

Helen W Sullivan

List of Publications by Year in descending order

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Version: 2024-02-01

57
papers

899
citations

567281

15
h-index

552781

26
g-index

58
all docs

58
docs citations

58
times ranked

885
citing authors

#	ARTICLE	IF	CITATIONS
1	Physicians's™ use of and preferences for FDA-approved prescribing information. <i>Research in Social and Administrative Pharmacy</i> , 2022, 18, 3027-3037.	3.0	2
2	The impact of interactive advertising on consumer engagement, recall, and understanding: A scoping systematic review for informing regulatory science. <i>PLoS ONE</i> , 2022, 17, e0263339.	2.5	2
3	Assessing the Inclusion of Foil Items in a Scale to Measure Recognition of Health Messages. <i>Communication Methods and Measures</i> , 2021, 15, 211-221.	4.7	1
4	Development and validation of prescription drug risk, efficacy, and benefit perception measures in the context of direct-to-consumer prescription drug advertising. <i>Research in Social and Administrative Pharmacy</i> , 2021, 17, 942-955.	3.0	8
5	Consumers's™ experience with and attitudes toward direct-to-consumer prescription drug promotion: a nationally representative survey. <i>Health Marketing Quarterly</i> , 2021, 38, 1-11.	1.0	4
6	Visual images of prescription drug benefits in direct-to-consumer television advertisements. <i>Patient Education and Counseling</i> , 2021, 104, 2240-2249.	2.2	5
7	Direct-to-Consumer Advertising of Prescription Drugs and the Patient's™ Prescriber Encounter: A Systematic Review. <i>Health Communication</i> , 2020, 35, 739-746.	3.1	22
8	Consumer understanding of the scope of FDA's prescription drug regulatory oversight: A nationally representative survey. <i>Pharmacoepidemiology and Drug Safety</i> , 2020, 29, 134-140.	1.9	5
9	Patients's™ Understanding of Oncology Clinical Endpoints: Environmental Scan and Focus Groups. <i>Oncologist</i> , 2020, 25, 1060-1066.	3.7	7
10	Patients's™ understanding of oncology clinical endpoints: A literature review. <i>Patient Education and Counseling</i> , 2020, 103, 1724-1735.	2.2	9
11	Direct-to-Consumer Prescription Drug Advertising and Patient-Provider Interactions. <i>Journal of the American Board of Family Medicine</i> , 2020, 33, 279-283.	1.5	9
12	The Effect of Including Quantitative Information on Multiple Endpoints in Direct-to-Consumer Prescription Drug Television Advertisements. <i>Medical Decision Making</i> , 2019, 39, 975-985.	2.4	3
13	Actors in whitespace: Communicating risk information on pharmaceutical websites. <i>Health Marketing Quarterly</i> , 2019, 36, 152-167.	1.0	3
14	Aging and Direct-to-Consumer Prescription Drug Television Ads: The Effects of Individual Differences and Risk Presentation. <i>Journal of Health Communication</i> , 2019, 24, 368-376.	2.4	7
15	Communicating Risk Information in Direct-to-Consumer Prescription Drug Television Ads: A Content Analysis. <i>Health Communication</i> , 2019, 34, 212-219.	3.1	13
16	Quantitative Information on Oncology Prescription Drug Websites. <i>Journal of Cancer Education</i> , 2018, 33, 371-374.	1.3	5
17	Disclosing accelerated approval on direct-to-consumer prescription drug websites. <i>Pharmacoepidemiology and Drug Safety</i> , 2018, 27, 1277-1280.	1.9	4
18	Assessing hearing and cognition challenges in consumer processing of televised risk information: Validation of self-reported measures using performance indicators. <i>Preventive Medicine Reports</i> , 2018, 11, 145-147.	1.8	5

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19	Physicians' Understanding of Clinical Trial Data in Professional Prescription Drug Promotion. <i>Journal of the American Board of Family Medicine</i> , 2018, 31, 645-649.	1.5	10
20	Testimonials and Informational Videos on Branded Prescription Drug Websites: Experimental Study to Assess Influence on Consumer Knowledge and Perceptions. <i>Journal of Medical Internet Research</i> , 2018, 20, e13.	4.3	8
21	Consumer confusion between prescription drug precautions and side effects. <i>Patient Education and Counseling</i> , 2017, 100, 1111-1119.	2.2	6
22	Attention to and Distraction from Risk Information in Prescription Drug Advertising: An Eye-Tracking Study. <i>Journal of Public Policy and Marketing</i> , 2017, 36, 236-245.	3.4	19
23	Placement and Format of Risk Information on Direct-to-Consumer Prescription Drug Websites. <i>Journal of Health Communication</i> , 2017, 22, 171-181.	2.4	8
24	Prescribers' Knowledge and Skills for Interpreting Research Results: A Systematic Review. <i>Journal of Continuing Education in the Health Professions</i> , 2017, 37, 129-136.	1.3	14
25	Direct-to-Consumer Promotion of Prescription Drugs on Mobile Devices: Content Analysis. <i>Journal of Medical Internet Research</i> , 2017, 19, e225.	4.3	5
26	Prescription Drug Promotion from 2001-2014: Data from the U.S. Food and Drug Administration. <i>PLoS ONE</i> , 2016, 11, e0155035.	2.5	18
27	Consumers'™ Understanding of FDA Approval Requirements and Composite Scores in Direct-to-Consumer Prescription Drug Print Ads. <i>Journal of Health Communication</i> , 2016, 21, 927-934.	2.4	7
28	Consumer perceptions of prescription and over-the-counter drug advertisements with promotional offers. <i>Health Marketing Quarterly</i> , 2016, 33, 291-306.	1.0	8
29	Peer-Generated Health Information: The Role of Online Communities in Patient and Caregiver Health Decisions. <i>Journal of Health Communication</i> , 2016, 21, 1187-1197.	2.4	33
30	Are Disease Awareness Links on Prescription Drug Websites Misleading? A Randomized Study. <i>Journal of Health Communication</i> , 2016, 21, 1198-1207.	2.4	10
31	An Empirical Examination of the FDAAA-Mandated Toll-Free Statement for Consumer Reporting of Side Effects in Direct-to-Consumer Television Advertisements. <i>Journal of Public Policy and Marketing</i> , 2016, 35, 108-123.	3.4	13
32	Visual presentations of efficacy data in direct-to-consumer prescription drug print and television advertisements: A randomized study. <i>Patient Education and Counseling</i> , 2016, 99, 790-799.	2.2	12
33	Disease Information in Direct-to-Consumer Prescription Drug Print Ads. <i>Journal of Health Communication</i> , 2016, 21, 228-239.	2.4	15
34	Communicating efficacy information based on composite scores in direct-to-consumer prescription drug advertising. <i>Patient Education and Counseling</i> , 2016, 99, 583-590.	2.2	5
35	Who Said It Better? A Test of Wording Differences in the MedWatch "Toll-Free Statement" for Consumer Reporting of Side Effects in Direct-to-Consumer Television Advertisements. <i>Therapeutic Innovation and Regulatory Science</i> , 2016, 50, 169-173.	1.6	4
36	Do Prescription Drug Ads Tell Consumers Enough About Benefits and Side Effects? Results From the Health Information National Trends Survey, Fourth Administration. <i>Journal of Health Communication</i> , 2015, 20, 1391-1396.	2.4	14

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37	Communicating Benefit and Risk Information in Direct-to-Consumer Print Advertisements: A Randomized Study. <i>Therapeutic Innovation and Regulatory Science</i> , 2015, 49, 493-502.	1.6	25
38	Primary Care Physicians' Use of FDA-Approved Prescription Drug Labels. <i>Journal of the American Board of Family Medicine</i> , 2014, 27, 694-698.	1.5	10
39	Important Safety Information or Important Risk Information? A Question of Framing in Prescription Drug Advertisements. <i>Therapeutic Innovation and Regulatory Science</i> , 2014, 48, 305-307.	1.6	2
40	Effects of comparative claims in prescription drug direct-to-consumer advertising on consumer perceptions and recall. <i>Social Science and Medicine</i> , 2014, 120, 1-11.	3.8	15
41	Randomized Study of Placebo and Framing Information in Direct-to-Consumer Print Advertisements for Prescription Drugs. <i>Annals of Behavioral Medicine</i> , 2014, 48, 311-322.	2.9	15
42	Presenting efficacy information in direct-to-consumer prescription drug advertisements. <i>Patient Education and Counseling</i> , 2014, 95, 271-280.	2.2	33
43	Perceived healthcare provider reactions to patient and caregiver use of online health communities. <i>Patient Education and Counseling</i> , 2014, 96, 320-326.	2.2	112
44	Communicating quantitative risks and benefits in promotional prescription drug labeling or print advertising. <i>Pharmacoepidemiology and Drug Safety</i> , 2013, 22, 447-458.	1.9	30
45	Presenting Quantitative Information About Placebo Rates to Patients. <i>JAMA Internal Medicine</i> , 2013, 173, 2006.	5.1	6
46	Randomized Trial of Risk Information Formats in Direct-to-Consumer Prescription Drug Advertisements. <i>Medical Decision Making</i> , 2011, 31, E23-E33.	2.4	32
47	Requests for Cancer Prevention Information: The Cancer Information Service (2002-2006). <i>Journal of Cancer Education</i> , 2010, 25, 16-22.	1.3	1
48	Cancer Prevention Information-Seeking Among Hispanic and Non-Hispanic Users of the National Cancer Institute's Cancer Information Service: Trends in Telephone and LiveHelp Use. <i>Journal of Health Communication</i> , 2009, 14, 476-486.	2.4	18
49	Cancer Prevention Information Seeking: A Signal Detection Analysis of Data From the Cancer Information Service. <i>Journal of Health Communication</i> , 2009, 14, 785-796.	2.4	8
50	What Is My Cancer Risk? How Internet-Based Cancer Risk Assessment Tools Communicate Individualized Risk Estimates to the Public: Content Analysis. <i>Journal of Medical Internet Research</i> , 2009, 11, e33.	4.3	44
51	Nutrition-Related Cancer Prevention Cognitions and Behavioral Intentions: Testing the Risk Perception Attitude Framework. <i>Health Education and Behavior</i> , 2008, 35, 866-879.	2.5	25
52	When planning is needed: Implementation intentions and attainment of approach versus avoidance health goals.. <i>Health Psychology</i> , 2008, 27, 438-444.	1.6	63
53	Nutrition-related cancer prevention attitudes in low-income women. <i>Preventive Medicine</i> , 2007, 45, 139-145.	3.4	6
54	The predictive value of daily vs. retrospective well-being judgments in relationship stability. <i>Journal of Experimental Social Psychology</i> , 2006, 42, 460-470.	2.2	42

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55	The Effect of Approach and Avoidance Referents on Academic Outcomes: A Test of Competing Predictions. <i>Motivation and Emotion</i> , 2006, 30, 156-163.	1.3	10
56	The Mediating Role of Parental Expectations in Culture and Well-Being. <i>Journal of Personality</i> , 2005, 73, 1267-1294.	3.2	57
57	Avoidance Goals Can Be Beneficial: A Look at Smoking Cessation. <i>Basic and Applied Social Psychology</i> , 2005, 27, 107-116.	2.1	21