



# OMICS Group



OMICS Group International through its Open Access Initiative is committed to make genuine and reliable contributions to the scientific community. OMICS Group hosts over **400** leading-edge peer reviewed Open Access Journals and organizes over **300** International Conferences annually all over the world. OMICS Publishing Group journals have over **3 million** readers and the fame and success of the same can be attributed to the strong editorial board which contains over **30000** eminent personalities that ensure a rapid, quality and quick review process. OMICS Group signed an agreement with more than **1000** International Societies to make healthcare information Open Access.

Contact us at: [contact.omics@omicsonline.org](mailto:contact.omics@omicsonline.org)

# OMICS Journals are welcoming Submissions

OMICS Group welcomes submissions that are original and technically so as to serve both the developing world and developed countries in the best possible way.

OMICS Journals are poised in excellence by publishing high quality research. OMICS Group follows an Editorial Manager® System peer review process and boasts of a strong and active editorial board.

Editors and reviewers are experts in their field and provide anonymous, unbiased and detailed reviews of all submissions.

The journal gives the options of multiple language translations for all the articles and all archived articles are available in HTML, XML, PDF and audio formats.

Also, all the published articles are archived in repositories and indexing services like DOAJ, CAS, Google Scholar, Scientific Commons, Index Copernicus, EBSCO, HINARI and GALE.

**For more details please visit our website:**

**<http://omicsonline.org/community-medicine-health-education.php>**



**Seda Erdem**  
**Assistant Professor**  
**Economics, University of**  
**Stirling**  
**Scotland, UK**



***Editor***  
***of***  
***Journal of Community Medicine & Health***  
***Education***

# Bio-Sketch

Dr. Seda Erdem is an Assistant Professor in Economics at the University of Stirling, UK. Dr. Erdem completed her PhD in Economics at the University of Manchester. She has experience in eliciting preferences for market and non-market goods (e.g. health service innovations) using conjoint analytic approaches, decision-making modeling, and fielding of surveys.

Dr. Erdem's research interests broadly include public health economics, economics of psychology, choice modeling and decision-making, and econometrics. Her research activities in applied-micro and behavioral economics have three main aims: valuations in public health economics, valuations of risk perceptions of different stakeholders in the Agri-food and health sectors, and using choice experiments to elicit preferences for health service innovations and stakeholders' willingness to adopt them.

# Research Interest

- Economic valuation methods,
- Choice modeling and decision making,
- Economics and psychology of choice,  
Behavioral economics,
- Survey methodology,
- Environmental,
- food and public health economics

# Publications

- Campbell D & Erdem S (2015) Position Bias in Best-Worst Scaling Surveys: A Case Study on Trust in Institutions, *American Journal of Agricultural Economics*.
- Erdem S (2014) Consumers' preferences for nanotechnology in food packaging: a discrete choice experiment (Forthcoming/Available Online), *Journal of Agricultural Economics*.
- Erdem S, Campbell D & Thompson C (2014) Elimination and selection by aspects in health choice experiments: Prioritising health service innovations (Forthcoming/Available Online), *Journal of Health Economics*.
- Erdem S & Thompson C (2014) Prioritising Health Service Innovation Investments Using Public Preferences: A Discrete Choice Experiment, *BMC Health Services Research*, 14, Art. No.: 360.
- Erdem S, Campbell D & Hole AR Accounting for attribute-level non-attendance in a health choice experiment: does it matter? (Forthcoming/Available Online), *Health Economics*. DOI: <http://dx.doi.org/10.1002/hec.3059>
- Erdem S & Rigby D (2013) Investigating heterogeneity in the characterization of risks using best worst scaling, *Risk Analysis*, 33 (9), pp. 1728-1748. DOI: <http://dx.doi.org/10.1111/risa.12012>
- Erdem S & Thompson C (2012) Public preferences for health service innovations: the evidence from a conjoint analysis: A report for the UK's National Health Service Foundation Trust. National Health Service Foundation Trust.
- Erdem S, Rigby D & Wossink A (2012) Using best-worst scaling to explore perceptions of relative responsibility for ensuring food safety, *Food Policy*, 37 (6), pp. 661-670

# Introduction

## *Public Health Economics*

Our public health economists play a leading role in optimizing scarce resources to improve health outcomes. Providing assistance to local, state, national, and international governments and organizations, we apply innovative methods and strategies to match client need with an appropriate plan of research.

Our researchers work in interdisciplinary teams to conduct evidence-based research to help policy makers prioritize health problems, prevention and treatment options, and resource allocation

# Research Methods/Approaches

No single economic measure or tool is considered standard for evaluating the effectiveness and resource efficiency of a public health practice, program, or intervention. However, the precision and thoroughness of economic analyses affect financial outlays and health outcomes, including quality and length of life.

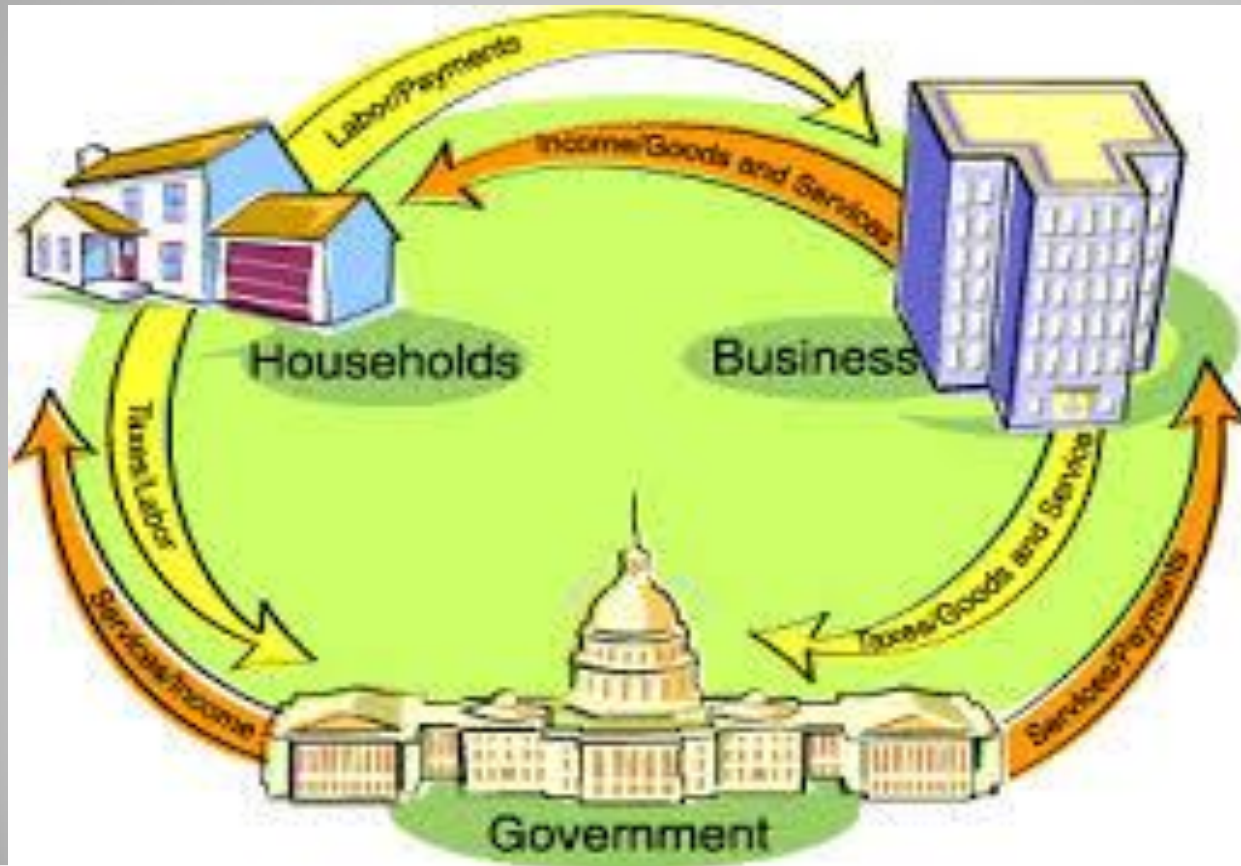
Policy makers require expert evaluation using the most technically accurate, up-to-date, and scientifically sound approaches for their decision making. To help inform decisions about effective and efficient use of resources, our public health economists conduct various kinds of economic research, including the following:



# Research Methods/Approaches

- Burden of disease evaluation: Measuring the direct medical costs as well as indirect costs such as lost productivity due to diseases and injuries
- Cost-effectiveness evaluation: Evaluating the effectiveness of interventions to prevent or treat specific diseases compared to the costs of the interventions
- Creation of innovative software such as the Obesity Cost Calculator
- Methodological research to improve measurement strategies for disease cost estimation, including identification of econometric approaches and innovative modeling techniques

# Health Economics Practice



# Research Projects

- The research we conduct addresses a broad range of health challenges. Listed below are examples of some of our recent projects.
- Burden of Disease/Cost of Illness Research
- Economic evaluation of the burden of injuries in the United States, including cost of injuries and cost of lost productivity
- National and state-level analyses of the medical costs of obesity and lack of physical activity
- Evaluation of the burden of disease caused by intimate partner violence and child maltreatment
- Economic evaluation of the burden of visual disorders, especially on federal and state budgets
- Cost-of-illness summaries of direct and indirect costs for selected conditions
- Economic analysis of the burden of cardiovascular diseases for the elderly



# Research Clients

Examples of our clients include the following agencies that manage resources and make critical decisions affecting the public's health.

- Centers for Disease Control and Prevention
- U.S. Department of Health and Human Services
- Centers for Medicare and Medicaid Services
- Health Resources and Services Administration
- National Cancer Institute

# Related Journals

- ❑ Health Care : Current Reviews
- ❑ Occupational Medicine & Health Affairs
- ❑ Journal of General Practice
- ❑ Internal Medicine: Open Access



# Related Conferences

3<sup>rd</sup> International Conference on **Surgery and Anesthesia** -2014  
November 17-19, 2014 Chicago, USA

2<sup>nd</sup> International Conference on **Predictive, Preventive, Personalized Medicine & Molecular Diagnostics** -2014  
November 03-05, 2014 Las Vegas, USA



4<sup>th</sup> International Conference and Exhibition on **Occupational Health & Safety** -2015  
Canada April 13-14, 2015

**Approved By :**

**E-signature:**

# OMICS Group Open Access Membership

OMICS publishing Group Open Access Membership enables academic and research institutions, funders and corporations to actively encourage open access in scholarly communication and the dissemination of research published by their authors.

For more details and benefits, click on the link below:

<http://omicsonline.org/membership.php>

