

CONSUMER HEALTH EDUCATION INSTITUTE (CHEDI)

Tailored Educational Approaches for Consumer Health (TEACH)

Project Team

TEACH is currently organized by a leadership team and two working groups, market segmentation & literature review/patient education. TEACH also has 2 senior advisors and an advisory group.

| Name | Area of Expertise | Role |
|----------------------|--------------------------------|---|
| Cohn, Wendy | Educational Evaluation | Project Director |
| Bolmey, Armando | Administrative & Business Mgt. | Leadership Team |
| Lyman, Jason | Clinical Informatics | Leadership Team |
| Garson, Arthur "Tim" | Health Policy/Health Services | Senior Advisor |
| Knaus, William A. | Health Services Research | Senior Advisor |
| Broshek, Donna | Neuropsychology | Literature Review/Patient Education Group |
| Kinzie, Mable | Instructional Technology | Literature Review/Patient Education Group |
| Schubart, Jane | Patient Education | Literature Review/Patient Education Group |
| Guterbock, Tom | Survey Research | Market Segmentation and Survey Group |
| Hartman, Dave | Survey Research/ Marketing | Market Segmentation and Survey Group |
| Mick, David | Marketing/ Consumer Research | Market Segmentation and Survey Group |
| Conaway, Mark | Biostatistics | Market Segmentation and Survey Group |
| Pannone, Aaron | Health Services Research | Research Assistant |