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EDUCATION

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| PhD, University of Wisconsin, Madison, 1990. | Economics |
| MS, University of Wisconsin, Madison, 1986. | Economics |
| BS, University of California, Santa Barbara, 1982. | Economics |
| BS, University of California, Santa Barbara, 1982. | Psychology |

RESEARCH INTERESTS

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| Health and Behavioral Economics: | Development of interventions using Behavioral Economics and valuation using discrete choice experiments. |
| Public Health Systems Research: | Return on Investment and economic evaluations of health care initiatives for health care providers and funders. |

PROFESSIONAL EXPERIENCE***University of California, Merced***

- Professor of Health Economics (2011 to 2025).
- Founding Director, Health Sciences Research Institute, University of California, Merced (2012 to 2018).

Auckland University of Technology, Auckland, New Zealand

- Adjunct Professor of Health Economics (2011 to 2021)

University of North Carolina, Chapel Hill

- Research Associate Professor, Department of Health Policy and Management (2010)
- Affiliate, Lineberger Comprehensive Cancer Center (2010)
- Affiliate, Institute of Pharmacogenomics and Individualized Therapies (2010-2017).

University of Auckland, Auckland, New Zealand

- Associate Professor, Department of Health Systems, School of Population Health (1999 - 2010).
- Director, Center for Health Services Research & Policy (2004 - 2008).
- Head of Department, Department of Health Systems, School of Population Health (2004 - 2007).
- Director, Bachelor of Health Sciences Degree, School of Population Health (2000 - 2005).

New Zealand Ministry of Health

- Senior Health Economist (1997 - 1999).

University of Massachusetts, Boston

- Associate Professor of Economics (1996 - 1998).
- Assistant Professor of Economics (1990 - 1996).

BIBLIOGRAPHY

Refereed Articles (* Student)

Ridgway D., Sandhu N., Mora A.M., Kogut K., Brown P., Eskenazi B. (2026) Expectation as a risk for Covid 19-related olfactory changes. Observations from the California Farmworkers Health Survey. *Risk Analysis*. Forthcoming.

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Fabian, R.,* Brown, P., & Cisneros, R. (2025). Exploring pain management preferences: a discrete choice experiment on cannabis or opioids among middle-aged and older adults. *Journal of Health, Population, and Nutrition*, 44, 225.

Lam, Q.,* Clay, L, Taylor, D., & Brown, P. (2025) Telerehabilitation for mTBI patients: Patients' Preferences in Aotearoa. *Journal of Primary Health Care*.

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Zarate-Gonzalez, G.,* Brown, P., & Cisneros, R. (2025) Assessing Public Support for Air Pollution Mitigation and Control Policies: Health, Socioeconomic, and Ideological Predictors in an Overburdened and Vulnerable Region of the U.S. *BMC Public Health*. Forthcoming.

Sandhu, N.,* Mendoza, A. L., Pokhrel, M., Renteria, M., Bristow, K., & Brown, P. M. (2024). Examining the Priorities of Local Health Departments in California: A Mixed Methods Study. *Journal of Public Health Management and Practice*, 10-1097.

Valle, K., * Entwistle, M., Bradman, A., Brown, P., Alcala, E., & Cisneros, R. (2024). Fast-Food Consumption and Asthma-Related Emergency Room Visits in California. *Journal of Asthma*, 1–16.
<https://doi.org/10.1080/02770903.2024.2429679>

Zarate-Gonzalez, G., * Cisneros, R., Gharibi, H., & Brown, P. (2024). Air pollution related adverse respiratory health outcomes in California's San Joaquin Valley: evidence from 2016 linked emergency department and hospital records. *Environmental Research: Health*, 2(2), 025003.

Zarate-Gonzalez, G., * Brown, P., & Cisneros, R. (2024). Costs of air pollution in California's San Joaquin Valley: A societal perspective of the burden of asthma on emergency departments and inpatient care. *Journal of Asthma and Allergy*, 369-382.

Cameron, L. D., Lawler, S., Robbins-Hill, A., Toor, I., & Brown, P. M. (2023). Political views, health literacy, and COVID-19 beliefs and behaviors: A moderated mediation model. *Social Science & Medicine*, 320, 115672.

Zarate-Gonzalez, G.,* Brown, P., Cameron, L. D., & Song, A. V. (2023). Will tobacco price increases lead more people who smoke to vape? The results from a discrete choice experiment amongst US adults. *BMC Public Health*, 23(1), 2296.

Mora, A. M., Kogut, K., Sandhu, N. K., Ridgway, D., Patty, C. M., Renteria, M., ... & Brown, P. California Farmworker Health Study Team. (2023). SARS-CoV-2 infection and long COVID among California farmworkers. *The Journal of Rural Health*.

Sandhu, N. K.,* Strochlic, R., Getz, C., Diringer, J., & Brown, P. M. (2023) Health Insurance coverage for Farmworkers in California After the Introduction of the Affordable Care Act: A Mixed-methods Study. *Medical Care*, 10-1097.

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Payan, D. D., Brown, P., & Song, A. V. (2021). County-Level Recreational Marijuana Policies and Local Policy Changes in Colorado and /Washington State (2012-2019). *The Milbank Quarterly*, 99(4), 1132-1161.

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Books and Book Chapters

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Brown P, Wright-St Clair V and Law M. (2004) Outcome measures for occupational based service: Costs and Consequences, in Australian Handbook of Occupational Therapy. In *Occupation & Practice in Context*, edited by Whiteford G and Wright-St Clair V. Elsevier Press, 273-298.

Farquhar C, Brown P. (2002) The place of economic analysis in systematic reviews: a clinician's viewpoint. In Evidence-based Health Economics, edited by Donaldson, C, Mugford, M and Vale, L. BMJ Books, 36-55.

Farquhar C, Brown P. (2001) An economic analysis of hormone replacement therapy. In Reproductive medicine in the twenty-first century, edited by Healy DL, Kovacs GT, McLachan R, Rodriguez-Armas. Parthenon Publishing, 397-405.

Technical reports

Professional and Technical Reports:

Brown, P. Hoch, J. (2024) Health Economics technical report. Prepared for the California Department of Public Health, June.

Brown, P. Hoch, J., Nunez, A., Chakalov, B. (2024) Review of the use of Health Economics in other countries. Prepared for the California Department of Public Health, June.

Cameron, L., Yepez, M. Brown, P. (2024) The Use of Behavioral Economics in Public Health and Health-Serving Organizations. Prepared for the California Department of Public Health, February.

Brown, P., Flores, E., Padilla, A. (2022) Farmworker Health Study: Main Report. Prepared for the California Department of Public Health, June.

Brown, P., Flores, E., Padilla, A. (2022) Farmworker Health Study: Dissemination Plan. Prepared for the California Department of Public Health, June.

Brown, P., Sandhu, N. (2022) Farmworker Health Study: Economic Burden of Chronic Conditions. Prepared for the California Department of Public Health, June.

Brown, P., Flores, E., Padilla, A. (2022) Farmworker Health Study: Publication Schedule. Prepared for the California Department of Public Health, June.

Brown, P., Singh, R. (2019) Return on Investment for Merced CACHI Final Report. Prepared for the Merced California Accountable Communities for Health Initiative (MCACHI). August.

Brown, P., Singh, R. (2017) Cost of Chronic Conditions in California: Creating a tool for Public Health Departments. Prepared for the California Health Care Foundation. March.

Brown, P., Gonzalez, M. Sandhu, R. (2014) Economic Burden of Chronic Disease in California. Prepared for the California Department of Public Health. May.

Brown P, Windsor J, McRae I, Law M, Davys A. (2008) Review of Relative Value Scales for setting Fees for Surgical Procedures and their Applicability to New Zealand. Prepared for the NZ Association of General Surgeons, Southern Cross Medical Society and Health Funds New Zealand.

Travaglia S, Brown P, Wilkinson-Meyers L, Ryan R, Patston P, Baker R, Dylan S. (2008) The Cost of Disability. Prepared for the Health Research Council and Ministry for Social Development.

Foley L, Maddison R, Brown P, Davys A. (2008) Cost-Benefit Analysis of the Green Prescription (GRx) Modes of Delivery in Auckland City and Counties Manukau Delivered by Sport Auckland. Sport Auckland.

Brown P, McNeill R, Radwan E, Willingale J. (2007) The burden of Osteoporosis in New Zealand: 2007 to 2020. Prepared for Osteoporosis New Zealand.

2007 Njogu F, Brown P. (2007) Cost effectiveness of impact absorbent flooring in reducing fractures among institutionalized elderly. Prepared for Acma Industries.

Brown P, Willingale J, Butler K, Kerse N. (2006) Economic Evaluation of an intervention to introduce hip protectors in residential homes in New Zealand. Report for the Accident Compensation Corporation.

Wilkinson-Meyers, Laura, Paul Brown. (2006) Disability and discrimination: A review of existing literature. Report for the Ministry of Social Development.

Willingale J, Brown J. (2006) Economic evaluation of three youth sexual offenders programmes in New Zealand. Report for the Department of Child Youth and Family (now part of the Ministry of Social Development).

Brown P, Willingale J, Butler K. (2006) Economic evaluation of ageing in place initiatives in New Zealand. Report for the Ministry of Health.

Brown P, Willingale J, Butler K. (2006) Economic evaluation of introducing a rotavirus vaccination programme in New Zealand. Report for Glaxco-Smith-Klein.

McNeill R, Brown P. (2005) Coverage rates for Meningococcal B Immunisation Trial: Disparities analysis and Data Analysis Report. Report for the Ministry of Health.

Clinton J, Brown P, McDuff I, McNeill R, Bullen C. (2005) Developing a framework and plan for evaluating *Let's Beat Diabetes*. Report for Counties Manukau District Health Board.

Wilkinson-Meyers L, Brown P. (2005) An Economic Evaluation of Universal Newborn Hearing Screening (UNHS) in New Zealand. Report prepared for the National Screening Unit.

Clinton J, Brown P, McNeill R, Mahony F. (2005) Independent Evaluation of the Newborn Hearing Screening Programme. Report prepared for the National Screening Unit.

Steinberg, A., Pelkowitz, A., Brown, P. (2004) Dyspepsia: A cost-effective primary care intervention for reducing unnecessary endoscopies. Report to the Auckland District Health Board.

Brown, P. (2003) Gambling impact assessment for territorial local authorities: Indicators of Impact of gambling on Territorial Local, Auckland City Council.

Conference Proceedings

Theadom, A., K. Mitchell, R. Roxburgh, M. Rodrigues, T. Taylor, R. Baker, K. Jones et al. (2016) Unmet needs of people living with myotonic dystrophy: Data from a national, population-based study. *Neuromuscular Disorders* 26: S195.

Sherman, K., Shaw, L., Winch, C., Harcourt, D., Cameron, L., & Brown, P. (2015). Psychological distress, age and salience of physical appearance: mediator and moderator effects of the Breconda web-based decision aid for women considering breast reconstruction following mastectomy. *Pscyho-oncology*, 24, 44.

Feigin V, Barker-Collo S, Parag V, Brown P. (2007) Is neuropsychological impairment associated with other stroke functional outcomes? A rationale and design of the ASTRO study, 2006-2009, *11th Congress of the European Federation of Neurological Societies, European Journal of Neurology*, 14, 1, Brussels, 25 – 28, 105-106

Brown P. Socio-economic status, income inequality and health in economics. (2007) *Proceedings of the V Annual Australian Health Economics Conference*, 151-167.

Presentations/Invited talks

Master Classes:

Brown, P., Hoch, J. (2024) Health Economics for Public Health: Fundamental Awareness. 6 week training sessions for CDPH staff. Training included 2 in-person training days in Sacramento CA and four virtual modules. (April 26 to June 14, 2024).

Brown, P., Hoch, J. (2024) Health Economics for Public Health: Practical Application. 6 week training sessions for CDPH staff. Training included 2 in-person training days in Sacramento CA and four virtual modules. (April 26 to June 14, 2024).

Brown P. (2015) Using Behavioral Economics to Reduce Medical Errors and Promote Patient Safety in Hospitals. Two day workshop for medical professionals in Bogota, Colombia focused on how to use behavioral economics to develop interventions for reducing medical errors in hospitals. Held in Bogota, Colombia. (October 24 to 25, 2015).

Brown P. (2015) Cost Effectiveness Analysis and Priority Setting in Mexicali. Two day workshop in conjunction with the Society of Public Health in Baja California. The workshop provided researchers and public health officials from Baja region of Mexico with training in topics relevant to public health practice. Held in Wawona, Yosemite National Park. (August 20 to 21 2015)

Brown P. (2014) Using Behavioral Economics to Develop Behavioral Interventions. Day-long long workshop for researchers and students at Auckland University of Technology. (March 24, 2014).

Brown, P. (2009) Master Class in Cost Effectiveness Evaluation. National University of Colombia. Bogota, Colombia. (July 10 to 12, 2009).

Keynotes:

Brown P. (2008) Cost of adverse events in public hospitals. National University of Colombia. Bogota, Colombia. International Conference on Hospital Safety and Quality of Care. November 5 to 10.

Brown P. (2006) Systematic reviews of cost-effectiveness studies: Messages for non-economists. Effective Care in Gynecology Conference Auckland, New Zealand, 28 February.

Brown P. (2005) Whole Body Screening: Looking for Needles in a Haystack. University of Auckland Winter Lecture Series. Auckland, New Zealand, 11 July.

Pre-Conference Sessions:

Brown, P., (2009) Translational research: How to drive policy change, Australasian Society of Behavioural Medicine, Auckland, New Zealand. Invited to organize and lead workshop. Pre-conference session. (February 2009).

Brown P. (2007) Mixed Methods in Evaluation Research with Dr Janet Clinton. Health Services Research Association Conference. Auckland, New Zealand. 5 December.

Invited Talks:

Brown, P. (2016) Perceptions of the air quality in California's San Joaquin Valley. Air Quality in the San Joaquin Valley Conference, Valley Children's Hospital, Nov 29, 2016.

Brown, P. (2015) Using Behavioral Economics to develop new health interventions. Invited talk, National University of Colombia, Bogota, Colombia. Oct 27, 2015.

Brown, P. (2014) Economic Burden of Chronic Conditions in California. CDPH Cal-EIS Fellowship and Preventive Medicine Residency Program. Sacramento, CA. (April 24, 2014).

Brown, P. (2012) Using behavioral economics to design colorectal cancer screening programs for vulnerable populations. Center for Disease Prevention and Control, (May 2012).

Brown, P. (2012) Personalized Medicine and Cost Effectiveness Analysis using individual and country-wide genetic information, Ministry of Health of Colombia, Bogota, Colombia. (March 2012).

Brown, P. (2011) National University of Colombia, Bogota, Outcome measurement for cost effectiveness, Bogota, CO. (July 2011).

Brown, P. (2009) Comparative (including cost) effectiveness research: Implications for cancer research and control. Lineberger Cancer Center, University of North Carolina. 23 June.

Brown, P. (2009) Translational research: Lessons from New Zealand. Division of Public Health, Wake Forest University. April 15.

Brown, P. (2008) Should NZ adopt a Relative Value Scale for surgical fees? Congressional Budget Office, Washington DC. September 28.

Brown, P. (2008) Modeling chronic care management in New Zealand primary care. John Hopkins University. 18 September.

Brown, P. (2008) LBD and chronic care management in New Zealand. State College of New Jersey at Trenton. 10 September.

Brown, P. (2008) Interest and Willingness to Pay for Genetic Risk Information. Presented to Centre for Health Economics and Evaluation. University of Technology Sydney. Sydney, AU. 27 May.

Brown, P. (2008) Understanding a community-wide diabetes prevention and treatment programme: Let's Beat Diabetes in New Zealand. Presented at Deakin University, Melbourne, AU. 24 May.

Brown, P. (2003) Importance of Psychological Competition in Tournaments, REGRESS Experimental Workshop, Auckland, NZ November.

Brown, P. (2001) Socio-economic status, income inequality and stroke: (Preliminary) Results from the 1991 Stroke Study, presented at the Wellington School of Medicine, Wellington, New Zealand. 7 July.

Brown, P. (1995) Experimental evidence on over and under compliance with a pollution standard, Presented at Clark University, October, Worcester, MA.

Brown, P. (1990) When people learn rational expectations and when they do not, Presented at Williams College, January, Williamstown MA.

Brown, P. (1990) Experimental evidence on money as a medium of exchange, Presented at University of Massachusetts, Boston, January, Boston, MA.

Brown, P. (1990) Learning from experience and the use of reference points, Presented at University of Colorado, January Bolder, CO.

Conference Presentations: (* Student)

Sandhu N.K.*, Mendoza A.L., Pokhrel P., Brown P. (2024) Examining the Priorities of Local Health Departments in California: A Mixed Methods Study, Academy Health Annual Conference, Poster presentation, June 28- July 2, 2024 (Baltimore, Maryland).

Zarate-Gonzalez, G.* , Brown, P., Cisneros, R. (2024) Air Pollution-Related Health Disutility and Mitigation Policy Favorability Amongst California's San Joaquin Valley Residents: A Health Economics Perspective on Equity. ISPOR Conference - The Professional Society for Health Economics and Outcomes Research, Poster Presentation, May 5 – 8, 2024 (Atlanta GA).

Sandhu N.K*., Brown P. (2024) Farmworker Information and Care-Seeking Patterns for Occupational Illnesses: A Cross-Sectional Study of Farmworkers in California, Academy Health Annual Conference, Poster presentation, June 28- July 2, 2024 (Baltimore, Maryland).

Sandhu N.K.*, Brown P. Strochlic R., Getz C., Diringer J. (2023) Improving Healthcare Access and Integration of Care for Farm Workers in California: Opportunities for Using Digital Health, Academy Health Annual Conference, Poster presentation, June 28-July 2, 2023 (Baltimore, Maryland).

Sandhu N.K.*, Brown P., Diringer J. Paramo N. (2023) An Examination of the Existing Health Insurance Framework for Agricultural Workers in California and Proposing Policy Options to Improve Coverage Rates: A Mixed Methods Study, Academy Health Annual Conference, Podium presentation, June 24-27, 2023 (Seattle, Washington).

Sandhu N.K.*, Brown P., Perea-Ryan M., Diringer J. (2023) Identifying the Predictors for the Utilization of Healthcare Services Among Agricultural Workers in California Using the Anderson Model of Healthcare Utilization: Findings from the University of California Merced Farmworker Health Study (UCM FWHS.), Academy Health Annual Conference, Poster presentation, June 24-27, 2023 (Seattle, Washington).

Sandhu N.K.*, Brown P., Strochlic R., Getz C., Diringer J. (2022) Examining the Relationship between Digital Access, Access to Health Insurance Coverage and Utilization of Telehealth Services Among Agriculture Workers: A Mixed Methods Study, Academy Health Annual Conference, Poster presentation, June 4-7, 2022 (Washington D.C.).

Sandhu N.K*, Brown P., Diringer J. (2021) Identifying Barriers to Healthcare Access and Utilization and Proposing Innovative Models of Healthcare Delivery to Agriculture Workers from the Perspective of Healthcare Providers, Academy Health Annual Conference, June 14-17, 2021 (virtual).

Sandhu N.K*, Brown P., Diringer J. (2021) Identifying barriers and facilitators for healthcare access and utilization among agriculture workers: Impact of the Affordable Care Act (A.C.A.), APHA Annual Conference, Podium presentation, October 24-27, 2021 (Denver, Colorado).

Brown, P., Singh, R., Nunez, A. (2021) Return on Investment (ROI) for a community-based diabetes prevention program. International Congress of Behavioral Medicine, June 7-11 (virtual).

Zarate-Gonzalez, G.* , Brown, P., Cameron, L., Song, A. (2021) Will tobacco price increases lead more smokers to vape? Results from a discrete choice experiment amongst U.S. adults, International Congress of Behavioral Medicine, Poster presentation, June 7-11 (virtual).

Zarate-Gonzalez, G., Brown, P., Cameron, L. (2021) Panel: New Evidence on Regulating E-Cigarettes, "Price Sensitivity and Cross Elasticities of Smokers and Vapers: Results from a Discrete Choice Experiment Amongst U.S. Adults". American Society of Health Economists Annual Conference ASHECon, June 21-23.

Brown, P., Fleszar-Pavlovic, S., Mantoan, G., Schnier, K., O'Carroll, R., Cameron, L. (2021) Preferences Regarding Organ Donations from Deceased Donors. International Congress of Behavioral Medicine, June 7-11 (virtual).

Spezzano, T.M.* , Brown, P., Cameron. L., Payán, D., (2021). Discrete Choice Analysis of Factors that Affect Sugar Sweetened Beverage Consumption of Young Adults in California's Central Valley. International Congress of Behavioral Medicine, Poster presentation, June 7-11 (virtual).

Sandhu N.K.* , Brown P., Diringer J. (2021) Impact of the ACA on agriculture worker access to and utilization of healthcare services: Evidence from the NAWS. University of California, Merced, USA, April 2021.

Spezzano, T.M.* , Brown, P., Cameron. L., Payán, D., (2020). Discrete Choice Analysis of Factors that Affect Sugar Sweetened Beverage Consumption of Young Adults in California's Central Valley, AcademyHealth Annual Meeting, Poster presentation, July (virtual).

Fabian, R.,* Brown, P., Payán, D. (2020). Policy Determinants of County-Level Recreational and Medical Marijuana Policies in Colorado and Washington. AcademyHealth ARMS, July (Virtual).

Fabian, R.* , Brown, P. Cameron, L., Islam, T., Zarate-Gonzalez, G., Fleszar, S., Yepez, M., Manzo, R. (2020). Evidence on the economic impact of a retail ban on flavored nicotine products on retail outlets in California rural areas: A Discrete Choice Experiment. Tobacco-Related Disease Research Program (TRDRP 2020). (Virtual)

Nunez, A.* , Brown, P. (2020). Impact of Access to Specialized Stroke Services on the Cost and Health Outcomes of Stroke and TIA Patients. (Poster presentation). Academy of Health. Annual Research Meeting. Accepted. Presentation canceled due to COVID-19. June.

Nunez, A.* , Te Ao, B., Brown, P., Krishnamurthi, R., Feigin, V. (2019). Cost of Stroke and TIAs. (Oral presentation). Health Services Research Association Australia and New Zealand Research conference. December. Auckland, New Zealand.

Spezzano, T.M.* , Brown, P., Cameron. L., Payán, D., (2019). Discrete Choice Analysis of Factors that Affect Sugar Sweetened Beverage Consumption of Young Adults in California's Central Valley. Nutrition Education and Behavior Conference. (Orlando)

Nunez, A.* , Kwan, K., Singh, R., Kenny, J., Wright, T., Burke, N., Brown, P. (2018) Predicators of malnutrition in the older adults: Analysis of California hospitalization data. (Poster presentation) American Public Health Association. November. San Diego CA., United States.

Nunez, A.* , Brown, P. (2017). Health economics and research. (Oral Presentation). Interinstitutional Congress for Research in Medical Social Service. June. Mexicali BC., Mexico.

Mantoan, G.,* Brown P. (2017) Use of discrete choice experiments in Public Health: Evaluating organ donation preferences. American Public Health Association. Atlanta, GA, November.

Aponte-Gonzalez J.* , Brown P., and Eslava J. (2016) Preferences among students about self-medicating with antibiotics: A discrete choice experiment. International Congress of Behavioral Medicine, Melbourne, Australia, December.

Nunez, A.* , Brown, P. (2016). Health Economics in decision making. (Oral Presentation). Baja California Public Health Association, Academic Session. June, Mexicali BC., Mexico.

Boyajian J.* , Brown P. (2016) Differences in colorectal cancer screening preferences: A latent class analysis of discrete choice data. International Congress of Behavioral Medicine, Melbourne, Australia, December.

Moreno M.*, Brown P., and Eslava J. (2016) Understanding women's choices about childbirth: Allais paradox and preferences. International Congress of Behavioral Medicine, Melbourne, Australia, December.

Mantoan G.*, Schnier K., Boyajian J., Singh R., Brown P. (2016) Preferences regarding organ donations: Evidence from a discrete choice survey. International Congress of Behavioral Medicine, Melbourne, Australia, December.

Parkinson B., Brown P., Sherman K. (2016) Cost effectiveness of a decision aid for breast reconstruction after surgery. International Congress of Behavioral Medicine, Melbourne, Australia, December.

Te Ao B.*, Brown P., Derrett S., V Feigin. (2016) Quality-adjusted life years associated with traumatic brain injury: Evidence from the Brain Injury Outcome New Zealand in the Community study. International Congress of Behavioral Medicine, Melbourne, Australia, December.

Brown, P., (2015) What to do about Valley Fever? A critical review of options for Public Health, Coccidioidomycosis Study Group Conference, San Diego, CA. (May 2015).

Sandhu, R.*, Brown, P. (2015) Economic Burden of Chronic Disease in California 2015, Keeneland Public Health Services and Systems Conference, Lexington, KY. (April 2015).

Do-Reynoso, V.*, Brown, P. (2015). The impact of the Affordable Care Act on Delivery of Childhood Immunization Services in Rural Communities, Keeneland Public Health Services and Systems Conference, Lexington, KY. (April 2015).

Brown, P. (2015) Using Behavioral Economics to Design Health Interventions, Western Economic Association International, Wellington, New Zealand. (January 2015).

Brown, P., (2014) Behavioral Health Economics and the development of behavioral interventions, International Congress of Behavioral Medicine, Groningen, the Netherlands. (August 2014).

Brown, P. (2014) Smoking preferences among youth: Results from a DCE, Groningen, International Congress of Behavioral Medicine, the Netherlands. (August 2014).

Brown, P. (2014) Sustainability of Behavioral Interventions: Beyond Cost Effectiveness Analysis, International Congress of Behavioral Medicine, Panel: ICBM 2014 Satellite Workshop Forum, Groningen, the Netherlands. (August 2014).

Brown, P. (2014) Tobacco use, consumer surplus, and FDA policy: Results from a discrete choice experiment on smoking preferences, American Society of Health Economists, USC. Los Angeles California. (June 2014).

Brown, P. (2012) Adapting Budget Standards to Identify the Additional Resources and Costs Associated with disability, International Congress of Behavioral Medicine, Budapest, Hungry. (August 2012 - September 2012).

Brown, P. (2012) Understanding Preferences for Pre-Birth Testing for Genetic Conditions Using a Discrete Choice Survey International Congress of Behavioral Medicine, , Budapest, Hungry. (August 2012 - September 2012).

Brown, P. (2012) Assessing the value of a public health system using discrete choice experiments, Keeneland Conference of Public Health Services and Systems Research, Robert Wood Johnson Foundation, Lexington, KY. (May 2012).

Te Ao, B.*, Brown, P. (2011) The Burden of Traumatic Brain Injury. AcademyHealth, Seattle WA. (June 2011).

Brown, P., Kohler, K., (2010) Expanding CRC screening: Understanding the options and the costs to providers, International Cancer Screening Conference, National Cancer Institute, Panel: Health Economics, Oxford, UK. (July 2010).

Brown, P. (2009) Is it cost effective to introduce stroke units in Auckland Hospitals? Health Services Association of Australia and New Zealand, Brisbane, Australia. (December 2009).

Brown, P. (2009) To go public or private: Results from a discrete choice survey of consumer preferences, Health Services Association of Australia and New Zealand, Brisbane. (December 2009).

Brown, P. (2009) Australian Health Economics Association Meeting, The impact of chronic conditions on work and employment in New Zealand, Tasmania, New Zealand. (October 2009).

Brown, P. (2009) Living with life after cancer: Impacts on work and income. Australasian Society of Behavioural Medicine, Auckland, New Zealand. (February 2009).

Brown, P. (2008) Specialist reimbursements in Australia, U.S., and NZ, Washington, D.C. AcademyHealth Annual Research Conference, (June 2008).

Brown, P. (2008) Australasian Experimental Conference, Performance and (Psychological) Competition, Auckland, New Zealand. (January 2008).

Brown, P. (2007) Does New Zealand need a Relative Value Scale for Specialist Reimbursements? Presented at the Australian Health Economics Association Conference. Brisbane, Australia. October.

Brown, P. (2007) Cost of health services for older people: Comparing the MDS-HC and NSAC assessment tools. HSRAANZ Conference. Auckland, NZ. December.

Brown, P. (2006) Behavioural model of health services usage after stroke, AcademyHealth Annual Conference, Seattle, WA, June.

Brown, P. (2006) Understanding the outcomes from genetic tests. Australasian Society of Behavioural Medicine, Auckland, New Zealand, February.

Brown, P. (2005) Survival after stroke and health services usage, Health Services Research Association of Australia and New Zealand, Canberra, Australia, November.

Brown, P. (2005) Why don't psychosocial interventions get funded? Understanding the role of health technology assessment, Australasian Society of Behavioural Medicine, Melbourne, Australia, February.

Brown, P. (2004) Socioeconomic status, income inequality and survival after stroke Australasian Society of Behavioural Medicine, Christchurch, NZ, Feb.

Brown, P. (2004) Economic evaluations of genetic testing, Economics of Genetics Conference, Oxford University, March.

Brown, P. (2004) Gender Differences in the Use of High-Variance Strategies in Tournament Competition, Society for Advancement of Behavioural Economics, Philadelphia, PA July.

Brown, P. (2004) Prioritising Genetic Services, Priorities in Health, Wellington New Zealand, November.

Brown, P. (2003) Socio-economic status, income inequality and health: Understanding the behavioural mechanisms, Society for the Advancement of Behavioural Economics, July, Lake Tahoe, CA, July.

Brown, P. (2003) Socio-economic status, income inequality and stroke: Evidence from individual data, International Health Economics Association Conference, San Francisco, CA, June.

Brown, P. (2003) Economic perspective on socio-economic status and health, International Association for Research in Economic Psychology, Christchurch, NZ, September.

Brown, P. (2003) Prioritizing Genetic Testing: How comparable is evidence from genetic and non-genetic tests? Health Services Research Association of Australia and New Zealand, Melbourne, November.

Brown, P. (2003) The Evolution of Integrated Care in New Zealand, presented at the SHAPE conference, Surfer's Paradise, Queensland, Australia, July.

Brown, P. (2003) From Market Power to People Power: New Directions for Reforms in New Zealand, presented at the International Health Economics Association Conference, York, England, July.

Brown, P. (1997) Cooperation in Sequential Best-Shot and Public Good Games Presented at the American Economic Association Annual Meetings, January 1997, New Orleans, LA.

Brown, P. (1997) Experimental evidence on the role of loss avoidance and risk attitudes on environmental decisions, Presented at the Economic Science Association Meetings, October 1996, Tucson, AZ.

Brown, P. (1997) What can be done to reduce overconsumption? Presented at the Intentional Society for Ecological Economics Annual Meetings, August 1996, Boston, MA.

Brown, P. (1997) On the importance of competing for profits, Presented at the Economic Science Association Meetings, October 1995, Tucson, AZ.

Brown, P. (1997) Environmental organizations and the business community: conflicts and cooperation, Presented at the Pennsylvania Recycling Conference, May 1995, Harrisburg PA.

Brown, P. (1993) Compliance with environmental standards and social value orientations Presented at the Economic Science Association Annual Meeting, October 1993, Tucson, AZ.

Brown, P. (1990) When people learn rational expectations and when they do not, Presented at the Econometric Society Winter Meetings, Allied Social Sciences Meeting, December 1990, Chicago IL.

Conference Organization/Translation/Dissemination of Research

Farmworkers Health Conference (April 9, 2021)

Day long conference for researchers focusing on farmworker health. I conceived of the idea of the conference, secured the funding, worked with the team to publicize the event, coordinate the scientific committee that selected the papers, and chaired one session of the event.

Farmworkers Kickoff Planning Meeting (Feb 12, 2020)

Day-long session for researchers and community groups focusing on farmworker health. I conceived of the idea of the conference, secured the funding, worked with the team to publicize the event, and chaired the entire event.

Cost effectiveness workshop (Oct 1 to 4, 2018)

Four-day workshop of graduate students and staff from Public Health Departments in California providing in-depth training in cost effectiveness analysis. Co-hosted and delivered by researchers from the National University of Colombia, Bogota.

Return on Investment Workshop (Sept 28, 2018)

One day workshop for staff from Public Health Departments in California focusing on using return on investment (ROI) analysis for public health services. Held at UC Merced

Cost Effectiveness, Return on Investment, and Social Return on Investment (March 27, 2018)

One-day workshop for health researchers at the Auckland University of Technology. The workshop provided an overview and examples of ROI, the complexities of conducting a Social ROI, and the situations where it is more appropriate to conduct a cost effectiveness study. The workshop involves graduate students from UC Merced assisting the researchers in designing projects. Held in Auckland, New Zealand.

Using Return on Investment in Public Health Departments. (April 21 to 22, 2016)

Two-day workshop for staff from Public Health Departments in the San Joaquin Valley and the California Department of Public Health focusing on using return on investment (ROI) analysis for public health services. Held in Wawona, Yosemite National Park.

Research Week – Translational Research (February 10, 2015).

Day-long session for graduate students and undergraduates at UC Merced focused on translational research and team science.

Working with Valley Fever in Agriculture (February 11, 2015).

Panel discussion involving researchers and LHD officials, presented at the World Ag Expo, the largest farm expo in the world.

Building a culture of health in the Central Valley (May 12, 2015).

Day-long workshop for high school teachers in the region on healthy eating and nutrition. The day included academic and community members speaking on four topics: Health eating in schools, health eating outside of schools, promoting exercise in schools, and promoting exercise outside of schools

Healthy People in Mariposa's Changing Climate (May 20, 2015).

Day-long event with Mariposa County focusing upon the impact of climate change on rural counties in California. The day-long event included speakers from UC Merced, the State of California, and various county agencies.

Tobacco Use: New Products, New Policies (February 15, 2014).

Day-long event for Research Week focused on smoking research.

Nature and Health (November 7, 2014 - November 8, 2014).

Two-day series on health related research for teachers in the San Joaquin Valley. The event was held at the UC Merced Wawona facilities. The day featured a series of speakers from UC Merced on health related topics.

Valley Fever Research Day: Setting Research Priorities in the San Joaquin Valley (June 29, 2013).

Day-long gathering of researchers focused on Valley Fever: Valley Fever Research Day: Setting Research Priorities in the San Joaquin Valley. The event was attended by researchers from the region and other UCs, and focused on identifying what is known and unknown about Valley Fever.

Valley Fever: What next? (November 13, 2013).

Event focusing on Valley Fever in the San Joaquin Valley. The event focused on translating the results of what is and is not known to the public, community leaders and politicians, and then focusing on collaborations moving forward.

Grant activity

Behavioral Economics and Health Economics in Public Health, California Department of Public Health, October 2022 to July 2025, Principal Investigator, \$1,600,000.

Health Economics Technical Assistance for Future of Public Health, California Department of Public Health, October 2023 to June 2024, Principal Investigator, \$230,000.

Expanding health coverage for Farmworkers in California, Robert Wood Johnson Foundation, February 2022 to December 2023, Principal Investigator, \$203,000

Farmworker Health Study in California, California Department of Public Health, May 2020 to June 2022, Principal Investigator, \$1,350,000.

Telerehabilitation for people with mild traumatic brain injury: a co-design approach, January 2021 to December 2021. Health Research Council of New Zealand Health Delivery Research Activation Grant, Co-Investigator, \$30,000.

Measuring and reducing the burden of stroke in New Zealand, New Zealand Health Research Council, October 2020 to September 2025, Co-Investigator, \$5,000,000.

UC Merced Nicotine and Cannabis Policy Center, University of California Office of the President Tobacco-Related Disease Research Program, August 2018 to September 2022, Co-Investigator, Co-Director of the Rapid Response Core, \$3,800,000.

Knowledge of Valley fever in the general population, Legacy Healthcare Foundation, April 2017 to August 2018, Principal Investigator, \$25,000.

Long term care challenges in the San Joaquin Valley, Legacy Healthcare Foundation, April 2017 to August 2018, Principal Investigator, \$25000.

Overcoming malnutrition in non-institutionalized older adults, UC Merced Blum Foundation, June 2017 to December 2018, Principal Investigator, \$10,000.

Long-term health of adolescent suicide attempters: Healthcare utilization, morbidity, and costs, National Institutes of Mental Health (R15), April 2017 to March 2020, Co-Investigator, \$450,000.

Merced County Accountable Communities for Health, California Accountable Communities of Health Initiative, September 2016 to December 2019, Co-Investigator, \$1,500,000.

Direct: Delivery of STD testing in California and Alabama, Robert Wood Johnson Foundation, September 2014 to October 2016, Co-Investigator, \$150,000.

Health burden of chronic diseases in counties in California, California Endowment, January 2014 to December 2015, Principal Investigator, \$50,000.

Economic and Health Burden of Chronic Disease in California, California Department of Public Health, September 2013 to May 2014, Principal Investigator, \$75,000.

Public Health Delivery and Cost Studies in the San Joaquin Valley, Robert Wood Johnson Foundation, August 2013 - August 2014, Principal Investigator, \$50,000.

Using behavioral economics to increase CRC screening, Center of Disease Control and Prevention, January 2011 to December 2014, Co-Investigator, \$1,300,000.

Increasing Colorectal Cancer Screening Rates in Community Health Centers, National Cancer Institute, January 2011 to December 2013, Co-Investigator, \$500,000.

PROMIS Values in Cancer Survivors, National Cancer Institute (R-01), January 2011 - December 2014, Co-Investigator, \$1,500,000.

ARCOS IV: Auckland Regional Community Stroke Study, Health Research Council of New Zealand, July 2010 - December 2014, Co-Investigator, \$2,100,000.

Traumatic brain injury burden in New Zealand: a population-based incidence & outcomes study, Health Research Council of New Zealand, July 2009 to December 2013, Co-Investigator, \$1,700,000.

Exercise to enhance smoking cessation outcomes, Health Research Council of New Zealand, July 20090 to June 2012, Co-Investigator, \$1,450,000.

Evaluation of an online decision aid for women with breast cancer, Cancer Council of Australia, July 2008 to June 2012, Co-Investigator, \$330,000.

BRIGHT: Improving care for the elderly, Health Research Council of New Zealand, July 2007 to June 2012, Co-Investigator, \$3,200,000.

Cost of Stroke in New Zealand, New Zealand Stroke Foundation, 2009, Principal Investigator, \$10,000.

Demand for residential homes in Auckland, Selwyn Foundation, 2009, \$17,000.

Partnering in Primary Care - the Flinders Model for New Zealand Populations, Star Research Grant, 2008 to 2009, Co-Investigator, \$100,000.

Long-term functional and neuropsychological outcomes after stroke in New Zealand, Health Research Council, 2006 to 2009, Co-Investigator, \$1,015,021.

Strategies to promote healthier food purchases: a supermarket intervention trial, Health Research Council, 2006 to 2009, Co-investigator, \$1,856,708.

Evaluation of Let's Beat Diabetes, Counties Manakau District Health Board, 2005 to 2009, Co-Investigator, \$1,000,000.

Cost-Benefit Analysis of the Green Prescription (GRx) Modes of Delivery, Sport Auckland, 2008, Co-Investigator, \$25,000.

Review of Relative Value Scales for setting Fees for Surgical Procedures and their Applicability to New Zealand, NZ Association of General Surgeons, 2008, Principal Investigator, \$35,000.

Life after Cancer, Genesis Oncology Trust, 2007 to 2008, Co-Investigator, \$65,920.

Cost of Disability, Health Research Council, 2005 to 2008, Principal Investigator, \$350,000.

Use of private and public sectors for surgical procedures, Health Research Council, 2005 to 2008, Principal Investigator, \$450,000.

The Burden of Osteoporosis in New Zealand: 2007 to 2020, Osteoporosis New Zealand, 2007, Principal Investigator, \$35,000.

Competition and cooperation in experimental markets, University of Auckland, 2005 to 2007, Co-Investigator, \$15,000.

The evaluation of the implementation of the interRAI, New Zealand Ministry of Health, 2005 to 2007, Principal Investigator, \$245,000.

Economic Evaluation of introducing a rotavirus vaccine in New Zealand, GlaxcoSmith Klein, 2006, Principal Investigator, \$56,000.

Economic evaluation of introducing hip protectors in residential homes, New Zealand Accident Compensation Corporation, 2005 to 2006, Co-Investigator, \$15,000.

Evaluation of ageing in place initiatives, New Zealand Ministry of Health, 2003 to 2006, Co-Investigator, \$528,295.

Evaluation of New Zealand Community Based Adolescent Sexual Offender Treatment Programmes, Department of Child, Youth and Family, 2003 to 2006, Co-Investigator, \$686,452.

Falls, function and quality of life: An intervention in residential care, New Zealand Health Research Council, 2003 to 2006, Co-Investigator. \$1,300,000.

Economic Evaluation of newborn screening and opportunistic screening for Chlamydia, National Screening Unit, New Zealand, Ministry of Health, 2005, Co-Investigator, \$45,000.

Independent evaluation of universal newborn hearing screening, National Screening Unit, Ministry of Health, 2005, Co-Investigator, \$80,000.

Determinants of stroke impact on individuals, families and the community, Health Research Council, 2001 to 2005, Co-Investigator, \$1,300,000.

Meningococcal Vaccine Trial in New Zealand: Socio-economic and health disparities analysis, Ministry of Health, 2004, Principal Investigator, \$12,000.

Assertive Community Treatment in South Auckland, Auckland Medical Research Council, 2003, Co-Investigator, \$16,255.

Evaluating Integrated Care in New Zealand, Health Research Council, 2000 to 2003, Principal Investigator, \$40,000.

Compliance with Environmental Regulations, EPA - Environmental Protection Agency, 1994 to 1996, Principal Investigator, \$43,000.

Loss aversion in environmental decisions, Annual Fund Research Grant, 1995, Principal Investigator, \$12,500.

Learning from experience and convergence, Healey Faculty Development Grant, 1993, Principal Investigator, \$15,000.

Doctoral Supervision

Completed (Granting University, Year of completion)

1. **Laura Wilkinson Meyers** (PhD, University of Auckland, 2009)
Title: The Cost of Disability in New Zealand
Current Position: Associate Dean Academic, University of Auckland
Role: Primary Supervisor
2. **Lisa Walton** (PhD, University of Auckland, 2011)
Title: Health services usage for cancer survivors in New Zealand
Current Position: Research Coordinator, University of Auckland
Role: Primary supervisor
3. **Braden Te Ao** (PhD, Auckland University of Technology, 2015)
Title: Measuring the economic cost of traumatic brain injury (TBI) in New Zealand: A cost-of-illness study
Current Position: Senior Lecturer, University of Auckland
Role: Primary Supervisor
4. **Van Do Reynoso** (PhD, University of California, Merced, 2016)
Title: Impact of the Affordable Care Act in the Delivery of Childhood Immunization in Small Counties
Current Position: Director of Health Equity, CENCAL
Role: Primary Supervisor
5. **Jonathan Boyajian** (PhD, University of California, Merced, 2016)
Title: Explaining Individual Differences in Colorectal Cancer Screening Preferences: Analysis and Meta-analysis of Discrete Choice Experiments
Current Position: Research Scientist, Foster Farms Company
Role: Primary Supervisor
6. **Paul Carroll** (PhD, University of California, Merced, 2017)
Title: Evaluating Attempts at the Implementation of Restorative Justice in Three Alternative Education High Schools.
Current Position: Lecturer,
Role: Primary Supervisor
7. **Jorge Diaz** (PhD, National University of Colombia, Bogota, 2017)
Title: Pharmacoeconomic studies of arthritis in Colombia
Current Position: Professor of Pharmacoeconomics, National University of Colombia, Bogota
8. **Ritem Sandhu** (PhD, University of California, Merced, 2018)
Title: Estimating the Burden of Disease of Lung Cancer at the County-Level in California
Current Position: Lecturer at California State University, Stanislaus
Role: Primary Supervisor
9. **Michelle Perea-Ryan** (PhD, University of California, Merced, 2018)
Title: Infant Emergency Department Utilization
Current Position: Associate Professor at California State University, Stanislaus
Role: Primary Supervisor
10. **Johanna Aponte** (PhD, National University of Colombia, Bogota, 2019)
Title: Exploring Antibiotic Self-Medication Practices: Finding Alternative Interventions to Reduce the Irrational Use of Antibiotics in Bogota.
Current Position: Assistant Professor
Role: Co-Supervisor (with Javier Eslava)

Role: Primary Supervisor

11. **Ravi Singh** (PhD, University of California, Merced, May 2020)

Title: Return on Investment for a Diabetes Prevention Program: Merced California Accountable Communities for Health Initiative

Current Position: Epidemiologist at the Merced County Public Health Department.

Role: Primary Supervisor

12. **David Veloz** (PhD, University of California, Merced, May 2020)

Title: Perceptions about air quality of individuals who work outdoors in the San Joaquin Valley, California

Current Position: Lecturer at the California State University at Stanislaus

Role: Co-Supervisor (with Ricardo Cisneros)

13. **Kevin Kwan** (PhD, University of California, Merced, May 2020)

Title: Examining fall related injuries among older adults and exploring the preferences of older adults and family members towards home modifications and smart home technologies to reduce fall injury.

Current Position: Research Scientist at the California State Department of Public Health for the Maternal and Adolescent Health Division

Role: Co-Supervisor (with Sidra Goldman-Mellor)

14. **Marcela Entwistle** (PhD, University of California, Merced, May 2021)

Title: Dietary patterns and cancer in the United States

Current Position: Medical Specialist, Mercy Hospital

Role: Co-Supervisor (with Ricardo Cisneros)

15. **Hamed Gharibi** (PhD, University of California, Merced, April 2022)

Title: Investigating the association between Nitrate in drinking water and the incidence of respiratory diseases in California

Current Position: Post-doctoral student, University of Southern California

Role: Co-Supervisor (with Ricardo Cisneros)

16. **Gracy Mantoan** (PhD, University of California, Merced, August 2022)

Title: Childhood Asthma Control Intervention through Community Health Workers in the California Central Valley - A mixed Methods Analysis of Feasibility, and Desirability of the Addition of Peer Support

Current position: Merced County Department of Public Health

Role: Primary Supervisor

17. **Emanuel Alcala** (PhD, University of California, Merced, December 2022)

Title: Structural Determinants of Asthma in a Predominantly Hispanic/Latinx Population

Current position: Associate Director, California State University at Fresno

Role: Co-Supervisor (with Ricardo Cisneros)

18. **Theresa Spezzano** (PhD, University of California, Merced, May 2023)

Title: Developing Effective Sugar Sweetened Beverages Policies and Interventions to Encourage Healthy Beverage Consumption

Current position: Merced County Department of Public Health

Role: Primary Supervisor

19. **Harmanpreet K. Chauhan** (PhD, University of California, Merced, December 2023)

Title: Importance of Cultural Tailoring: Identifying a Type 2 Diabetes Prevention Intervention for the San Joaquin Valley Punjabi Population through Qualitative Interviews

Role: Co-Supervisor (with Mariaelena Gonzalez)

20. *Gilda Zarate-Gonzalez* (PhD, University of California, Merced, December 2023)

Title: The Health Economics of Ambient Air Pollution in the San Joaquin Valley

Current position: California Department of Public Health

Role: Primary Supervisor

21. *Angela Janeth Pereira Morales* (PhD, National University of Colombia, Bogota, April 2024)

Title: Design and Implementation of a Behavioral Economics-Based Intervention for Reducing the Risk of Alcohol and Cannabis Use in Young Adults: A Randomized Controlled Trial) - This thesis received a meritorious thesis distinction.

Current position: Senior Researcher, SteepRock Inc., Bogota, Colombia

Role: Co-Supervisor

22. *Adriana Nunez* (PhD, University of California, Merced, June 2024)

Title: A Better Fit for Rural Hospitals: Integrating Revealed and Stated Preference Analysis to Improve Healthcare Access in Rural Areas

Current position: Senior Consultant for Behavioral Health Data Project

Role: Primary Supervisor

23. *Rudiel Fabian Sanchez* (PhD, University of California, Merced, June 2024)

Title: Cannabis in the New Millennium: Current Trends and Future Directions

Current position: California Department of Public Health

Role: Primary Supervisor

24. *Nimrat Sandhu* (PhD, University of California, Merced, December 2024)

Title: An Examination of the Existing Patterns of Healthcare Utilization, Barriers to Health System Integration, and the Role of Digital Health Interventions in Creating an Integrated Healthcare System for Agricultural Workers in California

Role: Primary Supervisor