

Attorney General Consumer and Prescriber Grant Program

State	Principle Investigator and Institution	Amount	Grant Title
Alabama	Dr. Maribel Salas, University of Alabama at Birmingham	\$397,836	Marketing of Medicines: Strategies and its Impact on Prescriber Behavior in the United States
California	Dr. Lisa Bero, University of California, San Francisco	\$400,000	Design, Evaluation and Implementation of a Marketing of Medicines Curriculum for Health Professionals
Colorado	Dr. David Price, Kaiser Health Plan	\$399,651	Practice: A Web-Based Educational Curriculum for Health Professionals
Colorado	Dr. David Price, Kaiser Health Plan	\$399,651	Pharmaceuticals from Development to Practice: A Web-Based Educational Curriculum for Health Professionals
Georgia	Dr. Randall Tackett, University of Georgia	\$396,490	Development and Dissemination of a Multimedia Critical Prescribing Skills Curriculum
Illinois	Dr. Audiey C. Kao, American Medical Association	\$397,980	Sound Prescribing: A Lifelong Curriculum for Physicians
Illinois	Dr. Gordon Schiff, Hektoen Institute	\$400,000	Formulary Leveraged Improved Prescribing (FLIP)
Kentucky	Dr. Paul Dassow, University of Kentucky	\$362,114.60	Maximizing the Impact of a critical skills curriculum for prescribers
Massachusetts	Dr. Steven R. Simon, Harvard Pilgrim Health Care	\$399,990	Reducing Unnecessary Use of Heavily Marketed Medicines: A Randomized Controlled Trial of Computerized Prescribing Alerts and Clinician Education
Massachusetts	Dr. Jerry Avorn, Brigham & Women's	\$385,502	Educational Outreach to Improve Prescribing
Massachusetts	Dr. Jerry Gurwitz, Meyers Primary Care	\$398,343	Educating Health Professionals about the Marketing of Medicines

Attorney General Consumer and Prescriber Grant Program

State	Principle Investigator and Institution	Amount	Grant Title
Massachusetts	Dr. Elissa Ladd, MGH Institute of Health Professionals	\$388,400.21	There's No Such Thing as a Free Lunch...or Dinner A Web-based Pharmaceutical Practice Program for Advanced Practice Nurses
New Hampshire	Dr. Lisa Schwartz, Dartmouth University	\$394,333	Helping Physicians Critically Evaluate Drug Information: A Curriculum and Method for Enhancing Sensible Decision Making During Office Visits
New Mexico	Dr. Eva Lydick, Lovelace Clinic Foundation	\$399,083	Development, Evaluation and Dissemination of a Web-based Curriculum on Pharmaceutical Regulations and Marketing
North Carolina	Dr. Sue Tolleson-Rinehart, University of North Carolina, Chapel Hill	\$386,120	PEDS: Pediatric Education for Drug Safety, a UNC CERTS Safety Curriculum
North Carolina	Dr. Curt Furberg, Wake Forest University	\$399,670	Smart Prescribe: Development, Dissemination, and Evaluation of a Critical Skills Curriculum for Rational Prescribing
Ohio	Dr. Clinton Snyder, Northeastern Ohio Universities College of Medicine	\$398,704	Comprehensive Curriculum for Understanding the Interface of the Medical and Pharmaceutical Professionals
Oregon	Dr. Stephanie Halvorson, Portland Veteran's Administration	\$328,594.19	Marketing and Medicines
Oregon	Dr. Kathy Weaver, Oregon Health Policy and Research	\$400,000	Improving Professional Prescribing Practices Using Evidence-based Curriculum
Texas	Dr. Roberta Ryder, National Center for Farmworker Health	\$400,000	RX Savvy for Health Outcomes
Texas	Dr. Lisa Robins, Federation of State Medical Boards Education and Research Foundation	\$382,334	Online Prescriber Education Network (OPEN)
Vermont	Dr. Richard Pinckney, University of Vermont	\$389,076	Program in Wise Prescribing

Attorney General Consumer and Prescriber Grant Program

State	Principle Investigator and Institution	Amount	Grant Title
Washington	Dr. Linda Pinsky, University of Washington	\$399,948	Drug Reps in the Attic: Smoking out the influences of the pharmaceutical industry on providers' prescribing practices
Washington DC	Dr. Adriane Fugh Berman, Georgetown University	\$398,431	The Marketing of Medicines: Development, Dissemination and Evaluation of a Critical Skills Curriculum for Prescribers