

Jayani Jayawardhana

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EDUCATION:

Ph.D. in Economics, University of Virginia, Charlottesville, VA, May 2008

Dissertation Title: Direct-to-Consumer Advertising and Welfare

M.A. in Economics, University of Virginia, Charlottesville, VA, June 2002

B.A. in Mathematics and Economics, Agnes Scott College, Atlanta, GA, May 2000

RESEARCH INTEREST:

Health Economics, Industrial Organization, and Applied Microeconomics

PROFESSIONAL EXPERIENCE:

Faculty Research Associate, Center for Health Economic and Policy Studies, Department of Health Administration and Policy, Medical University of South Carolina, SC. Aug. 2006-present.

Instructor, University of Virginia, Charlottesville, VA. June 2003-Dec. 2004

Teaching Assistant, University of Virginia, Charlottesville, VA. Aug. 2000-May 2003

Research Assistant, Darden Graduate School of Business Administration, University of Virginia, Charlottesville, VA. June 2000-March 2005.

Summer Intern, South Asia Regional Department, Asian Development Bank, Manila, Philippines, Summer 2004

Research Assistant, Research Department, Federal Reserve Bank of Atlanta, Oct.1998-Mar 2000

WORKING PAPERS:

- Sheidow, A., J. Jayawardhana, W.D. Bradford, S. Henggeler, and S. Shapiro.; “*Money Matters: Cost Effectiveness of Evidence-Based Treatment in Juvenile Drug Court*”, Manuscript Submitted for Publication, Sept. 2007.
- Jayani Jayawardhana; “*Future of Child Mortality in South Asia: Outlook in Reaching the MDG Target*”, Manuscript Submitted to for Publication, March. 2008.
- Jayani Jayawardhana; “*The Effects of Direct-to-Consumer Advertising on Consumption*”, Dec. 2007.
- Jayani Jayawardhana; “*The Impact of Direct-to-Consumer Advertising on Consumer Welfare*”, Dec. 2007.

BOOK CHAPTERS:

- Jayawardhana, J. and R. Lindrooth; “Adverse Selection”, Encyclopedia of Health Services Research, Forthcoming, Sage Publications, 2008.

GRANTS AWARDED AS CO-INVESTIGATOR:

- NIH/ National Institute of Mental Health - R01 DA013066; Henggeler (PI)
Alcohol/Drug Abusing Delinquents: 5-Year Outcomes of RCT (09/01/04 – 08/31/09)
The goal of this study is to attenuate deleterious long-term outcomes and cost in a sample of 200 chronic juvenile offenders meeting diagnostic criteria for alcohol or drug abuse or dependence.
Role: Co-Investigator (40% effort beginning 9/1/06); \$302,605
- NIH/National Heart, Lung and Blood Institute - R01 HL077841-01; Bradford (PI)
DTC Advertising Effect on Adherence to Statin Therapy (07/01/04 – 05/31/07)
The goal of this study is to determine if patients in areas where pharmaceutical therapy for hyperlipidemia is heavily advertised have better adherence to prescription therapy than patients in areas where these drugs are not advertised, and as a consequence have better outcomes.
Role: Co-Investigator (10% effort beginning 9/01/06); \$175,000
- Agency for Healthcare Research and Quality – R01 HS010730; Lindrooth (PI)
The Cause and Effect of Hospital Unit Entry and Closure (07/01/05 – 06/30/07)
This project focuses on the determinants of decisions about hospital service offerings and the effect of such decisions on patients, competing hospital’s financial performance and social welfare.
Role: Co-Investigator (25% effort beginning 9/01/06); \$220,303

- DHHS/Agency for Healthcare Research and Quality – R01 HS011326; Bradford(PI)
Effect of FDA Boxed Warnings and Public Information on Pharmaceutical Use (09/07/07-08/31/11)
The three aims of this project are to examine: 1) the effects of public information and black box warnings on the flow of patients into physician offices, 2) the effects of public information on the likelihood of appropriate drug prescribing, and 3) examine the impact of FDA issued boxed warning on the likelihood of appropriate prescribing for specific medications.
Role: Co-Investigator (10% effort); \$285,546
- Duke Endowment – South Carolina Area Health Education Consortium; Garr(PI)
Assessing the need and Feasibility for using New Technologies to Increase Access to Subspecialty Consultative Services (12/01/07 – 11/30/08)
This study is to assess the need for and feasibility of increasing access to off-site subspecialty consultative services for people residing in underserved communities in South Carolina.
Role: Co-Investigator (32.5% effort); \$211,223

PRESENTATIONS:

- *Direct-to-Consumer Advertising and Welfare*
Health Economics and the Pharmaceutical Industry Conference, Toulouse, France, Jan. 2008
Southern Economic Association Annual Meeting, New Orleans, LA, Nov. 2007.
International Health Economic Association Conference, Copenhagen, Denmark, July 2007.
The Annual Academy Health Economics Interest Group Meeting, Orlando, FL, June 2007
The Eighteenth Annual Health Economic Conference, Tempe, AZ, March 2007
- *Direct-to-Consumer Advertising and Welfare: A Structural Model of Consumers and Firms in the Market for Prescription Drugs,*
International Industrial Organization Conference, Boston, MA, April 2006
University of Virginia, Charlottesville, VA, Oct. 2005
- *The Welfare Implications of Direct-to-Consumer Advertising in the Market for Prescription Drugs*
Southern Economic Association Annual Meeting, New Orleans, LA, Nov. 2004.
- *Review of Child Survival Trends, Interventions, Funding and Gaps in South Asia: Opportunities for Increased Involvement of ADB,*
Asian Development Bank, Manila, Philippines, Aug. 2004.

DISCUSSANT:

- Roundtable for Pharmaceutical Economics, Federal Trade Commission, Washington DC, Sept. 2006.
- International Industrial Organization Conference, Boston, MA, April 2006.

HONORS AND AWARDS:

- Predoctoral Fellowship, Bankard Fund for Political Economy, University of Virginia, 2005-2006
- DuPont Fellowship, University of Virginia, 2005-2006
- McGhee Fellowship, University of Virginia, 2004-2005
- Graduate Fellowship, University of Virginia, 2000-2003
- Charles A. Dana Scholar, Agnes Scott College, 1999-2000
- Mathematical Association of America Student Membership Award, 1998, 1999
- Departmental Mathematics Award, Agnes Scott College, 1997
- Academic Honor Scholarship, Agnes Scott College, 1996-2000

PROFESSIONAL MEMBERSHIPS

- American Economic Association
- Southern Economic Association
- International Health Economic Association
- American Society of Health Economists