1997.
16. Ubel PA, Loewenstein G. The role of decision analysis in informed consent: Choosing between intuition and systematicity. *Social Science Medicine*. 44:647-656, 1997.
17. Ubel PA. Transplanting alcoholics: Separating prognosis and responsibility from social biases. *Liver Transplantation and Surgery*. 3:1-5, 1997.
18. Farber NJ, Berger M, Davis EB, Weiner J, Boyer EG, Ubel PA. Confidentiality and health insurance fraud. *Archives of Internal Medicine*. 157:501-504, 1997.
19. Asch DA, Ubel PA. Rationing by any other name. *New England Journal Medicine*. 336:1668-1671, 1997.
20. Louis ON, Sankar P, Ubel PA. Kidney transplant candidates' views of the transplant allocation system. *Journal General Internal Medicine*. 12:478-484, 1997.

21. Ubel PA, Asch DA. Semantic and moral debates about hastening death. *Journal of Clinical Ethics*. 8:242-249, 1997.
22. Silver-Isenstadt A, Ubel PA. Medical student name tags: Identification or obfuscation? *Journal General Internal Medicine*. 12:669-671, 1997.
23. Ubel PA, Goold S. Does bedside rationing violate patients' best interests? An exploration of "moral hazard." *American Journal of Medicine*. 104:64-68, 1998.
24. Asch DA, Christakis NA, Ubel PA. Conducting physician mail surveys on a limited budget: A randomized trial comparing \$2 bill versus \$5 bill incentives. *Medical Care*. 36:95-99, 1998.
25. Ubel PA, Spranca M, DeKay M, Hershey J, Asch, DA. Public preferences for prevention versus cure: What if an ounce of prevention is worth only an ounce of cure? *Medical Decision Making*. 18:141-148, 1998.
26. Ubel PA, Merz JF, Shea J, Asch DA. How preliminary data affect people's stated willingness to enter a hypothetical randomized controlled trial. *Journal of Investigative Medicine*. 45:561-566, 1998.
27. Ubel PA, Goold SD. "Rationing" Health Care: Not All Definitions Are Created Equal. *Archives of Internal Medicine*. 158:209-214, 1998.
28. Ubel PA, Loewenstein G, Scanlon D, Kamlet M. Value measurement in cost-utility analysis: Explaining the discrepancy between analog scale and person trade-off elicitations. *Health Policy*. 43:33-44, 1998.
29. Farber NJ, Berger MS, Davis EB, Weiner J, Boyer EG, Ubel PA. Physicians' experiences with patient-initiated health insurance fraud. *Delaware Medical Journal*. 70:329-334, 1998.
30. Ubel PA, Caplan AL. Geographic favoritism in liver transplantation: Unfortunate or unfair? *New England Journal Medicine*. 339:1322-1325, 1998.
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34. Menzel P, Gold MR, Nord E, Pinto Prades JL, Richardson J, Ubel PA. Towards a broader view of values in cost-effectiveness analysis in health care. *Hastings Center Report*. 29:7-15, 1999.
35. Silver-Isenstadt A, Ubel PA. Erosion in medical students' attitudes about telling patients they are students? *Journal General Internal Medicine*. 14:481-487, 1999.
36. Ubel PA. How stable are people's preferences for giving priority to severely ill patients? *Social Science Medicine*. 49:895-903, 1999.
37. Ubel PA. The challenge of measuring community values in ways appropriate for setting health care priorities. *Kennedy Institute of Ethics Journal*. 9:263-284, 1999.
38. Ubel PA, Richardson J, Pinto Prades JL. Life saving treatments and disabilities: Are all QALYs created equal? *International Journal of Technology Assessment in Health Care*. 15:738-748, 1999.
39. Armstrong K, Berlin M, Propert K, Schwartz JS, Ubel PA. Educational content and the effectiveness of influenza vaccination reminders. *Journal General Internal Medicine*. 14:695-697, 1999.
40. Ubel PA, Baron J, Nash B, Asch DA. Are preferences for equity over efficiency in health care allocation "all or nothing?" *Medical Care*. 38:366-373, 2000.
41. Ubel PA, Richardson J, Menzel P. Societal value, the Person Trade-Off, and the dilemma of whose values to measure for cost-effectiveness analysis. *Health Economics*. 9:127-136, 2000.
42. DeKay ML, Nickerson CAE, Ubel PA, Hershey JC, Spranca MD, Asch DA. Further explorations of medical decisions for individuals and groups. *Medical Decision Making*. 20:39-44, 2000.
43. Green MJ, Farber N, Ubel PA, Arnold R. Lying to each other: When internal medicine residents use deception with their colleagues. *Archives of Internal Medicine*. 160:2317-2323, 2000.
44. Ubel PA, Nord E, Gold M, Menzel P, Pinto Prades JL, Richardson J. Improving value measurement in cost-effectiveness analysis. *Medical Care*. 38:892-901, 2000.
45. Conigliaro J, Good, CB, Macpherson DS, Lofgren RP, Allman R, Passman LJ, Ubel PA, O'Connor M, Hanusa B, Whittle J. Understanding racial variation in the use of coronary revascularization procedures: The role of clinical factors. *Archives of Internal Medicine*. 160:1329-1335, 2000.

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47. Ubel PA, Bryce CL, Siminoff LA, Caplan AL, Arnold RM. Pennsylvania's voluntary benefits program: Evaluating an innovative approach to increasing organ donation. *Health Affairs*. 19:206-211, 2000.
48. Ubel PA, Silver-Insensstadt A. Are patients willing to participate in medical education? *Journal of Clinical Ethics*. 11:230-235, 2000.
49. Farber NJ, Davis EB, Weiner J, Jordan J, Boyer EG, Ubel PA. Physicians' attitudes about involvement in lethal injection for capital punishment. *Archives of Internal Medicine*. 160:2912-2916, 2000.
50. Neuberger J, Ubel PA. Finding a place for public preferences in liver allocation decisions. *Transplantation*. 70(10): 1411-1413, 2000.
51. Green MJ, Fong S, Mauger DT, Ubel PA. Rationing HIV medications: What do patients and the public think about allocation policies? *Journal of Acquired Immune Deficiency Syndromes*. 26:56-62, 2001.
52. Ubel PA, Jepson C, Baron J. The inclusion of patient testimonials in decision aids: Effects on treatment choices. *Medical Decision Making*. 21:60-68, 2001.
53. Armstrong KA, Berlin M, Schwartz JS, Propert K, Ubel PA. Barriers to influenza immunization in a low-income urban population. *American Journal of Preventive Medicine*. 20:21-25, 2001.
54. Ubel PA, Baron J, Asch DA. Preference for equity as a framing effect. *Medical Decision Making*. 21:180-189, 2001.
55. Ubel PA, Loewenstein G, Hershey J, Baron J, Mohr T, Asch DA, Jepson C. Do nonpatients underestimate the quality of life associated with chronic health conditions because of a focusing illusion? *Medical Decision Making*. 21:190-199, 2001.
56. Baron J, Ubel, PA. Revising a priority list based on cost-effectiveness: The role of the prominence effect and distorted utility judgments. *Medical Decision Making*. 21:278-287, 2001.

57. Peck BM, Asch DA, Goold SD, Roter DL, Ubel PA, McIntyre LM, Abbott KH, Hoff JA, Koropchak CM, Tulsy JA. Measuring patient expectations: Does the instrument affect the satisfaction or expectations? *Medical Care*. 39:100-108, 2001.
58. Halpern SD, Metzger DS, Berlin JA, Ubel PA. Who will enroll? Predicting participation in a phase II AIDS vaccine trial. *Journal of AIDS*. 27:281-288, 2001.
59. Ubel PA. Physicians, thou shalt ration: The necessary role of bedside rationing in controlling health care costs. *Healthcare Papers*. 2:10-21, 2001.
60. Ubel PA. Putting bedside rationing back into perspective. *Healthcare Papers*. 2:69-75, 2001.
61. Parsons GN, Kinsman SB, Bosk CL, Sankar P, Ubel PA. Between two worlds: Medical student perceptions of humor and slang in the hospital setting. *Journal General Internal Medicine*. 16:550-553, 2001.
62. Armstrong K, Fitzgerald G, Schwartz SJ, Ubel PA. Using survival curve comparisons to inform patient decision making: Can a practice exercise improve understanding? *Journal General Internal Medicine*. 16:544-549, 2001.
63. Baron J, Wu Z, Brennan DJ, Weeks C, Ubel PA. Analog scale, magnitude estimation, and person trade-off as measures of health utility: Biases and their correction. *Journal of Behavioral Decision Making*. 14:17-34, 2001.
64. Ubel PA, Jepson C, Baron J, Mohr T, McMorrow S, Asch DA. Allocation of transplantable organs: Do people want to punish patients for causing their illness? *Liver Transplantation*. 7:600-607, 2001.
65. Armstrong KA, Schwartz JS, Fitzgerald G, Ubel PA. Effects of framing as gain vs. loss on hypothetical treatment choices: Survival and mortality curves. *Medical Decision Making*. 22:76-83, 2002.
66. Farber NJ, Aboff BM, Weiner J, Davis EB, Boyer EG, Ubel PA. Physicians' willingness to participate in the process of lethal injection for capital punishment? *Annals of Internal Medicine*. 135:884-888, 2001.
67. Alexander GC, Werner RM, Fagerlin A, Ubel PA. Gaming the system: Public preferences that doctors play? *Journal of General Internal Medicine*. 16(Supplement 1): 185, 2001.
68. Ubel PA. "What should I do doc?" Should physicians ever make clinical recommendations? *Archives of Internal Medicine*. 162:977-980, 2002.

69. Werner RM, Alexander GC, Fagerlin A, Ubel PA. The “hassle factor”: What motivates physicians to manipulate reimbursement rules? *Archives of Internal Medicine*. 162:1134-1139, 2002.
70. Gurmankin AD, Baron J, Hershey JC, Ubel PA. The role of physicians’ recommendations in medical treatment decisions. *Medical Decision Making*. 22:262-271, 2002.
71. Ubel PA, Richardson J, Baron J. Exploring the role of order effects in Person Trade-off elicitation. *Health Policy*. 61:189-199, 2002.
72. Armstrong K, Weber B, Ubel PA, Guerra C, Schwartz JS. Interest in BRCA ½ testing in a primary care population. *Preventive Medicine*. 34:590-595, 2002.
73. Ballard DW, Li Y, Evans J, Ballard RA, Ubel PA. Fear of litigation may increase resuscitation of infants born near the limits of viability. *Journal of Pediatrics*. 140:713-718, 2002.
74. Halpern SD, Ubel PA, Caplan AL. Solid organ transplantation for HIV-positive patients: The time is now. *New England Journal of Medicine*. 347:284-287, 2002.
75. Nord, E, Pinto, JL, Richardson, J, Menzel, P, Ubel PA. Comments to “A note on cost-value analysis.” *Health Economics Letters*. 6:12-14, 2002.
76. Halpern SD, Ubel PA, Berlin JA, Asch DA. Randomized trial of \$5 versus \$10 monetary incentives, envelope size, and candy to increase physician response rates to mailed questionnaires. *Medical Care*. 40:834-839, 2002.
77. Ubel PA. Is information always a good thing? Helping patients make “good” decisions. *Medical Care*. 40:39-44, 2002.
78. Halpern SD, Ubel PA, Berlin JA, Townsend R, Asch DA. Physicians’ preferences for active-controlled versus placebo-controlled trials of new antihypertensive drugs. *Journal of General Internal Medicine*. 17:689-695, 2002.
79. Baron, J. and Ubel PA. Types of inconsistency in health-state utility judgments. *Organizational Behavior and Human Decision Processes*. 89:1110-1118, 2002.
80. Boulis A, Goold SD, Ubel PA. Responding to the immunoglobulin shortage: A case study. *Journal of Health Politics, Policy and Law*. 27:977-999, 2002.
81. Hershey J, Asch DA, Jepson C, Baron J, Ubel PA. Incremental and average cost-effectiveness ratios: Will physicians make a distinction? *Risk Analysis*. 23:81-89, 2003.

82. Ubel PA, Jepson C, Silver-Isenstadt A. Don't ask, don't tell: A change in medical student attitudes after obstetrics/gynecology clerkships toward seeking consent for pelvic examinations on an anesthetized patient. *American Journal of Obstetrics and Gynecology*. 188:575-579, 2003.
83. Alderman AK, Chung KC, Kim HM, Fox DA, Ubel PA. Effectiveness of rheumatoid hand surgery: Contrasting perceptions of hand surgeons and rheumatologists. *Journal of Hand Surgery – American Volume*. 28:3-11, 2003.
84. Alexander GC, Werner RM, Fagerlin A, Ubel PA. Support for physician deception of insurance companies among a sample of Philadelphia residents. *Annals of Internal Medicine*. 138:472-475, 2003.
85. Ubel PA, Jepson C, Baron J, Hershey JC, Asch DA. The influence of cost-effectiveness information on physicians' cancer screening recommendations. *Social Science and Medicine*. 56:1727-1736, 2003.
86. Alderman A, Ubel PA, Kim H, Fox D, Chung K. Surgical management of the rheumatoid hand: Consensus and controversy among rheumatologists and hand surgeons. *The Journal of Rheumatology*. 30:1464-1472, 2003.
87. Ubel PA, Hirth RA, Chernew M, Fendrick, AM. What is the price of life and why doesn't it increase at the rate of inflation? *Archives of Internal Medicine*. 163:1637-1641, 2003.
88. Johri M, Ubel PA. Setting organ allocation priorities: should we care what the public cares about? *Liver Transplantation Worldwide*. 9(8):878-880, 2003.
89. Ubel PA, Loewenstein G, Jepson C. "Whose quality of life? A commentary exploring discrepancies between health state evaluations of patients and the general public." *Quality of Life*. 12:599-607, 2003.
90. Baron J, Asch DA, Fagerlin A, Jepson C, Loewenstein G, Riis J, Stineman MG, Ubel PA. Effect of assessment method on the discrepancy between judgments of health disorders people have and do not have: A Web study. *Medical Decision Making*. 23(5):422-434, 2003.
91. Beach MC, Asch DA, Jepson C, Hershey JC, Mohr T, McMorrow S, Ubel PA. Public response to cost-quality tradeoffs in clinical decisions. *Medical Decision Making*. 23(5):369-378, 2003.
92. Asch DA, Jepson C, Hershey JC, Baron J, Ubel PA. When money is saved by reducing health care costs, where do physicians think the money goes? *American Journal Managed Care*. 9(6):438-442, 2003.

93. Heisler M, Vijan S, Anderson RM, Ubel PA, Bernstein SJ, Hofer TP. When do patients and their physicians agree on diabetes treatment goals and strategies, and what difference does it make? *Journal of General Internal Medicine*. 18(11):893-902, 2003.
94. Ubel PA, Jepson C, Asch DA. Misperceptions about beta blockers and diuretics: a national survey of primary care physicians. *Journal of General Internal Medicine*. 18(12):977-983, 2003.
95. Zikmund-Fisher B, Fagerlin A, Ubel PA. "Is 28% good or bad?": Evaluability and references reversals in health care decisions. *Medical Decision Making*. 24(2):142-148, 2004.
96. Damschroder LJ, Baron J, Hershey JC, Asch DA, Jepson C, Ubel PA. The validity of person tradeoff measurements: A randomized trial of computer elicitation versus face-to-face interview. *Medical Decision Making*. 24(2):170-180, 2004.
97. Alexander GC, Werner RM, Ubel PA. The costs of denying scarcity. *Archives of Internal Medicine*. 164(6):593-596, 2004.
98. Scanlon DP, Hollenbeak CS, Woolton L, Loh E, Ubel PA. Does competition for transplantable hearts lead to gaming of the waiting list? *Health Affairs*. 23(2):191-198, 2004.
99. Jasper JD, Nickerson C, Ubel PA, Asch DA. Altruism, incentives, and organ donation: Attitudes of the transplant community. *Medical Care*. 42(4):378, 2004
100. Underwood W, DeMonner S, Ubel PA, Fagerlin A, Sanda MG, & Wei JT. Racial disparities in the treatment of localized/regional prostate cancer. *Journal of Urology*. 171(4): 1504-1507, 2004.
101. Peck, BM, Ubel PA, Roter DL, Door Gold, S, Asch, DA, Jeffreys, AS, Grambow, SC, Tulskey, JA. Do unmet expectations for specific tests, referrals, and new medications reduce patients' satisfaction? *Journal of General Internal Medicine*. 19:1080-1087, 2004.
102. Werner RM, Alexander, GC, Fagerlin A, Ubel PA. Lying to insurance companies: The desire to deceive among physicians and the public. *The American Journal of Bioethics*. 4(4):53-59, 2004.
103. Jepson C, Asch DA, Hershey JC, Ubel PA. In a mailed physician survey, questionnaire length had a threshold effect on response rate. *Journal of Clinical Epidemiology*. 58:103-105, 2005.

104. Riis J, Loewenstein G, Baron J, Jepson C, Fagerlin A, Ubel PA. Ignorance of hedonic adaptation to hemo-dialysis: A study using ecological momentary assessment. *Journal Experimental Psychology: General*. 134(1):3-9, 2005.
105. Damschroder LJ, Zikmund-Fisher BJ, Ubel PA. The impact of considering adaptation in health state valuation. *Social Science & Medicine*. 61(2):267-277, 2005.
106. Johri M, Damschroder LJ, Zikmund-Fisher BJ, Ubel PA. The importance of age in allocating health care resources: Does intervention type matter? *Health Economics*. 14(7):669-678, 2005. (Published online October 20, 2004 in advance of print edition)
107. Ubel PA, Loewenstein G, Jepson C. Disability and sunshine: Can predictions be improved by drawing attention to focusing illusions or emotional adaptation? *Journal Experimental Psychology: Applied*. 11(2):111-123, 2005.
108. Fagerlin A, Zikmund-Fisher BJ, Ubel PA. How making a risk estimate can change the feel of that risk: Shifting attitudes toward breast cancer risk in a general public survey. *Patient Education and Counseling*. 57(3):294-299, 2005.
109. Ubel PA, Loewenstein G, Schwartz N, Smith D. Misimagining the unimaginable: The disability paradox and healthcare decision making. *Health Psychology*. 24 (4 Suppl.): S57-S62, 2005.
110. Fagerlin A, Wang C, Ubel PA. Reducing the influence of anecdotal reasoning on people's health care decisions: Is a picture worth a thousand statistics? *Medical Decision Making*. 25(4):398-405, 2005
111. Smith DM, Langa KM, Kabeto MU, Ubel PA. Health, wealth, and happiness: Financial resources buffer subjective well-being after the onset of a disability. *Psychological Science*. 16:663-666, 2005.
112. Ubel PA, Jankovic A, Smith DM, Langa KM, Fagerlin A. What is perfect health to an 85-year-old?: Evidence for scale recalibration in subjective health ratings. *Medical Care*. 43(10): 1054-1057, 2005.
113. Kopelman MB, Ubel PA, Engel KG. "Changing times, changing opinions: History informing the family presence debate." *Acad Emerg Med*. Oct; 12(10):999-1002, 2005.
114. Zikmund-Fisher BJ, Fagerlin A, Ubel PA. What's time got to do with it? Inattention to duration in interpretation of survival graphs. *Risk Analysis*. 25(3):589-595, 2005.

115. Damschroder LJ, Miklosovic ME, Roberts TR, Goldstein CC, Ubel PA. Trading people versus trading time: What is the difference? A Qualitative Study. *Population Health Metrics*. 3(1):10, 2005.
116. Armstrong K, Weber B, Ubel PA, Peters N, Holmes J, Schwartz JS. Individualized survival curves improve satisfaction with cancer risk management: Decisions in women with BRCA 1/2 mutations. *Journal of Clinical Oncology*. 23(36):9319-9328, 2005.
117. Bryce CL, Siminoff LA, Ubel PA, Nathan H, Caplan A, Arnold RM. Do incentives matter? Providing benefits to families of organ donors. *American Journal of Transplantation*. 5: 2999-3008, 2005.
118. Fagerlin A, Zikmund-Fisher BJ, Ubel PA. Cure me even if it kills me: Preferences for invasive cancer treatment. *Medical Decision Making*. 25(6):614-619, 2005.
119. Ubel PA. Emotions, decisions, and the limits of rationality: Symposium introduction. *Medical Decision Making*. 25:95-96, 2005.
120. Smith DM, Schwarz N, Roberts T R, & Ubel PA. Why are you calling me? How survey introductions change response patterns. *Quality of Life Research*. 15: 621-630, 2006.
121. Zikmund-Fisher BJ, Sarr B, Fagerlin A, Ubel PA. A matter of perspective: Choosing for others differs from choosing for yourself in making treatment decisions. *Journal of General Internal Medicine*. 21:618-622, 2006.
122. Lacey HP, Smith DM, Ubel PA. Hope I die before I get old: Mispredicting happiness across the adult lifespan. *Journal of Happiness Studies*. 7(2):167-182, 2006.
123. Amsterlaw J, Zikmund-Fisher BJ, Fagerlin A, Ubel PA. Can avoidance of complications lead to biased healthcare decisions? *Judgment and Decision Making*. 1(1): 64-75, 2006.
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386. Kaye DR, Lee HJ, Gordee A, George DJ, Scales CD Jr, Ubel PA, Bundorf MK. Systemic treatments for advanced prostate cancer: relationship between health insurance plan and treatment costs. *Am J Manag Care*. 2024 Sep 1;30(9):e274-e281.

Chapters in Books

1. Ubel PA, Siegler M. Living donors for renal transplantation: Ethical considerations. (Review) In *International Yearbook of Nephrology*. 1993.
2. Parsons GN, Ubel PA. “Advocating for patients under managed care: Case commentary.” (Book Chapter) In Gervais KG, Priester R, Vawter DE, Otte KK, Solberg MM eds. *Ethical Challenges in Managed Care: A Casebook*. Georgetown University Press. 1999.

3. Cohen JP, Asch DA, Ubel PA. “Accounting for fairness in health care.” (Book Chapter) In *The Social Economics of Health Care*. Rutledge Press, London. 2000.
4. Cohen JP, Asch DA, Ubel PA. “Bioethics and medical decision making: What can they learn from each other?” (Book Chapter) In Chapman GB, Sonnenberg FA. *Decision Making In Health Care*. Cambridge University Press. 2000
5. Ubel PA. “Elevator etiquette: When is communication too effective?” (Book Chapter) In Woods D. *Communication for Doctors: How to improve patient care and minimize legal risks*. Radcliff Publishing, Oxford, San Francisco. 2004
6. Ubel PA. “Checking up on immigrants: A job for physicians?” (Book Chapter) In Snyder L. *Ethical Choices: Case Studies for Medical Practice Second Edition*. American College of Physicians, Philadelphia. 2005.
7. Ubel PA. “Commentary: How did we get into this mess?” (Book Chapter) In Moore L, Cain DM, Loewenstein G, Bazerman MH. *Conflicts of Interest: Challenges and Solutions in Business, Law, Medicine, and Public Policy*. Cambridge University Press, New York. 2005.
8. Ubel PA. “Patient decision making.” (Book Chapter) In Chang AE, Ganz PA, Hayes DF, Kinsella T, Pass HI, Schiller JH, Stone R, Strecher V. *Oncology: An Evidence-Based Approach*. Springer-Verlag, New York. 2006.
9. Ubel PA. “Rationing wrong: Improving health care by rationing better.” (Book Chapter) In Sadoff RL. *Issues in Pharmacy, Law, and Ethics –The Max and Rose Sadoff Symposia*. College of Pharmacy, University of Minnesota, Minneapolis. 2008.
10. Ubel PA. “Shrinking Liberty to Combat Expanding Waistlines.” (Book Chapter) In Batra R, Keller PA, Strecher VJ, eds. *Leveraging Consumer Psychology for Effective Health Communications: The Obesity Challenge*. M.E. Sharpe Inc., Armonk, NY. 2011.
11. Ubel PA. “Beyond knowledge: Figuring out how to help people make ‘good’ decisions.” (Book Chapter) In: Shafir E, ed. *The Behavioral Foundations of Policy*. Princeton University and Russell Sage Foundation Presses, Princeton. 2012.

Editorials, Reviews, Commentaries

1. Ubel PA, Arnold RM. Euthanasia debates and empirical evidence: Separating burdens to others from one’s own quality of life. (Editorial) *Journal of Clinical Ethics*, 5:155-8, 1994.

2. Ubel PA. Review of Spare parts: Organ replacement in American society, by Fox R and Swazey JP. *Journal of Clinical Ethics* 5:171, 1994.
3. Ubel PA, Mahowald M. Ethical and legal aspects of live human tissue and organ donation. (Review) in *Encyclopedia of Bioethics*, 3rd Edition. 1994.
4. Ubel PA, Elevator etiquette: When is communication too effective? (Editorial) *Medical Practice Communicator*, 3:5, 1996.
5. Ubel PA, Informed consent: From bodily invasion to the seemingly mundane. (Editorial) *Archives of Internal Medicine*, 156:1262-3, 1996.
6. Noone G, Ubel PA. Managed care organizations should not disclose their financial incentives. (Editorial) *American Journal of Managed Care*, 3:159-160, 1997.
7. Ubel PA. Review of *Justice and health care: Comparative perspectives*, edited by Grub A and Mehlman MJ. *Social Science & Medicine*, 44:1767, 1997.
8. Armstrong K, Ubel PA. Commentary on "An economic evaluation of thrombolysis in a remote rural community." *ACP Journal Club*. 127:53, 1997; also in *Evidence Based Medicine*. 2:160, 1997.
9. Ubel PA. Physicians' duties in an era of cost containment: Advocacy or betrayal? (Editorial) *msJAMA*, 282:1675, 1999.
10. Ubel PA. Quality initiatives can become research. (Ethics Forum) *AM News*, 2000.
12. Ubel PA. Review of *The ethical QALY: Ethical issues in health care resource allocations*. *Medical Decision Making*. 20: October-December, 2000.
13. Ubel PA. Review of *Cost-value analysis in health care: Making sense of QALY's*. *Medical Decision Making*. 21: January-February, 2001.
14. Ubel PA. Money talks, patients walk. *Journal of General Internal Medicine* 16: March, 2001.
15. Ubel PA. Truth in the most optimistic way. *Annals of Internal Medicine* (Editorial) 134:1142-3, 2001.
16. Ubel PA, Engel K. Scenario: How should you answer the "What would you do" question? (Ethics Forum) *AM News*, 2003.

17. Lantz PM, Ubel PA. The use of life expectancy in cancer screening guidelines: Moving with caution from model-based evidence to evidence-based guidelines. *Journal of General Internal Medicine*. (Editorial), 2005 June;20(6):552-3.
18. Ubel PA. Tough questions, even harder answers. *Journal of General Internal Medicine* (Editorial), 2006 November; 21 (11): 1209-1211.
19. Ubel PA. The ethics of swimming pools. *The Hastings Center Report* 2007: 51-55.
20. Altman L, Mussallem M, Dresser J, Lombardo P, Ubel P, White C. Outside the operating room: economic, regulatory, and legal challenges. *Proceedings of the Ethical Challenges in Surgical Innovation Summit*. *Cleveland Clinic Journal of Medicine*. 2008: 75(6): S61-S73.
21. Ubel PA. Authorship battles: An outsider's view. *APSObserver*. 22(8): October, 2009. <http://www.psychologicalscience.org/observer/getArticle.cfm?id=2563>
22. Hunter WG, Ubel PA. The Black Box of Out-of-Pocket Cost Communication. A Path Toward Illumination. *Annals of the American Thoracic Society*. 11 (10): 1608-1609, 2014.
23. Ubel PA. Nuance in Government. *Stanford Social Innovation Review*. 2015.

Alternative Media

1. Ubel PA. Mickey Mantle's liver. *Technology Times*, August 1995.
2. Ubel PA. The role of community values in health care policy. *University of Pennsylvania Center for Bioethics Newsletter*, Summer 1996.
3. Ubel PA. HMO's offer is legal, but is it ethical? *The Philadelphia Daily News*. Dec. 18, 1996.
4. Ubel PA, The role of community values in setting health care priorities. *Medical Laboratory Observer*. 29:90-93, 1997.
5. Caplan A, Ubel PA. Any organ donor list must be fair. *Newsday*. June 1, 1998, Op-Ed Page.
6. Ubel PA. Thinking about our relationships with industry. *Neuronetwork Newsletter*. Volume 1 January, 1999.

7. Ubel PA. Keeping politics out of the doctor's office. Physicians Weekly. October 11, 1999.
8. Ubel PA. Malpractice laws would harm, not help, patient hurt by HMOs. Detroit Free Press. September 4, 2001, Op-Ed Page.
9. Ubel PA, Boulis A. Facing the vaccine shortage. The New Leader. July/August, 2002; 85:18-20.
10. Ubel PA. A fine line between ask and tell. The New York Times, Science Times Section. April 13, 2004. Section F, Page 5.
11. Hummel E K., Ubel PA. Policy Forum. Cost and clinical practice guidelines: Can two wrongs make it right? Virtual Mentor, December 2004. <http://www.ama-assn.org/ama/pub/category/14285.html>.
12. Ubel PA. Thoughts on Koch's postulates. Virtual Mentor, February 2005. <http://www.ama-assn.org/ama/pub/category/14561.html>.
13. Ubel PA. When the unknown is not so bad. Sometimes patients choose to continue suffering, believing the alternative to be worse. Los Angeles Times. August 28, 2006. Part F, Page 6.
14. Ubel PA. When bad advice is the best advice. New York Times, Science Times Section. April 27, 2009. http://www.nytimes.com/2009/04/28/health/28case.html?_r=3&ref=views.
15. Kvedar JC, Hwang J, Moorhead T, Orlov LM, Ubel PA. Roundtable Discussion—Up from crisis: Overhauling healthcare information, payment, and delivery in extraordinary times. Telemedicine and e-Health. September, 2009. <http://www.liebertonline.com/doi/pdfplus/10.1089/tmj.2009.9948>
16. Ubel P.A. Economics Behaving Badly. The New York Times Op-Ed Page, July 14, 2010
17. Ubel PA. Commentary 1. Repeating an Attending's Unseemly Remarks Virtual Mentor. September 2012, Volume 14, Number 9:688-694. <http://virtualmentor.ama-assn.org/2012/09/ecas1-1209.html>. Accessed August 30, 2012.

Letters

1. Ubel PA. Third-party payers and investigational therapy. New England Journal Medicine. 319:1228, 1988.

2. Ubel PA. Fever: Blessing or curse? *Annals of Internal Medicine*. 121:982, 1994.
3. Ubel PA. Will running the numbers first violate the principles of patient-centered care? *Annals of Internal Medicine*. 149(11): 839.

Memberships in Professional Societies

1988-1993	American Medical Association, Resident Delegate, 1989 Annual Meeting
1989-Present	American College of Physicians
1992-1994	Society for Health and Human Values
1992-1995	American Society for Law, Medicine and Ethics
1993-2009	Society of General Internal Medicine Member Ethics Committee 1994-1998 Chair, Ethics Committee 1996-1998 Chair, Elnora Rhodes Service Award Committee 1999-2001
1993-2004	Society for Medical Decision Making Member Publications Committee 1996-2001 Council Member 2000-2003 Chair, Publications Committee 2001-2004
2014-2018	American Society of Bioethics and Humanities Member Publications Committee 2000-2002
2004-Present	Fellow, The Hastings Center
2005-2007	AACR Task Force on Behavioral Science and Cancer
2007-2010	Member, ASCO Task Force on The Cost of Cancer Care Co-Director, Subcommittee on Research
2008-2010	Member, World Economic Forum, Global Health Committee
2008-Present	Association for Psychological Science

Editorial Positions, Boards and Peer-Review Service

Editorial Boards

1996-2005	Editorial Board, <i>Social Science and Medicine</i>
1998-1999	Associate Editor, <i>Journal of General Internal Medicine</i>
1998-2001	Editorial Board, <i>Medical Decision Making</i>
1999-2002	Editorial Board, <i>American Journal of Bioethics</i>
2002-2005	Editorial Board, <i>Population Health Metrics</i>
2006-2014	Editorial Board, <i>Journal of Judgment and Decision Making</i>
2007-2012	Editorial Board, <i>The Patient</i>

2010-Present Editorial Board, American Journal of Bioethics, Primary Research
2012-Present Executive Committee, Journal of Health Politics, Policy and Law
2013 Editorial Board, BSP: Behavioral Science & Policy

Institute of Medicine/NAM

09/2005 External reviewer of report on cost-effectiveness measurement
05/2006 Invited to present at workshop on Risk Communication and
Pharmaceuticals
09/2010 Presenter, Task Force on Future of Cancer Care
2014 Member, Committee on Psychological Testing
2016-2017 Member, Committee on Issues in Organ Donor Intervention Research
2019 Elected as Member

National Academy of Sciences

2014-15 Member, Committee on the Science of Changing Behavioral Health Social
Norms

Mentoring

Medical Student Research Mentoring

1994-1995 Okiki N. Louis (UPenn)
1994-1995 Ari Silver-Isenstadt (UPenn)
1996-1997 Genevieve Noone (UPenn)
1998-1999 David Shih (UPenn)
1999-2000 Catherine Magid (UPenn)
1999-2000 Scott Halpern (UPenn)
1999-2001 Duffy Ballard (UPenn)
2008-2010 Michael Kozminski (UM)
2008-2009 Emily Wu (UM)
2009-2010 Kevin Duan (UM)
2009-2010 Eunice Yu (UM)
2012-Present Karen Scherr (Duke)
2013-2016 Wynn Hunter (Duke)
2014-2015 Cecilia Zhang (Duke)
2015-2016 Ben Murray (Duke)
2016-2017 Allison Kratka (Duke)
2016-2017 Vinay Choksi (Duke)
2017-2018 Ishaq Winters (Duke)

MPP Thesis Advisor

2015 Laura Mortimer
2016 Robin Fail

2017 Madhu Vulimiri

Fellow Research Mentoring

1996-1998 Katrina Armstrong (UPenn, General Medicine)
1997-1998 Sundar Natarajan (UPenn, General Medicine)
1998-1999 John Hsu (UPenn, General Medicine)
1999-2000 Susan Moran (UPenn, General Medicine)
2000-2002 Willie Underwood (UM, Clinical Scholar)
2000-2002 Michelle Heisler (UM, Clinical Scholar)
2000-2002 Amy Alderman (UM, Clinical Scholar)
2002-2003 Rachel Perlman (UM, Health Services)
2002-2004 Kirsten Engel (UM, Clinical Scholar)
2002-2004 Sonia Angell (UM, Clinical Scholar)
2002-2004 Tracy Richmond (UM, Clinical Scholar)
2004-2006 Ellen Hummel (UM, Clinical Scholar)
2005-2008 Michael Volk (UM, Clinical Scholar)
2011-2012 Tom LeBlanc (Duke, Oncology)
2017-2018 Theresa Williamson (Duke, Neurosurgery)
2018-2020 Caroline Sloan (Duke, Gen Med)

Medical Resident Mentoring

1999-2000 Caleb Alexander (UPenn, Internal Medicine)
1999-2000 Rachel Werner (UPenn, Internal Medicine)
2011-2012 Kevin Riggs (Duke, Internal Medicine)
2015-2016 Greg Brown (Duke, Internal Medicine and Psychiatry)

Doctoral Student Mentoring

2000-2002 Andrea Gurmankin (UPenn, Psychology)
2000-2002 Scott Halpern (UPenn, Epidemiology)
2001-2003 Jason Riis (UM, Psychology)
2002-2004 Jennifer Amsterlaw (UM, Psychology)
2009-2010 Yvette Peeters (Leiden University, Psychology)
2010-2015 Avni Shah (Duke University, Marketing)
2011-2015 Troy Campbell (Duke University, Marketing)
2012-2016 Danielle Brick (Duke University, Marketing)
2012-2016 Peggy Liu (Duke University, Marketing)
2014-2017 Karen Scherr (Duke, Marketing)
2016-2018 Aimee Chabot (Duke, Marketing)
2019-present Farrah Madanay (Duke, Pub Pol)

Dissertation Committees:

2003 Jason Riis (UM, Psychology)

- 2005 Hannah Chua (UM, Psychology)
- 2006 Jing Xsu (UM, Marketing)
- 2008 Sarah Gollust (UM, Public Health)
- 2010 Yvette Peeters (Leiden University, Psychology, Netherland)
- 2012 Yashar Saghai (Georgetown University, Philosophy)
- 2014 Troy Campbell (Duke, Marketing)
- 2016 Karen Scherr (Duke, Marketing)
- 2017 Puneet Chehal (Duke, Public Policy)
- 2018 Stephanie Swett (Duke, Psychology)

Post-Doctoral Fellow Mentoring

- 1998-2000 Joanne Buzaglo, PhD (Philadelphia VAMC, Psychology)
- 1999-2001 Jacqueline Hart, PhD (Philadelphia VAMC, Sociology)
- 1999-2002 Andrew Siderowf, MD (Upenn, Neurology)
- 2000-2001 Angie Fagerlin, PhD (UM, Psychology)
- 2001-2002 Dylan Smith, PhD (Ann Arbor VAMC, Psychology)
- 2002-2004 Brian Zikmund-Fisher, PhD (Ann Arbor VAMC, Psychology)
- 2003-2006 Heather Lacey, PhD (Ann Arbor VAMC, Psychology)
- 2004-2006 Jordana Muroff, MSW, PhD (Ann Arbor VAMC, Psychology)
- 2006-2009 Amanda Dillard, PhD (Ann Arbor VAMC, Psychology)
- 2006-2008 Michael Poulin, PhD (Ann Arbor VAMC, Psychology)
- 2009-2011 Holly Witteman, PhD (UM)
- 2009-2011 Andrea Fuhrel-Forbis PhD (UM, Social Psychology)
- 2010-2012 Andrea Angott PhD (Duke University, Psychology)
- 2010-2012 Sunita Sah MD PhD (Duke University, Organizational Behavior)
- 2013-2014 David Comerford PhD (Duke, Marketing)
- 2017-2020 Ilona Fridman PhD (Duke, Margolis Center)

Junior Faculty Mentoring

- 2002-2006 Ken Langa, MD, PhD (UM, Internal Medicine, Beeson Award)
- 2002-2006 Maria Silveria, MD, MA(UM, Int Med, VA Career Development Award)
- 2006-2009 Fold Odetola (UM, Pediatrics, K Award)
- 2007-2011 Reshma Jagsi (UM, Rad Onc, RWJ Investigator Award)
- 2008-2011 Michael Volk (UM, Gastroenterology)
- 2010-15 Clara Lee (UNC, Plastic Surgery, NIH K-Award)
- 2015-2017 Tom LeBlanc (Duke, Oncology, NIH K-Award)
- 2015-2020 Monica Lemmon (Duke, Pediatric Neurology)
- 2017- 2020 Charlene Wong (Duke, Pediatrics)
- 2017-2020 Gita Suneja (Duke, Rad Onc)

Committee, Organizational and Volunteer Services

Department

2005-2010 General Internal Medicine Research Advisory Committee

Medical School

1996-2000 Member, IRB, Philadelphia VAMC
1999-2000 Chair, Ethics Committee, Philadelphia VAMC
2001 Member, Health Services Research Advisory Committee
2002-2010 VA HSR&D Promotions Committee
2000-2003 Core Faculty – RWJ Clinical Scholars Program
2004-2007 Associate Director – RWJ Clinical Scholars Program
2007-2010 Co-Director - RWJ Clinical Scholars Program

University

2000-2003 Advisory Board of the Life Sciences, Values and Society Program
2005 Executive Advisory Board, University of Michigan Press
2015-2016 Provost Committee – Advising on University Strategic Plan
2016 Search Committee – Vice Provost for Academic Affairs

National

2002-2003 Department of Veterans Affairs – Task force on research ethics
2001-2004 Chair, Publications Committee, Society Medical Decision Making
2005-Present Fellows Council, Hastings Center
2005-2008 Task force on Behavioral Science, AACR
2007-2009 Cost of Cancer Care Task Force, ASCO

International

2008-2010 International Patient Decision Aid Standards (IPDAS) Steering Committee