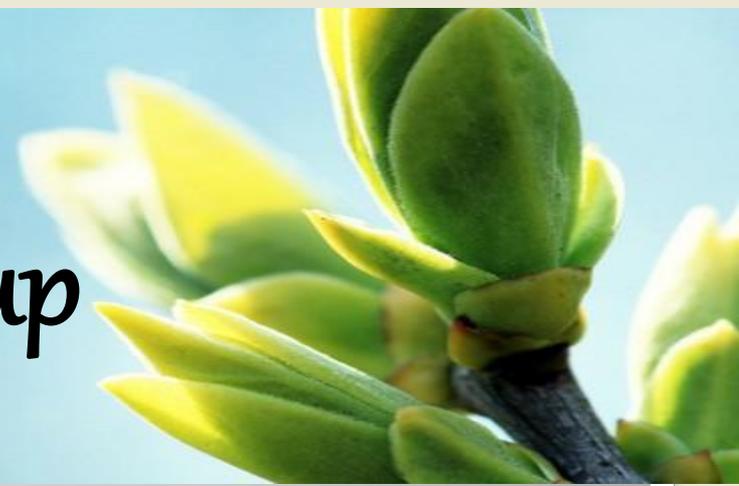




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Seda Erdem
Assistant Professor
Economics, University of
Stirling
Scotland, UK



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

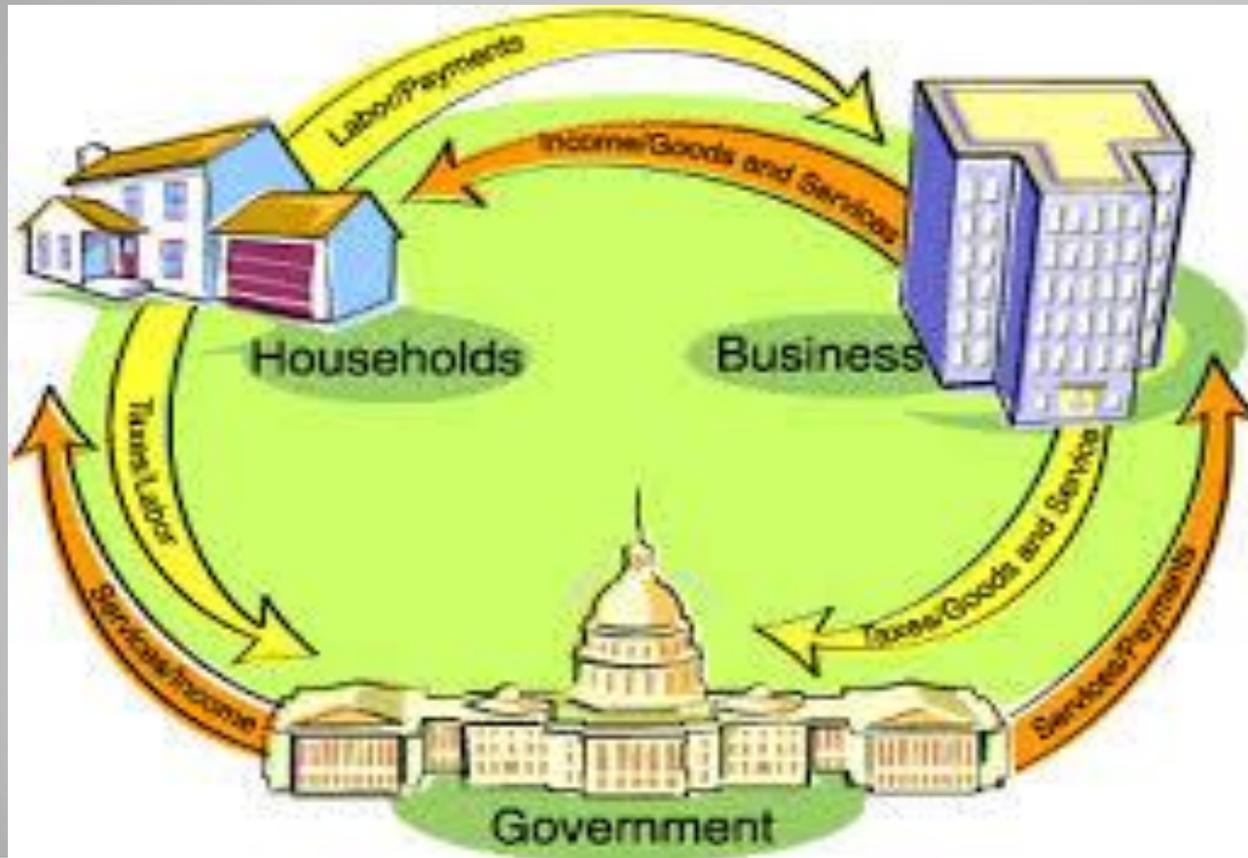
No single economic measure or tool is considered standard for evaluating the effectiveness and resource efficiency of a public health practice, program, or intervention. However, the precision and thoroughness of economic analyses affect financial outlays and health outcomes, including quality and length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

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

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



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

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