

**Marsha Rosenthal, M.P.A., Ph.D.**  
**112 Paterson Street**  
**New Brunswick NJ 08901**  
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## **Academic**

2010 – Present Visiting Assistant Research Professor, Institute for Health, Health Care Policy and Aging Research; Rutgers University, New Brunswick, NJ

Current research: patient-provider relationships and chronic illness in underserved populations – implications for improving outcomes and policy with:

- Nurses and breast cancer survivors with chronic conditions
- Pharmacy students and low income diabetes patients
- Physicians, nurses, family members and residents in long term chronic care

2008 – Present Member, Population Sciences section, Cancer Institute of New Jersey, New Brunswick, NJ

2007 – Present Member, Medicaid Long Term Care Reform Task Force, NJ Department of Health and Senior Services

2004 – Present Affiliate, Center for the Study of Health Beliefs and Behavior (Howard Leventhal, Ph.D., Director), Rutgers University, New Brunswick, NJ

2006 – 2010 Assistant Research Professor, Center for State Health Policy; Institute for Health, Health Care Policy and Aging Research; Rutgers University, New Brunswick, NJ

2004 – 2006 Postdoctoral Fellow, Center for Gerontology and Health Care Research, Brown University, Providence, RI

1994 - 2004 Institute for Health, Health Care Policy and Aging Research, Rutgers University, New Brunswick, NJ.

- Study of Impact on Advocacy of Managed Mental Health Care
- Study of Trust in Managed Care Organizations
- Pilot Study on Managed Care and the Seriously Mentally Ill

## **Health Policy and Programs**

Senior Health Policy Consultant and Director, Health Policy Prudential Newark, NJ

- Directed company policy division on state and federal health policy issues, including: state and federal health cost containment, health planning, and long term care. Extensive experience with Congressional and state staff relations. Provided health care expertise for company foundation and financial guaranty

subsidiary. Conducted initial feasibility studies for HMO markets; administrative staff work for group model HMO.

Director, Long Term Care Insurance Project  
New Jersey Department of Human Services Trenton, NJ

- o Directed Robert Wood Johnson Foundation demonstration design project, creating a public/private partnership, including creation and management of multiple government/health organization advisory groups and staff

Aging and Health Finance Advisory Services Princeton, NJ

- o Consultant in program development, community health education and grant writing for hospital-based programs

## **Teaching**

*Health Policy and Public Policy* (undergraduate); Bloustein School of Public Policy, Rutgers University

*U.S. Public Health and Social Policy* (undergraduate); Department of Anthropology/Sociology, The College of New Jersey

*Health Care Policy* (graduate); School of Public Administration, Seton Hall University

Certificate in College Teaching, Graduate School-New Brunswick, Rutgers University

Project Learn, undergraduate summer program in social sciences, Rutgers University

*Guest lectures (selected):*

*Health Care Policy*, Bloustein School of Public Policy, Rutgers University, *Health Policy Gerontology*, Sociology Department (undergraduate), Rutgers University

*Medical Sociology*, Sociology Department (undergraduate), New Mexico State University

## **Education**

Rutgers University, New Brunswick, New Jersey

M.A., Ph.D. Medical Sociology and Aging

New York University, New York, New York

M.P.A. Health Care Policy, Planning and Administration

Princeton University, Princeton, New Jersey

A.B. (cum laude)

## **Honors and Grants**

2010 Johnson and Johnson Family of Companies, funding for project "Enhanced Diabetes Education for New Brunswick's High Risk Population: Teaching Pharmacy Students to Serve as Health Navigators" (2008-2011)

- 2009 Cancer Institute of New Jersey, Research Development Award, funding for study of older breast cancer survivors with comorbid conditions.
- 2006 Grant for focus group research, pilot study of health beliefs and self-care for chronic illness among assisted living residents, under NIA grant, Center for the Study of Health Beliefs and Behaviors
- 2005 Conference travel award, Gerontological Society of America
- 2003 Dissertation Grant, Agency for Healthcare Research and Quality, Washington, D.C.
- 2003 Dissertation Fellowship, Nonprofit Research Sector Fund, Aspen Institute, Washington, D.C.
- 2002 Matilda White Riley Award for qualifying paper: "Enough Blame to Go Around: Towards a Sociological Theory of Blaming", Department of Sociology, Rutgers University.
- 2002 Pre-dissertation award, the Graduate School-New Brunswick, Rutgers University.
- 2002 Conference travel award, the Graduate School-New Brunswick, Rutgers University.
- 1999 Conference travel award, the Graduate School-New Brunswick, Rutgers University.

### **Publications and Reports**

"How Valid Are the Responses to Nursing Home Survey Questions? Some Issues and Policy Concerns". Denise A. Tyler; Renee R. Shield; Marsha Rosenthal; Susan C. Miller; Terrie Wetle; Melissa A. Clark. *The Gerontologist* 2011 in press; 2010;doi: 10.1093/geront/gnq095.

"Medical Staff in Nursing Homes: Family, Resident and Nursing Staff Expectations and Experiences". Renee R. Shield, Marsha Rosenthal, Denise Tyler, Terrie Wetle, Melissa Clark, Orna Intrator. (manuscript in preparation).

"Harnessing Health Beliefs to Improve Self-care: Preliminary Implications in the Context of Assisted Living" Marsha Rosenthal, Renee R. Shield, Laura Senier (manuscript in preparation).

"State Practices in Health Coverage for Immigrants," Policy report, Center for State Health Policy, Rutgers University. June 2009.

"New Jersey Hospital Quality Initiatives," Analysis and outcomes report, Center for State Health Policy, Rutgers University. July 2009.

"Health Disparities Initiatives: Self Assessment Survey and Report", Consultation and report for New Jersey Department of Health and Senior Services, Office of Minority and Multicultural Health. April 2009.

"Nursing home organization and quality measures," Consultation and management report. Center for State Health Policy, Rutgers University. June 2007.

"Disappointed Expectations and Disrupted Trust: How Patients Experience Problems with Health Care" (manuscript in revision for the *Journal of Health and Social Behavior*)

Rosenthal M, Fennell M, Wetle T, Shield R, Intrator O. 2005. "The influence of nursing homes' organizational structure and culture on physician practices and quality of care: A conceptual model." Working paper, Center for Gerontology and Health Care Research, Brown University.

Rosenthal, M. and Schlesinger, M. "Not Afraid to Blame: The Neglected Role of Blame Attribution in Medical Consumerism and Some Implications for Health Policy". *Milbank Quarterly*, 80(1): 41-95, 2002.

Mechanic, D., McAlpine, D. and Rosenthal, M. "Are Patients' Office Visits with Physicians Getting Shorter?" *New England Journal of Medicine*, 344(3):198-204, 2001.

Mechanic, D. and Rosenthal, M. "Responses of HMO Medical Directors to Trust Building in Managed Care." *Milbank Quarterly*, 77(3):283-303, 1999.

Rosenthal, M. and Morith, N. "Women and Long Term Care: The Adverse Impact of Women's Perceptions". *Journal of Women and Aging*, 4(4):67-81, 1993.

### **Recent Presentations**

"Anticipating the Needs of an Aging Population"(Workshop Leader),New Jersey Summit on Cancer Survivorship, New Brunswick, NJ, December 2009.

"Harnessing Health Beliefs to Improve Self-care: Preliminary Findings in the Context of Assisted Living," Gerontological Society of America, Annual Scientific Meeting, National Harbor, MD, November 2008.

"The Cultural Context and Social Milieu of Assisted Living: Effects on Residents' Health Beliefs and Self-care", Gerontological Society of America, Annual Scientific Meeting, San Francisco, CA, November 2007.

"Expectations and Communications: Uncovering Hidden Findings in Medicare Patients' Trust of Doctors and Plans", Gerontological Society of America, Annual Scientific Meeting, Dallas, TX, November 2006.

"Violations of Patients' Trust Expectations: What Determines Disrupted Trust in Physicians and Health Plans". Academy Health Annual Research Meeting, Boston, June 2005.

"Patients' Blaming and Voicing: Consequences of Disrupted Trust in Physicians and Health Plans". Academy Health Annual Research Meeting, Boston, June 2005.

"Opportunities and Challenges of Mixed Methods: Uncovering Hidden Findings in Medicare Patients' Trust of Doctors and Plans". Accepted for presentation, Gerontological Society of America, New Orleans, November 2005.

"Variations in Physician Visits in Nursing Homes and Effects on Residents' Outcomes". Accepted for presentation (jointly with Orna Intrator, Ph.D.), Gerontological Society of America, New Orleans, November 2005.

"The Doctor's Dilemma: Trust and Blame Among Medicare Patients", Society for Applied Anthropology/Society for Medical Anthropology, Dallas, March 2004.

"Neglected Role of Blame Attribution and the Chronically Ill", American Sociological Assn annual meeting, Chicago, August 2002.

"Critical Social Theory: Toward a Sociological Theory of Blaming", American Sociological Assn annual meeting, Chicago, August 2002.