

# ANDREW S. GALLAN, PhD

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## EDUCATION

Ph.D., Marketing Business Administration	Arizona State University, 2008 Dissertation: "Effects of Interorganizational Coordination and Customer Participation on Service Excellence: Evidence from the Healthcare Sector" Committee: Stephen W. Brown (Chair), Mary Jo Bitner, and Cheryl Burke Jarvis  Maastricht University, the Netherlands – Visiting Doctoral Scholar, Faculty of Economics and Business Administration, January – May 2007.
M.B.A., Marketing B.A., Liberal Arts	University of Portland, 2004 Colgate University, 1988

## Professional Certifications

- Certification (2013), "Designing Customer-Focused Service Processes," W. P. Carey Center for Services Leadership at Arizona State University. Course focused on service blueprinting and analyzing, diagnosing, and addressing service delivery issues; March 2013.
- Certification (2013), "DePaul Online Teaching Series," a faculty development program that trains and assists faculty to become successful facilitators of online learning; December 2013.
- Certification (2001), "Health Service Management Program," Kellogg Graduate School of Management, Northwestern University; October 2001.

## RESEARCH INTERESTS

- Service Design and Customer Experience: The role of service design and delivery in increasing quality and efficiency; the impact of service provision on customers, employees, and organizations.
- Transformative Service Research: The transformative potential of services on customers and employees, including health, well-being, quality of life, and human dignity.
- Innovation Design and Strategies: Strategies for the design and management of innovative products and services; development strategies and decision-making that optimizes the success of innovations.
- Marketing/Sales Force Management: Enhancing the performance of sales; sales and marketing management decision-making.

## RESEARCH ACTIVITY

Google Scholar: 1,205 total citations as of July 1, 2018; h index: 11.

<https://scholar.google.com/citations?user=yktFfd4AAAAJ&hl=en>

### Published Peer-Reviewed Articles

Andrew S. Gallan, Marina Girju, and Roxana Girju (2017), "Perfect Ratings with Negative Comments: Learning from Contradictory Patient Survey Responses," *Patient Experience Journal*, 4 (3), pp. 15-28. Lead Research Article. 754 downloads as of 5/1/2018: <http://pxjournal.org/journal/vol4/iss3/6>

McColl-Kennedy, Janet R., Tracey S. Danaher, Andrew S. Gallan, Chiara Orsingher, Line Lervik Olsen, and Rohit Verma (2017), "How Do You Feel Today? Managing Patient Emotions During Health Care Experiences to Enhance Well-being," *Journal of Business Research*, 79 (October 2017), pp. 247-259.

Black, Hulda, and Andrew S. Gallan (2015), "Transformative Service Networks: Cocreated Value as Well-Being," special Transformative Service Research, Part 2, issue of *The Service Industries Journal*, 35 (15), 826-845.

Awarded Honourable Mention in the second annual "Best Article Award" Competition, selected from among all articles published during 2015 (volume 35), by vote of Editorial Board.

Hachem, Fadi, Jeff Canar, Francis Fullam, Andrew Gallan, Sam Hohmann, and Cathy Johnson (2014), "The Relationships between HCAHPS Communication and Discharge Satisfaction and Hospital Readmissions," *Patient Experience Journal*, 1 (2), Fall 2014, pp. 71-77. 8,114 downloads as of 5/1/2018: <http://pxjournal.org/journal/vol1/iss2/12/>

Gallan, Andrew S., Cheryl Burke Jarvis, Stephen W. Brown, and Mary Jo Bitner (2013), "Customer Positivity and Participation in Services: An Empirical Test in a Health Care Context," *Journal of Academy of Marketing Science*, 41 (3), pp. 338-356.

Laurel Anderson, Amy L. Ostrom, Canan Corus, Raymond P. Fisk, Andrew S. Gallan, Mario Giraldo Oliveros, Martin Mende, Mark Mulder, Steven W. Rayburn, Mark S. Rosenbaum, Kunio Shirahada, and Jerome D. Williams (2013), "Transformative Service Research: An Agenda for the Future," *Journal of Business Research*, 66 (8), pp. 1203-1210.

Winning Paper, Citations of Excellence Award for 2016, Emerald Group Publishing:

<http://www.emeraldgrouppublishing.com/authors/literati/citations/awards.htm>

Ranked #13, 2016 Shugan's Top 20 Marketing Meta-Journal (Most Cited Marketing Articles):

<http://bear.warrington.ufl.edu/centers/mks/>

Rosenbaum, Mark S., Canan Corus, Amy L. Ostrom, Laurel Anderson, Raymond P. Fisk, Andrew S. Gallan, Martin Mende, Mark Mulder, Mario Giraldo Oliveros, Steven W. Rayburn, Kunio Shirahada, and Jerome D. Williams (2011), "Conceptualization and Aspirations of Transformative Service Research," *Journal of Research for Consumers*, 19 (2011).

[http://jrconsumers.com/academic\\_articles/issue\\_19/Transformative\\_services\\_academic5.pdf](http://jrconsumers.com/academic_articles/issue_19/Transformative_services_academic5.pdf).

Jackson, Donald W. Jr., John L. Schlacter, Claudia Bridges, and Andrew S. Gallan (2010), "A Comparison and Expansion of the Bases Utilized for Evaluating Salespeople's Performance," *Journal of Marketing Theory and Practice*, 18 (4), 393-404.

Michel, Stefan, Stephen W. Brown, and Andrew S. Gallan (2008), "An Expanded and Strategic View of Discontinuous Innovations: Deploying a Service-Dominant Logic," *Journal of the Academy of Marketing Science*, 36 (1), 54-66.

Michel, Stefan, Stephen W. Brown, and Andrew S. Gallan (2008), "Service-Logic Innovations: How to Innovate Customers, Not Products," *California Management Review*, 50 (3), 49-65.

Jackson, Donald W. Jr., Thomas Hollmann, and Andrew S. Gallan (2006), "Examining Career Development Programs for the Sales Force," *Journal of Business & Industrial Marketing*, 21 (5), 291-299.

Gallan, Andrew S. (2005), "Factors That Influence Physicians' Prescribing of Pharmaceuticals: A Literature Review," *Journal of Pharmaceutical Marketing & Management*, 16 (4), 3-46. Lead Article and *JPM&M's* most popular article (based upon numbers of downloads and requests).

### **Published Invited Articles**

Danaher, Tracey, and Andrew S. Gallan (2016), "Service Research in Health Care: Positively Impacting Lives," *Journal of Service Research*, 19 (4), 433-437; Editorial for Health Service Research: A Multidisciplinary Perspective special section.

Gallan, Andrew S., and Mona Shattell (2015), "Patient Experience Management Ignores Mental Health: Suggestions for Health Care Organizations," *Issues in Mental Health Nursing*, in "Comments, Critique, and Inspiration," 36 (4), 311-314:

[http://www.tandfonline.com/doi/full/10.3109/01612840.2014.991050#.VcQJ\\_fngoX8](http://www.tandfonline.com/doi/full/10.3109/01612840.2014.991050#.VcQJ_fngoX8)

LaVela, Sherri, and Andrew S. Gallan (2014), "Evaluation and Measurement of Patient Experience," *Patient Experience Journal*, Board Perspectives; 1 (1), 28-36, Article 5. 28,089 downloads as of 5/1/2018: <http://pxjournal.org/cgi/viewcontent.cgi?article=1003&context=journal> One of *PXJ's* top five downloaded articles of all time.

### **Research in the Review Process**

Gallan, Andrew S., Janet McColl-Kennedy, Tatiana Barakshina, Bernardo Figueiredo, Josephine Go Jefferies, Johanna Gollnhofer, Sally Hibbert, Nadina Luca, Sanjit Roy, Jelena Spanjol, and Heidi Winklhofer, "Transforming Community Well-Being through Patients' Lived Experience," at *Journal of Business Research*, manuscript emanating from TCR 2017; under second review (JBR-D-17-02883R1).

Bolton, Ruth, Janet McColl-Kennedy, Lily Cheung, Andrew S. Gallan, Chiara Orsingher, Lars Witell, and Mohamed Zaki, "Customer Experience Challenges: Bringing Together Digital, Physical, and Social Realms," at *Journal of Service Management*, manuscript emanating from Thought Leaders Conference 2017, University of Queensland, Brisbane, Australia; under second review.

### **Research in Progress**

Gallan, Andrew S. and Anu Helkkula, "The Role of Causal Attributions in Cocreating Goals for Health and Well-Being," at *Journal of Service Management*.

Helkkula, Anu, Andrew S. Gallan, Mika Linna, and Carol Kelleher, "Multilevel Value Cocreation in Public Health Care Systems," targeted at *Journal of Service Research*.

Anderson, Laurel, Andrew S. Gallan, Andrea Ordanini, and Mary Jo Bitner, "Copernicus Revisited: Consumer-Centricity as Organizational Identity in Expert Service Organizations," targeted at *Journal of Marketing*, data collection complete; manuscript under development. Supported by Marketing Science Institute research grant.

Jarvis, Cheryl Burke, Marina Girju, and Andrew S. Gallan "Learning (or Failing to Learn) from Experience: The Dysfunctional Implications of Counterfactual Thinking in Marketing Managers' Post-Project Reviews," targeted at *Journal of Marketing*.

Fisk, Ray, Linda Nasr, David Bowen, Andrew S. Gallan, Sandy Ng, Steven Rayburn, Sanjit Roy, and Roberta Sebastiani, "Transformative Service Organizations," targeted at *Journal of Service Research*; paper emanating from Transformative Consumer Research dialogical conference, June 2015.

Gallan, Andrew S., Rakesh Niraj, and Monte Shaffer, "Capabilities that Enhance New Product Development Success for Entrepreneurial Biotechnology Firms," targeted at *Journal of Marketing*.

Gallan, Andrew S., and Rakesh Niraj, "Service Reliability vs. Service Excellence: Which Wins When?" targeted at *Journal of Service Research*; data analysis under way.

Gallan, Andrew S. and Josephine Go Jefferies, "Value Co-Creation and Its Meaning for Customers," Chapter 8 in *Service Insights and Trends*, edited by Eileen Bridges and Kendra Fowler.

Gallan, Andrew S., "Respect for Human Dignity as a Unifying Theoretical Foundation for Services," targeted at *Academy of Marketing Science Review*.

Gallan, Andrew S. and Josephine Go Jefferies, "What is Value from a Patient's Point of View?" targeted at *Health Affairs*.

#### **Published Conference Proceedings**

Gallan, Andrew S. & Mike Commet (2016), "Designing Academic-Professional Partnerships to Improve Patient-Centered Care for Home Health Patients," *2016 Hospitality, Health & Design Symposium*, Cornell University. Editor: Rohit Verma.

Gallan, Andrew S. (2016), "Reconceptualizing Health Care as Service Recovery: Exploring Causal Attributions and Implications for Patients' Well-Being," *2016 Summer AMA Proceedings*, G-14. Editors: Bernard Jaworski and Neil Morgan.

Gallan, Andrew S., Stephen W. Brown, Mary Jo Bitner, and Cheryl Burke Jarvis (2007), "Interorganizational Coordination and Customer Participation in Creating Service Excellence: A Conceptual Model," *QUIS 10 Proceedings*. Editors: Robert C. Ford, Duncan R. Dickson, Bo Edvardsson, Stephen W. Brown, Robert Johnston.

Gallan, Andrew S., Naomi Mandel, Robert Cialdini, and Eugene Schneller (2007), "The Effects of Reciprocity in a Triadic Relationship," in *Advances in Consumer Research*, Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN : Association for Consumer Research, Pages: 427-430.

## Academic Conference Presentations & Participation

- “Theorizing beyond the Horizon: Service Research in 2050,” hosted by The University of Queensland and the Australian National University, Brisbane Australia; November 3-5, 2017. Track: Customer Experience Challenges: Bringing Together Digital, Physical and Social Realms, with Ruth Bolton, Janet McColl-Kennedy, Mohamed Zaki, Lars Witell, Chiara Orsingher, and Lily Cheung
- American Marketing Association Summer Marketing Educators’ Conference (2017), “Patient Healing in Health Care: Exploring Causal Attributions and Implications for Well-being” San Francisco, CA, August 4-6, 2016.
- Frontiers in Service Conference (2017), “Patient Recovery in Health Care: Exploring Causal Attributions and Implications for Well-being,” Fordham University’s Gabelli School of Business, Lincoln Center Manhattan Campus, NY, June 22 – 25, 2017.
- American Marketing Association Summer Marketing Educators’ Conference (2016), “Patient Recovery in Health Care: Exploring Causal Attributions and Implications for Well-being,” Atlanta, GA, August 5-7, 2016.
- Frontiers in Service (2016), “Doing Well by Doing Good: Transformative Service Organizations,” Raymond Fisk, Linda Nasr, Andrew Gallan, Sandy Ng, Steven Rayburn, Sanjit Roy, and Roberta Sebastiani; Bergen, Norway, June 23-26, 2016
- SERVSIG International Research Conference (2016), Maastricht, the Netherlands, June 17-19, 2016
  - “Transformative Service Organizations: Moving to Mutualism,” Raymond Fisk, Linda Nasr, Andrew Gallan, Sandy Ng, Steven Rayburn, Sanjit Roy, and Roberta Sebastiani
  - “Reconceptualizing Health Care as Service Recovery: Exploring Causal Attributions and Implications for Patients’ Well-being,” Andrew S. Gallan & Anu Helkkula
- International Network Conference (2016), Dialogical conference developing service research; participant in health services track, “Managing emotions in the health care customer experience,” with Janet McColl-Kennedy and Tracey Danaher; CTF, Karlstad University, Sweden, April 28-29, 2016.
- Transformative Consumer Research (2015), “Transformative Services Research,” Villanova University, PA, May 31 – June 2: Dialogical track participant.
- INFORMS Marketing Science Conference (2012), “Leveraging Capabilities for New Product Development: How Emerging Firms Succeed in Biotech,” hosted by Boston University, June 7-9, with Rakesh Niraj and Monte Shaffer.
- Frontiers in Service (2012), “Cocreation Styles in Customer-Centric Service Innovations: A Cross-United States Analysis,” University of Maryland, June 14-17, with Laurel Anderson, Mary Jo Bitner, Andrea Ordanini, Antonella Caru and Emma Qiu.
- Transformative Consumer Research (2011), “Transformative Services Research,” Baylor University, Waco, TX, June 24-26: Dialogical track participant.
- American Marketing Association Summer Marketing Educators’ Conference (2010), “Effects of Customer Positivity and Coproduction on Perceptions of a Healthcare Service Experience,” Boston, MA, August 17, with Cheryl Burke Jarvis, Stephen W. Brown and Mary Jo Bitner, in Healthcare Special Session: Focus on the Patient: Considering Complex Issues in Healthcare with a Services Marketing Perspective.
- Frontiers in Service (2008), “Creating Innovative Service for the Bottom of the Pyramid,” University of Maryland, October 2-5, with Stefan Michel and Stephen W. Brown.
- DSI Annual Conference (2007), “Service Logic Innovations: Innovate Customers, Not Products,” Phoenix, AZ, November 17-20, with Stefan Michel and Stephen W. Brown.
- QUIS 10 (2007), “Interorganizational Coordination and Customer Participation in Creating Service Excellence: A Conceptual Model,” Orlando, FL, June 14-17, with Stephen W. Brown, Mary Jo Bitner, and Cheryl Burke Jarvis.

- Conference on the Art and Science of Services (2007), 3<sup>rd</sup> Annual, “Service Logic Innovation: Theoretical Foundations and Practical Applications,” hosted by IBM and Carnegie Mellon University, May 24-26, with Stefan Michel and Stephen W. Brown.
- University of California – Berkeley/Tekes Service Innovation Conference (2007), “Discontinuous Service Logic Innovations: Theoretical Foundations and Practical Applications,” Berkeley, California, April 26-28, with Stefan Michel and Stephen W. Brown.
- American Marketing Association Winter Marketing Educators’ Conference (2007), “Customer-Centric Approach to Discontinuous Innovation: Theoretical Foundations and Practical Applications,” San Diego, CA, Feb 2007, with Stefan Michel and Stephen W. Brown, New Approaches to Enhancing Organizational Innovation Track.
- Association for Consumer Research (2006), “The Effects of Reciprocity in a Triadic Relationship,” working paper, Sept 28 – Oct 1, Orlando, FL; with Naomi Mandel, Robert Cialdini and Gene Schneller.
- XXIII Annual University of Houston Dept. of Marketing & Entrepreneurship Doctoral Symposium (2005); Discussant.
- Western Casewriters Association (2004), “Winds of Change? Portland, Oregon and the Vestas Group,” with William Barnes, April 2004, Anchorage, AK.

#### **Invited Academic Research Presentations**

- DePaul University (2011), “Capabilities that Enhance New Product Development Success for Entrepreneurial Biotechnology Firms,” Department of Marketing, October 24.
- Siena College (2011), “Capabilities that Enhance New Product Development Success for Entrepreneurial Biotechnology Firms,” Marketing and Management Department, October 21.
- University of Massachusetts Lowell (2011), “Capabilities that Enhance New Product Development Success for Entrepreneurial Biotechnology Firms,” Department of Marketing, October 13.
- Oregon State University (2011), “Capabilities that Enhance New Product Development Success for Entrepreneurial Biotechnology Firms,” Department of Marketing, September 29.
- Case Western Reserve University, Weatherhead School of Management Brownbag Seminar Series (2010), “Effects of Customer Positivity and Effort on Perceptions of a Healthcare Service Experience,” Department of Marketing and Policy Studies, September 7.
- Case Western Reserve University, Weatherhead School of Management Brownbag Seminar Series (2009), “Maximizing the Value of Radical Innovation for Emerging Firms: A Study of the Impact of Strategic Decision-Making on Financial Outcomes,” Department of Marketing and Policy Studies, February 27.
- University of North Carolina Charlotte (2007), Belk College of Business, “Effects of Interorganizational Coordination and Customer Participation on Service Excellence,” November 1.
- University of Tennessee (2007), College of Business Administration, “Effects of Interorganizational Coordination and Customer Participation on Service Excellence,” October 18.
- Case Western Reserve University, Weatherhead School of Management, “Effects of Interorganizational Coordination and Customer Participation on Service Excellence,” October 8.
- North Carolina State University (2007), Poole College of Management, “Effects of Interorganizational Coordination and Customer Participation on Service Excellence,” September 28.
- Florida State University (2007), College of Business, “Effects of Interorganizational Coordination and Customer Participation on Service Excellence,” September 17.
- Cornell University (2007), School of Hotel Administration, “Effects of Interorganizational Coordination and Customer Participation on Service Excellence,” September 10.

### **Invited International Academic Research Presentations**

- Stockholm Business School, Sweden, April 27, 2016. Hosts: Fredrik Nordin and Evert Gummesson
- Hanken School of Economics, Helsinki, Finland, April 26, 2016. Host: Christian Grönroos
- Eindhoven University of Technology, the Netherlands, April 11, 2007. Host: Ad de Jong
- Karlstad University, Sweden, March 13, 2007. Hosts: Patrik Larsson and Bo Edvardsson
- Katholische Universität, Eichstätt-Ingolstadt, Germany, March 7, 2007. Host: Bernd Stauss
- University of Maastricht, the Netherlands, March 2, 2007. Host: Ko de Ruyter

### **Additional Research Presentations**

- Cornell Hospitality, Health, and Design Symposium: In Search of a Healthy Future (2016), “Designing Academic-Professional Partnerships to Improve Patient-Centered Care for Home Health Patients,” with Mike Commet from Advocate at Home; October 9-11, Cornell University, Ithaca, NY.
- Chicago LEARN (2016), “Including Patient Experience Metrics in CAPriCORN: Extending Patient-Centered Outcomes Research,” with Francis Fullam; January 11, 2016, University HealthSystem Consortium, Chicago, IL.
- University HealthSystem Consortium (UHC) Revolution Conference (2014), “The Relationships Between HCAHPS Communication and Discharge Items and Hospital Readmission,” Fadi Hachem, Jeff Canar, Francis Fullam, Andrew Gallan, Sam Hohmann, and Catherine Johnson; Poster presentation, October 21-22, 2014, Las Vegas, NV.
- Center for Services Leadership Professional Development Session (2013), “The Power of Positivity: Fueling Customer Participation to Boost Satisfaction,” with Cheryl Burke Jarvis. Arizona State University, Tempe, AZ, February 8, 2013. Presented findings of *JAMS* paper to CSL Board Members and Academic Research Faculty.
- BioEnterprise (2012), “Leveraging Capabilities for New Product Development: How Emerging Firms Succeed in Biotech,” with Rakesh Niraj. Presented research project to executives and interns, Cleveland, OH, June 21, 2012. BioEnterprise is a business formation, recruitment, and acceleration initiative designed to grow health care companies and commercialize bioscience technologies; founders and partners are Cleveland Clinic, University Hospitals, Case Western Reserve University, Summa Health System and BioInnovation Institute in Akron, OH. (<http://www.bioenterprise.com/>). Host: Margaret Groh, PhD, Director of Business Development.
- International Stroke Conference (2011), “Impact of a New Neuroscience Intermediate Care Unit on Acute Stroke Care: Quality, Cost, and Nursing Productivity,” Richard S. Jung MD, Leigh Ann McCartney RN, Curtis Tatsuoka PhD, Anthony J. Furlan MD, Cathy A. Sila MD, and Andrew Gallan PhD. Abstract #3174 (poster presentation), Los Angeles, CA, February 9 - 11; sponsored by American Heart Association and American Stroke Association.
- Supporting Decision-Making Through Research: Findings from the 2008 Ohio Family Health Survey Sponsored Projects (2009), “Obesity in Children and Families Across Ohio,” Leona Cuttler MD, Mendel Singer PhD, Lisa Simpson MB MPH, Andrew Gallan PhD, Ann Nevar MPH, and JB Silvers PhD, Columbus, OH, June 1. <http://www.slideserve.com/rad/child-and-adult-obesity-in-ohio-2008-ohio-family-health-survey-supporting-decision-making-through-research-finding>

### **Supervised Graduate Student Research Projects**

- Student Masters’ Project Committee Member, Fadi Hachem, Masters in Health Systems Management (2013-2014), Rush University Medical Center, “The Relationship between HCAHPS Communication and Discharge Domain Satisfaction and Readmissions.” Committee: Jeff Canar (Chair, Rush), Francis Fullam (Rush), Cathy Johnson (Rush), Sam Hohmann (University HealthSystem Consortium).

- Presentation: “The Relationships Between HCAHPS Communication and Discharge Satisfaction and Hospital Readmissions,” March 14, 2014 at Rush University.
- Student Project Advisor, Masters of Science in Predictive Analytics Project (2013), DePaul University. Heidi Cochran: “Dimensions of Patient Experience and Likelihood to Recommend a Hospital.” Chair: Raffaella Settimi.

## Research Awards and Honors

### *Recognition of Published Research*

- Best Paper, Consumer Welfare & Transformative Consumer Research Track, “Patient Healing in Health Care: Exploring Causal Attributions and Implications for Well-being,” 2017 Summer AMA Conference, San Francisco, CA; August 5, 2017.
- Ranked #13, “Transformative Service Research: An Agenda for the Future,” *Journal of Business Research*, 2016 Shugan’s Top 20 Marketing Meta-Journal (Most Cited Marketing Articles): <http://bear.warrington.ufl.edu/centers/mks/>
- Winning Paper, Citations of Excellence Award for 2016, Emerald Group Publishing, for “Transformative Service Research: An Agenda for the Future,” *Journal of Business Research*, 2013: <http://www.emeraldgrouppublishing.com/authors/literati/citations/awards.htm>
- Honourable Mention in the second annual *The Service Industries Journal* “Best Article Award” Competition, for “Transformative Service Networks: Cocreated Value as Well-Being,” selected from among all articles published during 2015 (volume 35), by vote of Editorial Board
- Health Policy Research Award for Independent Scholarship, from Health Policy Institute of Ohio (2009): Top Research Brief from HPIO for 2009, for “Obesity in Children and Families across Ohio.”

### *PhD and Masters Programs*

- Consortium Fellow, AMA/Sheth Foundation Doctoral Consortium (2007)
- Arizona State University Graduate College Grant (2007)
- Kenneth A. Coney Memorial Scholarship, ASU (2007)
- Center for Services Leadership Summer Research Award, ASU (2006, 2007)
- Alfred J. Schmidt Memorial Doctoral Award,, ASU (2006)
- Gene Gallup Fellowship, ASU (2006)
- W.P. Carey Doctoral Scholarship, ASU (2005)
- Awarded “Outstanding Graduate Student of 2003-2004,” Robert J. Pamplin School of Business Administration, University of Portland.

## Research Appointments & Research Affiliations

### Academic

- Center for Services Leadership, Research Faculty, Arizona State University, 2009-2019.
- Data Mining & Predictive Analytics (DaMPA), Affiliated Faculty, DePaul University, 2013 - Present. <http://dampa.cdm.depaul.edu/people/faculty.html>.
- Cornell Institute for Healthy Futures, Academic Scholar, Cornell University, 2016 – Present.

### Health Care

- Turas Health (turashealth.com), Advisor, 2018 - Present
- Advocate Home Health, Advocate Health Care, Oak Brook, IL: Research Partner. Sept. 2013 – Present.
  - Academic-in-Residence; Identified Drivers of NPS and Developing Behavioral Standards for Assessments. Working with Bill Santulli (COO), Rishi Sikka, MD (Senior Vice President, Clinical Operations), and Tina Esposito (VP, Center for Health Information Services). Fall 2016



- Advocate at Home: Advisor to President and Service Committee. Focusing on impacting experiences for home health patients and families, Home Health CAHPS metrics and reimbursement, employee recruitment, morale, and performance, and building the Advocate at Home brand through thought leadership and high levels of performance. June 2013 – Present.
- Principal Investigator, Research Protocols
  - “Shadowing as a Research Technique in Healthcare: Connecting with a Patient Perspective,” with Anthony M. DiGioia III, MD (UPMC), Suela Sulo, PhD (Russell Institute for Research & Innovation, Advocate Health Care), Bruce Perlow, MD (Family Medicine, Advocate Medical Group). January – March 2016.
  - “Reconceptualizing Health Care as Service Recovery: Exploring Causal Attributions and Implications for Well-Being,” with Mike Commet (Advocate at Home). July 2015 – January 2016.
- Advocate Health Care Center for Health Information Services (CHIS): Advisor to VP and department on development and use of Net Promoter Score in health care, July 2014.
- Board Member, Chicago Chapter, Society of Physician Entrepreneurs (SoPE), a global biomedical and healthcare innovation network with membership open to all healthcare professionals, entrepreneurs and industry stakeholders. SoPE members share a common focus - working at the crossroads of innovation and commercialization to make a difference in healthcare, September 2016 – Present.
- Research Associate, Patient and Family Centered Care Innovation Center, University of Pittsburgh Medical Center, June 2014 – Present.
- Department of Neurology, Neurological Institute, Neurological Outcomes Center, University Hospital/Case Medical Center: Secondary Appointment (Asst. Professor), May 2009-June 2012.
- Mayo Foundation, Mayo Clinic Scottsdale, AZ.
  - Visiting Scientist, Principal Investigator, February – August 2009.
  - Research Trainee, Principal Investigator, May 2007 – May 2008.

### Grants Received

- Andrew S. Gallan, DePaul University Academic Affairs Grant Program, Spring 2017, “Shadowing as a Research Technique in Healthcare: Connecting with a Patient Perspective,” (\$1,500).
- Andrew S. Gallan, College of Business Summer Research Grants Program, Summer 2016, “A Service-Logic View of Sales Success: Fostering Resource Integration and the Resolution of Dual-Sided Information Asymmetry,” (\$15,000).
- Andrew S. Gallan, PhD and Catherine Wells, Assistant Director for Public Services, Kelvin Smith Library Opportunity Funds Grant, Case Western Reserve University, funding to support research, 2010 (\$6,600).
- Richard Buchanan, PhD, Kaja Tooming Buchanan, PhD, Andrew S. Gallan, PhD, Simon Peck, PhD, and Michael Lehto, MFA, “Service Experience & the Industrialization of Services: A Theme for Management by Design.” In cooperation with the Cleveland Institute of Art, funded by Weatherhead School of Management, 2009-2010 (\$50,000).
- Leona Cuttler MD, Lisa Simpson MB, MPH, Mendel Singer PhD, Andrew S. Gallan PhD, and JB Silvers PhD, “Obesity in Children and Families across Ohio,” Ohio Family Health Survey. Funded by The Ohio Colleges of Medicine Government Resource Center, 2008-2009 (\$35,000). Health policy brief: [http://staging.uhhospitals.org/Portals/0/Docs/Final\\_OFHSBrief\\_Cuttler%20\(2\).pdf](http://staging.uhhospitals.org/Portals/0/Docs/Final_OFHSBrief_Cuttler%20(2).pdf).

## TEACHING EXPERIENCE

### Teaching Evaluations: DePaul University (Online Surveys)

Term	Course	Enrol./RR	Course (avg.)*	Instr. (avg.)*
Autumn 2018	MKT 555 – Decisions in Mkting. Mgmt.			
Autumn 2018	MKT 555 – Decisions in Mkting. Mgmt.			
Winter 2018	MKT 555 – Decisions in Mkting. Mgmt.	42/83%	4.33(4.08)	4.48(4.09)
Winter 2018	MKT 798 – Health Care Data Analysis (F)	7/71%	4.20(4.08)	4.00(4.11)
Winter 2018	MKT 798 – Health Care Data Analysis (O)	6/33%	N/A	N/A
Winter 2018	MKT 798 – Service Design & Pt. Exp.	8/88%	4.00(4.07)	4.29(4.11)
Autumn 2017	Pre-Tenure Research Sabbatical			
Winter 2017	MKT 555 – Decisions in Mkting. Mgmt.	36/76%	4.36(4.14)	4.54(4.14)
Winter 2017	MKT 798 – Health Care Data Analysis (F)	9/100%	4.67(4.14)	4.56(4.14)
Winter 2017	MKT 798 – Health Care Data Analysis (O)	12/83%	3.67(3.86)	3.78(3.95)
Winter 2017	MKT 798 – Service Design & Pt. Exp.	10/90%	4.22(4.28)	4.67(4.37)
Autumn 2016	MKT 555 – Decisions in Mkting. Mgmt.	38/76%	4.38(4.13)	4.38(4.13)
Autumn 2016	MKT 555 – Decisions in Mkting. Mgmt.	38/74%	4.50(4.13)	4.57(4.13)
Winter 2016	MKT 555 – Decisions in Mkting. Mgmt.	20/65%	3.85(4.07)	4.15(4.07)
Winter 2016	MKT 798 – Health Care Data Analysis	12/83%	4.50(4.07)	4.40(4.07)
Winter 2016	MKT 798 – Service Design & Pt. Exp.	7/71%	5.00(4.07)	5.00(4.07)
Autumn 2015	MKT 555 – Decisions in Mkting. Mgmt.	40/83%	4.54(4.07)	4.70(4.09)
Autumn 2015	MKT 555 – Decisions in Mkting. Mgmt.	40/78%	4.10(4.07)	4.06(4.09)
Winter 2015	MKT 555 – Decisions in Mkting. Mgmt.	37/89%	4.39(4.02)	4.54(4.05)
Winter 2015	MKT 555 – Decisions in Mkting. Mgmt.	29/72%	3.90(4.02)	3.95(4.05)
Winter 2015	MKT 798 – Service Design & Pt. Exp.	12/58%	4.43(4.02)	4.43(4.05)
Autumn 2014	MKT 555 – Decisions in Mkting. Mgmt.	36/69%	4.08(3.94)	4.28(3.98)
Autumn 2014	MKT 555 – Decisions in Mkting. Mgmt.	32/78%	4.00(3.94)	4.20(3.98)
Winter 2014	MKT 555 – Decisions in Mkting. Mgmt.	40/60%	3.71(3.89)	3.92(3.94)
Winter 2014	MKT 555 – Decisions in Mkting. Mgmt.	35/69%	3.67(3.89)	3.67(3.94)
Winter 2014	MKT 798 – Service Design & Pt. Exp.	8/75%	4.83(3.89)	4.83(3.94)
Autumn 2013	MKT 555 – Decisions in Mkting. Mgmt.	39/46%	3.78(3.91)	3.94(3.96)
Autumn 2013	MKT 555 – Decisions in Mkting. Mgmt.	36/61%	4.18(3.91)	4.59(3.96)
Winter 2013	MKT 555 – Decisions in Mkting. Mgmt.	27/67%	3.78(3.91)	4.06(3.96)
Winter 2013	MKT 301 – Principles of Marketing	30/53%	4.44(3.91)	4.50(3.96)
Winter 2013	MKT 301 – Principles of Marketing	39/51%	4.25(3.91)	4.30(3.96)
Autumn 2012	MKT 301 – Principles of Marketing	22/45%	4.10(3.92)	4.40(3.96)
Autumn 2012	MKT 301 – Principles of Marketing	40/53%	4.57(3.92)	4.48(3.96)

DePaul Rating Scale: 1 = Poor, 2 = Fair, 3 = Good, 4 = Very Good, 5 = Excellent,

\*College mean for the specified quarter.

## Teaching Evaluations: DePaul University (Paper Surveys)

Term	Course	Enrol./RR	Teaching	Quality Recom.	
[Discontinued as of 2016]					
Autumn 2015	MKT 555 – Decisions in Mkting. Mgmt.	40/93%	4.81	4.62	4.59
Autumn 2015	MKT 555 – Decisions in Mkting. Mgmt.	40/90%	4.25	4.08	4.25
Winter 2015	MKT 555 – Decisions in Mkting. Mgmt.	37/92%	4.65	4.35	4.41
Winter 2015	MKT 555 – Decisions in Mkting. Mgmt.	29/93%	4.37	4.30	4.07
Winter 2015	MKT 798 – Service Design & Pt. Exp.	12/83%	4.70	4.70	4.60
Autumn 2014	MKT 555 – Decisions in Mkting. Mgmt.	36/89%	4.28	4.13	3.84
Autumn 2014	MKT 555 – Decisions in Mkting. Mgmt.	32/97%	4.26	4.10	3.97
Winter 2014	MKT 555 – Decisions in Mkting. Mgmt.	40/85%	4.18	4.24	4.38
Winter 2014	MKT 555 – Decisions in Mkting. Mgmt.	35/94%	4.03	3.88	3.76
Winter 2014	MKT 798 – Service Design & Pt. Exp.	8/100%	5.00	5.00	5.00
Autumn 2013	MKT 555 – Decisions in Mkting. Mgmt.	39/87%	4.38	4.06	4.29
Autumn 2013	MKT 555 – Decisions in Mkting. Mgmt.	36/55%	4.50	4.30	4.25
Winter 2013	MKT 555 – Decisions in Mkting. Mgmt.	27/93%	4.56	4.12	4.48
Winter 2013	MKT 301 – Principles of Marketing	30/77%	4.65	4.57	4.74
Winter 2013	MKT 301 – Principles of Marketing	39/79%	4.52	4.45	4.65
Autumn 2012	MKT 301 – Principles of Marketing	22/86%	4.53	4.16	4.11
Autumn 2012	MKT 301 – Principles of Marketing	40/83%	4.76	4.58	4.70

DePaul Rating Scale: 1 = Poor, 2 = Fair, 3 = Good, 4 = Very Good, 5 = Excellent

## Visiting Faculty Teaching Evaluations

- Aalto University School of Business, Bachelor's Degree Program in International Business, Mikkeli Campus, Finland, April 2016: Services Marketing. 21 international students from 12 different countries.

Item	Class Score <sup>†</sup>	Average Score*
The instructor used teaching methods that supported my learning.	4.56	4.09
The instructor communicated well in class.	4.78	4.25
Students' overall assessment of the course.	4.44	3.94

\*Average score of 78 courses for the 2015-2016 academic year. 5 point scale.

<sup>†</sup>Response rate of 85.7% (18/21)

### **Guest Lectures**

- Guest Lecturer, DBA Seminar, DePaul University, November 18, 2017.
- Guest Lecturer, Doctoral Seminar on Marketing Strategy, Southern Illinois University. Instructor: Nwamaka Anaza, PhD, “Services Marketing,” March 27, 2017.
- Guest Lecturer, HLTH 330: Topics in Health: Health Leadership, DePaul University. Instructor: Michele L. McCay, MPH DrPH, “Patient- and Family-Centered Care,” April 27, 2015.

### **Awards & Recognition**

- Recipient, Faculty Teaching Recognition Teaching Award for the Academic Year 2016-2017, awarded by the Driehaus College of Business, DePaul University, May 2017.
- Nominated, QIC Excellence in Teaching Awards, DePaul University, by the College of Business, 2017.
- Nominated, DePaul’s Supervisor of the Year, 2015; Office of Student Employment.

### **Teaching Innovations**

- Developed new courses in the business of health care as electives for graduate majors (MBA Health Sector Management, MSPA Health Care, and MS Health Informatics).
  - Service Design & Patient Experience. First offered winter quarter 2014.
  - Health Care Data Analysis. First offered winter quarter 2016.
- First instructor in department to utilize a simulation, LINKS Marketing Strategy, in the MBA core marketing class.

### **Teaching Certifications**

- Completed DePaul Online Teaching Series (DOTS) program, December 2013, a faculty development program that trains and assists faculty to become successful facilitators of online learning. The course builds online readiness among faculty through an immersive, hands-on experience. Faculty are introduced to online-learning best practices, hands-on innovative use of technology, quality standards for course development across all delivery formats, and are guided through the development of exemplary course sites for online and blended instruction.

## SERVICE ACTIVITY

### DePaul University Service & Advising

#### *University Level*

- Member, Healthcare-Related Offerings at DePaul Committee, Mission and Values Working Group, Under the Charge of Faculty Council, Fr. Ed Udovic Chair. March 2018 – Present.
- Member, Consortium of Health Initiatives at DePaul University (CHID). Committee Chair: Phil Funk. Focus on developing events and awareness for DePaul's health offerings across programs, August 2014 – Present.
  - Presenter and Panelist, "Health Care is a Team Sport: Some Examples and Tips from Successful Collaborations," Thursday, March 3rd, 2016, 4-6PM, the Collaboratory.
- Member, Cross-College Collaboration Task Force, Oct. 2014 – June 30, 2016.  
<http://offices.depaul.edu/oa/key-initiatives/innovation-through-collaboration/Pages/task-force.aspx>
- Member, Hiring Committee, Department of Health Sciences, Health Policy & Administration, Assistant Professor; Chaired by Craig Klugman. November – January 2014.
- Organizer and Moderator, DePaul Health Initiatives: Quarterly Health Sector Panel Series
  - Panel Discussion, "The Role of Data Analytics in the Health Industry," October 19, 2017.
  - Panel Discussion, "The Impact of Shared Decision-Making on Patient Health and Well-Being," February 8, 2017.
  - Panel Discussion, "Entrepreneurship in Health: Addressing Important Issues for Well-Being," November 10, 2016.
  - Host, "How to Negotiate Your First Job: 8 Steps that will Create Value for You and Your New Employer," by Paul Levy and Farzana Mohamed, September 21, 2016.
  - Panel Discussion, "Improving Patient Experience at the Front Lines of Health Care," February 11, 2016:
  - Panel Discussion, "Successfully Managing Projects in Health Organizations," November 12, 2015.
  - Bill Santulli, Executive VP and Chief Operating Officer, Advocate Health Care, "Building a Culture of Accountability, Alignment and Transparency," April 22, 2015.
  - Panel Discussion, "Transitioning to a Patient-Centered Organization," February 12, 2015.
  - Panel Discussion, "Generating Insights from Health Care Data Analysis," to support MBA/HSM and MSPA/HC majors. November 13, 2014, DePaul Center 8005.
  - Panel Discussion, "Re-Designing Health Care: Transitioning to a Value-Based Model," February 13, 2014 at DePaul University.
  - Health Care Kick-Off Event: "Patients, Data, and Policy: Dealing with Health Care's Challenges." To support MSPA and MBA majors and courses. September 27, 2013 at University Center, Chicago. Keynote speaker: Stephen Gold (IBM) and eight panelists.
- Member, MSPA Health Care Design Committee. Created a health care concentration for the MSPA major, April – August 2013.
- Dissertation Committee Reader: Megan Lombardi, PhD Candidate, Department of Experimental Psychology. Committee: Dr. Jessica Choplin (Chair), Dr. Ralph Erber, Dr. Kathy Grant and Dr. Neil Vincent: "A Range-Frequency Theory Account of the Effects of Mood on Evaluations." Defense date: July 1, 2013.

#### *School of Business Level*

- Co-Director, Health Sector Management MBA Major, with Marty Martin; August-December 2014.

- Developed new courses in the business of health care as electives for graduate majors (MBA Health Sector Management, MSPA Health Care, and MS Health Informatics).
  - Service Design & Patient Experience. First offered winter quarter 2014.
  - Health Care Data Analysis. To be offered winter quarter 2016.
- Member, MKT301: Principles of Marketing course redesign committee, Autumn/Winter 2012-13.
- Member, MKT555: Decisions in Marketing Management course redesign committee, Winter 2013.
- Volunteer Coach, “Effective Communication,” with Joel Whalen for DePaul Men’s Basketball Team at Sullivan Athletic Center, Lincoln Park Campus, December 7, 2012 and October 11, 2013.

### **National Marketing Conference Leadership**

- Mentor, Doctoral Consortium of Service Frontiers 2017, Breakout Session Doctoral Research, Fordham University, June 22, 2017.
- Track Co-Chair, Transformative Consumer Research 2017, “Transforming the Patient Experience,” with Janet McColl-Kennedy, Cornell University, June 18-20, 2017. This track received more applications than any other track.
- Session Chair, AMA Summer Educators’ Conference, Atlanta, GA, August 4, 2016: Service Recovery: Turning the Frown Upside Down
- Session Chair, ServSIG Conference (2016), Maastricht, the Netherlands, June 17-19, 2016.
  - Transformative and Health Services – Practice
  - Healthcare Service I
- Session Chair, Friends Stick Together (CRM) Track of 2014 Academy of Marketing Science Conference, Indianapolis, IN.
- Track Co-Chair, with Kathleen Seiders (Boston College), Healthcare Marketing Track, 2010 American Marketing Association Summer Educators’ Conference, Boston, MA.

### **Reviewing Activities**

#### *Journals*

- *Journal of Service Research*
  - Special Section Co-Editor, with Tracey Danaher, “Health Service Research: A Multidisciplinary Perspective.” Publication Date: November 2016 <http://jsr.sagepub.com/content/17/4/359.short>
  - Editorial Review Board Member
    - 2013 – 2017; Mary Jo Bitner, Editor.
    - 2017 – Present; Michael Brady, Editor.
  - Ad hoc reviewer, 2009 – 2013.
- *Patient Experience Journal*, Editorial Review Board, 2013 – present.
- *Journal of Business Research*, Editorial Review Board, Services Track, 2018 – Present.
- *Social Science & Medicine*, Ad hoc reviewer, 2016 – present.
- *European Journal of Marketing*, Ad hoc reviewer, 2016 – present.
- *The Service Industries Journal*, Ad hoc reviewer, 2014 – present.
- *Journal of Retailing*, Ad hoc reviewer, 2012 – present.
- *Journal of Services Marketing*, Ad hoc reviewer, 2017 – present.
- *Journal of Service Management*, Ad hoc reviewer, 2014 – present.
- *Journal of Business Logistics*, Ad hoc reviewer, 2014 – present.
- *Journal of Patient Experience*, Ad hoc reviewer, 2017 – present.
- *Journal of Marketing Management*, Ad hoc reviewer, 2018 – present.

### *Conferences, Grants, & Competitions*

- City of Chicago PrEP and Data to Care Request for Proposals, CDPH HIV Prevention and Surveillance, Category D: Predictive Analytics; May 2016.
- ServSIG 2016, Maastricht, the Netherlands; 4 papers.
- Judge, PhD Project's Marketing Doctoral Student Association's "3-Minute Thesis" session, Thursday, August 13; Chicago, IL.
- Judge, Bowling Green State University's (OH) National Service Marketing Competition, Service Blueprinting component, February 2014.
- AMS Conference 2014, Customer Relationship Management track.
- AMA Marketing Educators' Conference Reviewing Activities
  - AMA Summer 2016, Atlanta, GA; CRM track.
  - AMA Winter 2016, Las Vegas, NV; Services track.
  - AMA Summer 2015, Chicago, IL; CRM track.
  - AMA Summer 2014, San Francisco, CA; CRM track.
  - AMA Summer 2013, Boston, MA; CRM and Relationship Management track.
  - AMA Winter 2013, Las Vegas, NV; Marketing Theory track, Sales and CRM track, and Service Research and Theory track.
  - AMA Summer 2012, Chicago, IL; Services Marketing track.
  - AMA Winter 2012, St. Petersburg, FL; Marketing Theory track.
  - AMA Summer 2011, San Francisco, CA; Services Marketing track.
  - AMA Winter 2011, Austin, TX; Services, Service Science, and Retailing, CRM, and B2B tracks.
  - AMA Summer 2010, Boston, MA; Healthcare Marketing track.
  - AMA Winter 2010, New Orleans, LA; Services Marketing track and Marketing & Technology.
- Standard Research Grants Program of the Social Sciences and Humanities Research Council of Canada 2011; Service Innovation.
- Marketing Science Institute Dissertation Proposal Competition 2010; reviewed two proposals.
- Society of Marketing Advances Annual Conference
  - 2014, New Orleans, LA; Marketing Strategy track.
  - 2009, New Orleans, LA; Services Marketing track.

### **Professional Memberships**

- American Marketing Association
- Academy of Marketing Science
- INFORMS Society for Marketing Science
- Marketing Science Institute
- Academy of Management
- Society for Participatory Medicine
- American College of Healthcare Executives
- Chicago Health Executives Forum
- The Service Council
- Association for Patient Experience
- The Beryl Institute

### **Patient Experience/Health Services Community Service**

- Project Team Member (2012-2013): The Beryl Institute's Patient Experience Body of Knowledge - Domain Development Team: Experience Design. Team Lead: Tria Deibert, Director of Marketing, Meridian Health. The team's goal is to develop a systematic understanding of how to design the overall experience, including engaging the customer's voice and communicating expectations, for optimal patient experience. This effort is part of an overall strategy to develop a Certificate in Patient Experience.
- Committee Chair (Monthly Breakfast Forums) and Advisory Council Member, Oregon Health Forum ([www.healthforum.org](http://www.healthforum.org)), 2002-2004.

- Committee Member, Education & PR Working Group, OR Dept. of Health's Judicious Use of Antibiotics Campaign ([www.healthoregon.org/antibiotics](http://www.healthoregon.org/antibiotics)), a CDC and state funded initiative, 2002-2004.

## Contributions to Popular/Practitioner Press

### Webinars

- "The Interplay between Qualitative & Quantitative Data in Patient Experience Metrics & Measurement," with NarrativeDx Founder and Chief Patient Experience Officer Senem Guney PhD; September 20, 2017: <https://www.crowdcast.io/e/px-data-measurement/register>

### Blogs

- Dignity in Action, Inc., "Words Matter: What is a Consumer?" April 16, 2018: <http://www.dignityinactioninc.com/patient-experience/word-matter-what-is-a-consumer/>
- NarrativeDx, Guest Blog, "Physician Transparency Requires Understanding Patients' Comments," June 8, 2017: <http://blog.narrativedx.com/physician-transparency-requires-understanding-patients-comments>
- The Beryl Institute, Guest Blog, "Calculating and Understanding the Drivers of a Net Promoter Score in Health Care," May 15, 2017: <http://theberylinstitute.site-ym.com/blogpost/947424/275365/Calculating-and-Understanding-the-Drivers-of-a-Net-Promoter-Score-in-Health-Care>
- Contributor, "Five Reasons Why Practices Should Track Their Net Promoter Score," The Phreesia Blog, October 5, 2016: <http://blog.phreesia.com/five-reasons-why-practices-should-track-their-net-promoter-score/#more-455>
- PFCC Innovation Center at University of Pittsburgh Medical Center, Community of Practice Blog
  - Entry #1, March 1, 2016: <http://mypfcc.org/pfcc-blog/what-it-takes-to-become-a-patient-centered-organization-learning-1/>
  - Entry #2, March 18, 2016: <http://blog.pfcc.org/a-few-things-ive-learned-about-what-it-takes-to-become-a-patient-centered-organization-learning-2/>
  - Entry #3, March 31, 2016: <http://mypfcc.org/pfcc-blog/things-ive-learned-takes-become-patient-centered-organization-learning-3/>
  - Entry #4, April 14, 2016: <http://mypfcc.org/pfcc-blog/learning4/>
- EngagingPatients.org, "Patients' Shared Decision Making Styles: Accommodating Various Approaches," March 3, 2016: <http://www.engagingpatients.org/shared-decision-making/patients-shared-decision-making-styles-accommodating-various-approaches/>
- Insights<sup>2</sup>, the blog for the Department of Management, DePaul University
  - Gallan, Andrew S. and Sama Labib, "Ebola and Health Care in the U.S.: Issues & Actions," posted November 13, 2014. Over 500 views: <http://www.dpumgt.org/2014/11/13/ebola-and-health-care-in-the-u-s-issues-actions/>
  - Gallan, Andrew S. and Raffi Elchemmas, "Is another Health Care Debate Brewing?" posted February 28, 2014. Over 1200 views: <http://www.dpumgt.org/2014/02/27/is-another-healthcare-debate-brewing/>
- Gallan, Andrew S., Blog Entries for The Patient Outcomes Blog by Keith Meadows:
  - "Service Recovery in Health Care," posted November 9, 2013; 324 total views. <http://thepatientoutcomesblog.com/2013/11/09/service-recovery-in-health-care/>
  - "Dealing with Variance in Health Care," posted July 18, 2013; 50 total views. <http://thepatientoutcomesblog.com/2013/07/18/dealing-with-variance-in-health-care/>



- “Are Patients Customers?” posted March 25, 2013; 197 total views (received most comments for any post in 2013). <http://thepatientoutcomesblog.com/2013/03/25/are-patients-customers/>
- “Managing Patients’ Emotions,” posted February 1, 2013; 167 total views. <http://thepatientoutcomesblog.wordpress.com/2013/02/01/managing-patients-emotions/>
- “Hospitality in Health Care,” posted December 5, 2012; 598 total views. <http://thepatientoutcomesblog.wordpress.com/2012/12/05/hospitality-in-health-care/>
  - Re-blogged on <http://dougdelapietra.wordpress.com/2012/12/10/247/>, Dec. 11.
- “Net Promoter Score in Health Care,” posted November 12, 2012; 1213 total views (2nd most viewed post for 2013). <http://thepatientoutcomesblog.wordpress.com/2012/11/12/net-promoter-score-in-health-care/>
- Gallan, Andrew S., “Putting Customers at Ease: The Patient’s Point of View,” Blog Entry for the Center for Services Leadership, Arizona State University. Posted December 30, 2013. <http://serviceleadershipblog.com/2013/12/28/putting-customers-at-ease-the-patients-point-of-view/>

### News Media

- Schorsch, Kristen (2018), “Swedish Cozies Up to Its Heritage,” *Crain’s Chicago Business*, January 5, 2018: <http://www.chicagobusiness.com/article/20180105/ISSUE01/180109946/swedish-cozies-up-to-its-heritage>
- Mesa, Blaise (2017), “Teens Lighting Up Less Due to Smoking Counter Measures,” *Columbia Chronicle*, December 7, 2017: [http://www.columbiachronicle.com/metro/article\\_f4d6789c-dbaa-11e7-8ae0-5f7c8fe80b35.html](http://www.columbiachronicle.com/metro/article_f4d6789c-dbaa-11e7-8ae0-5f7c8fe80b35.html)
- Home Health Care News (2017), “How Home Health Can Achieve the ‘Wow Factor’ with Patients,” by Alana Stramowski, April 11, 2017: <http://homehealthcarenews.com/2017/04/how-home-health-can-achieve-the-wow-factor-with-patients/>
- DePaul Distinctions (2016), “Innovation at DePaul: Predictive Analytics for Health Care,” Highlighted my participation in preparing students for careers in health data analytics: <http://resources.depaul.edu/distinctions/featured-stories/Pages/Health-Care-Analytics.aspx>
- DePaul University Driehaus College of Business (2016), “Thought Leaders: Professors Who Shape Business Theory and Practice through Research,” Business Exchange, Spring/Summer 2016, page 10: <https://depaulbusinessexchange.com/2016/05/05/thought-leaders/> for cover story; <https://depaulbusinessexchange.com/2016/05/05/andrew-gallan-a-voice-for-the-patient-experience/> for coverage of my story.
- PFCC Innovation Center (2015), 2014 Year in Review, “Research Collaboration about Shadowing,” p. 52. <https://drive.google.com/file/d/0B3MrByAl2H60dXFpQkJCLUVTYVE/view>
- Sampson, Ovetta (2015), “Graduate Course Spotlights Patient Experience in Health Care Management,” Inside Kellstadt & Events, March 9, 2015: <http://kellstadt.depaul.edu/about/inside-kellstadt-and-events/Pages/Graduate-Course-Spotlights-Patient-Experience-in-Health-Care-Management.aspx> Highlights the impact of Service Design & Patient Experience class on students.
  - Featured on MetroMBA: <http://www.metro MBA.com/2015/03/course-spotlight-depauls-service-design-and-patient-experience/>
- Newswise, DePaul University (2015), “ACA Signing Anniversary: DePaul Faculty Experts Available to Discuss Health Care,” Expert Pitch; Released March 5, 2015: <http://www.newswise.com/articles/aca-signing-anniversary-depaul-faculty-experts-available-to-discuss-health-care> Describes insights on data analytics, patient perceptions of care, and service innovation and quality.

- DePaul News Release: <http://www.newsroom.depaul.edu/NewsReleases/showNews.aspx?NID=2867>
- An, Susie (2013), "Health Insurers Expand Marketing and Retail as ACA Deadline Looms," WBEZ 91.5FM, Chicago's NPR Affiliate, December 17, 2013. Provided commentary on ACA's impact on health insurance companies' marketing efforts. <http://www.wbez.org/health-insurers-expand-marketing-and-retail-aca-deadline-looms-109390>
- Moore, Brenden (2013), "Healthcare.gov Glitches Shine Light on Policy Issues," *The DePaulia*, November 4, 2013: Nation & World Section, p 10. Commentary on ACA health exchange rollout. <http://www.depauliaonline.com/nation-world/healthcare-gov-glitches-shine-light-on-policy-issues-1.3111778>
- PRWeb (2013), "The Patient Experience Journal Announces Call for Papers and Reviewers for Inaugural Issue," June 28, 2013. Commentary on role of new journal for PX movement: <http://www.prweb.com/releases/2013/6/prweb10882193.htm>
- Mathis, Christi (2012), "Customer Perception is Key to Service Satisfaction," *The Saluki Times* (Southern Illinois University), September 12, 2012. Article discusses managerial implications of 2013 JAMS article (<http://news.siu.edu/2012/09/091212cjm12217.html>).
  - Also appeared in *The Southern Illinoian*: [http://thesouthern.com/news/local/siu/study-customer-perception-is-key-to-service-satisfaction/article\\_c1f4af8e-fd2a-11e1-9fb1-0019bb2963f4.html](http://thesouthern.com/news/local/siu/study-customer-perception-is-key-to-service-satisfaction/article_c1f4af8e-fd2a-11e1-9fb1-0019bb2963f4.html)
- Feldstein, Mary Jo (2008), "Rams, SLU Hospital: Partners in Marketing, Not Medicine," *St. Louis Post-Dispatch*, Business Healthcare section, September 11, 2008: provided expert commentary.
- KnowWPC (2007), "The Customer: An Overlooked Component of the Innovation Process," September 26, 2007: PR piece emerging from academic work on service innovation; W.P. Carey School of Business, Arizona State University. <http://knowwpcarey.com/article.cfm?aid=578>
- Gallan, Andrew S. (2004), "Bringing CARE to Your Customers," *Sales & Marketing Management*, 156 (5), page 72.
- Gallan, Andrew S. and Cheryl Fletcher (2004), "Treat Your Customers with CARE," *Pharmaceutical Representative* online ([www.pharmrep.com](http://www.pharmrep.com)), February 2004.
  - Posted also on *Health Care Intelligence Report*, published by HealthBridge, March 2004, Issue 23. <http://www.internetviz-newsletters.com/healthbridge/index000047767.cfm>.
  - Included in PPT slides to support *Selling Today: Partnering to Create Value* (2011), by Manning, Ahearne, and Reece, editors, 12<sup>th</sup> edition, Pearson Publishing. Chapter 3: "Creating Value with a Relationship Strategy."

### **Practitioner Presentations/Conferences**

- Presenter, DePaul Alumni University, "Why Managing Customer Experiences Matters: Lessons from Health Care," April 14, 2018.
- Presenter, Advocate Presidents' Meeting, "Advocate Health Care Patient Loyalty Score (PLS) Analysis," March 9, 2017, Downers Grove, IL.
  - Keynote Speaker, Advocate Sherman Hospital, Patient Experience Steering Committee, April 28, 2017. Hosts: Linda Deering, President, and Joan Kanute, Director of Service Excellence.
- Keynote Speaker, Advocate at Home Leadership Development Institute, "Behaviors and Effects of Compassionate Care," Downers Grove, IL, August 16, 2016. Recorded and embedded in branch training materials for front-line employees.
- Presenter, Walgreens, Lunch Seminar, "Linking Patient Experience Metrics to Clinical, Operations and Financial Domains of Health Care," July 25, 2016, Deerfield, IL.
- Presenter, Advocate Family Medicine, "Patient Shadowing Produces Insights for Service Improvement and Patient Engagement," July 20, 2016, Nessel Pavilion, Park Ridge, IL

- Keynote Presenter, Advocate at Home Health Care, “Behaviors and Effects of Compassionate Care,” Administrative Council Meetings (AMC), May 11, 2016, Downers Grove, IL.
- Presenter, Walgreens, Lunch Seminar, “Linking Patient Experience Metrics to Clinical, Operations and Financial Domains of Health Care,” March 22, 2016, Deerfield, IL.
- Featured Keynote Speaker and Panelist, Patient and Family Centered Care Innovation Center at University of Pittsburgh Medical Center, Vision Quest 2015: “Designing Care with Patients and Families,” October 9, 2015, Pittsburgh, PA.  
[https://gallery.mailchimp.com/92340394ce38b0447fec14f98/files/VQ2015\\_4pager\\_final.pdf](https://gallery.mailchimp.com/92340394ce38b0447fec14f98/files/VQ2015_4pager_final.pdf)
- Guest Speaker, AMITA Health, “A Few Things I’ve Learned about What it Takes to Become a Patient-Centered Organization,” Patient Experience Steering Committee Meeting, Barbara Carbon, VP Patient Experience (Chair), September 3 & 17, 2015, Elk Grove Village, IL.
- Presenter, Lunch and Learn, Advocate Health Care, The Center for Health Information Services (CHIS), “Linking Patient Experience Metrics to Process Improvement in Health Care,” May 1, 2015, Downers Grove, IL.
- Content Expert, “Patient and Family Engagement,” Breakout Session, Sprague Symposium on Inter-professional Education, sponsored by Consortium of Health Initiatives at DePaul, Kay Thurn, chairperson; Stanford Club, Chicago, IL, March 23, 2015.
- Presenter, Lunch and Learn, Health Care Service Corporation, “CAHPS Measures, Metrics, and Analysis,” February 25, 2015, Chicago, IL.
- Moderator, “Reducing Costs of Health Care,” Special Session in Health Economics Symposium – Achieving Convergence Symposium, February 13, 2015, Sponsored by Department of Economics, DePaul University, Chicago, IL.
- Presenter, Patient Experience Learning Bites (2014), The Beryl Institute, “Service Recovery and Apology: Getting it Right.” The learning bites library includes multiple perspectives presented by leading thought leaders. PXLBs provide ideas, recommendations and opportunities in addressing and excelling in the patient experience. <http://www.theberylinstitute.org/?page=LearningBiteGallan>
- Keynote Speaker, Advocate at Home Leadership Development Institute, “Transitioning to a Patient-Centered Organization,” December 16, 2014, Naperville, IL.
- Presenter, The Beryl Institute’s Patient Experience Conference, “Patient Experience Insights from Data Analytics” Break-Out Session. Tuesday, April 8, 2014, Chicago, IL.
- Presenter, Executive Education Online Module, “Designing and Managing Services in Health Care,” part of Six-Part Series: Business Fundamentals for Physicians. Taped August 29, 2013 for Southern Illinois University’s College of Business and School of Medicine, Carbondale, IL.
- Moderator, Roundtable Presentation and Discussion, The Service Council Executive Symposium, Chicago, IL, April 20 – May 2, 2012: “Service Recovery and Customer Failure.”
- Presenter, Entrepreneurs EDGE, Independence, OH, February 2, 2009: MBA UltraLite, “What is Marketing?” Cleveland, OH.

## ACADEMIC APPOINTMENTS & EVALUATIONS

**DePaul University**, Richard H. Driehaus College of Business and Kellstadt Graduate School of Business.

July 2018 – Present Associate Professor of Marketing with Tenure

July 2012 – 2018 Assistant Professor of Marketing

June 2018: “I am pleased to inform you that I have accepted the recommendation of the University Board on Promotion and Tenure (UBPT) and prior levels that you be promoted to Associate Professor with tenure in the Driehaus College of Business, Department of Marketing, effective July 1, 2018. Please accept my congratulations on this promotion, awarded in recognition of your achievements in scholarship, teaching, and service and in expectation of your continued service to our students, the university, and your field.” – Martin denBoer, Provost

May 2018: “A majority of the University Board for Promotion and Tenure (5-2) concurs with the tenured faculty of Department of Marketing, the Department Chair, the College of Business Personnel Committee, and the Dean of the College of Business that Andrew Gallan has met the criteria for, and is deserving of, promotion to Associate Professor with tenure.”

February 2018: “I concur with the recommendations of the College Promotion and Tenure Committee, the departmental Promotion and Tenure Committee, and the Department of Marketing Chair, Dr. Steve Koernig, regarding the promotion of Dr. Andrew Gallan to Associate Professor with Tenure. Dr. Gallan meets the Driehaus College of Business criteria for this promotion.” – Misty M. Johanson, Dean, College of Business

February 2018: College of Business voted 5-0 in favor of promotion and tenure.

January 2018: Marketing Department voted 9-0 in favor of promotion and tenure.

June 2017: “In the teaching area, you performed at a very good level... In the service area, your performance is outstanding... In the research area, you have developed a good research record with a total of twelve peer-reviewed journal articles (six since joining DePaul University).” – Ray Whittington, Dean, Driehaus College of Business

January 2017: “Your average teaching performance...is classified as “excellent.” Your research activities during this period of review have been excellent...You have made important contributions to the service mission of the Department and the University...DePaul has identified cross-collaboration and health care as major areas of focus for the University. You are working in both areas.” – Steven Koernig, Chair, Department of Marketing

June 2016: “In the teaching area, you continue to perform at a high level...In the service area, your performance has been excellent...In the research area, you continue to be on track for promotion and tenure.” – Ray Whittington, Dean, Driehaus College of Business

June 2015: “Dr. Gallan has an active research agenda and I expect him to continue in a productive manner. He will have no trouble with tenure if he maintains his current path.” – Sue Fogel, Chair, Department of Marketing

June 2014: “Dr. Gallan is proving to be an energetic, engaged, and productive faculty member.” – Sue Fogel, Chair, Department of Marketing

January 2013: “Dr. Gallan is off to a great start in his first year at DePaul.” – Sue Fogel, Chair, Department of Marketing

**Case Western Reserve University, 2008 – 2012**

*Primary Appointment:* Asst. Professor of Marketing, Weatherhead School of Management

*Secondary Appointment:* Asst. Professor, Department of Neurology, Case Western Reserve University School of Medicine, 2009 – 2012

Member (2009-2012), *Neurological Outcomes Center*, Neurological Institute, UH Case Medical Center, Cleveland, Ohio (<http://www.uhhospitals.org/tabid/2475/Default.aspx>).

Weatherhead School of Management – Case Western Reserve University

	<u>Research*</u>	<u>Teaching*</u>	<u>Service*</u>
2009-2010	2	2	2
2008-2009	3	3	2

\*1 = unacceptable performance, 2 = acceptable performance, 3 = exceptional performance

## PROFESSIONAL EMPLOYMENT HISTORY

### Abbott Laboratories, Pharmaceutical Products Division, Chicago, IL

- District Sales Manager, Seattle, WA (1999-2000) & Portland, OR (2000-2004). Responsible for twelve primary care pharmaceutical sales representatives covering the Pacific NW (Oregon, Washington, Idaho, Montana, and Alaska).
  - Completed Health Service Management Program, Kellogg Graduate School of Management, Northwestern University; October 2001.
  - Field-Based Associate Product Manager (2003-2004), Anti-Infectives (Biaxin). Worked on project to re-position half-billion dollar antibiotic brand. Involved in marketing research, analysis, and creative activities with product marketing team and vendors.
- Regional Training Specialist (1998-1999), Andover, MA.
- Medical Center Representative (1997-1998), Albany, NY.
- Professional Pharmaceutical Representative (1996-1997), Kingston, NY.

Perrier Group of America, Greenwich, CT (1992-1996), Territory Manager, Bronx/Westchester, NY.

Acura of Bedford Hills, Bedford Hills, NY (1990-1992), Sales Representative: Salesperson of the Year, 1990 & 1991.

Ford Motor Credit Company, Jericho, NY (1988-1990), Customer Service/Collections Representative.

## COMMUNITY SERVICE

- Board Member, Society of Physician Entrepreneurs (SoPE), Chicago Chapter.
- Board Member, Santa Rosa Stitches (2013 – present): Not-for-profit organization that benefits women of Chiltiupan, El Salvador, by them with raw materials and designs for production of craft products that are sold in the U.S. and online (<http://www.santarosastitches.com/>). SRS has enabled approximately 25 women earn a living wage, obtain electricity, gain access to health care, send their children to school, and other basic necessities, thereby empowering women to become confident, independent, and self-sufficient.
- Head Coach, Church of St. Dominic Bulldogs CYO Boys Basketball Team, 2009 – 2012 (4<sup>th</sup> - 6<sup>th</sup> grade).
- Shaker Heights Country Club Committee Leadership
  - Member, Golf Committee, SHCC, 2010 – 2012.
    - Developed Member Survey and Analyzed Data, 2012
  - Member, House Committee, SHCC, 2011 – 2012.
    - Chair, Wine and Beverage Subcommittee, SHCC, 2011 – 2012.
  - Captain, SHCC/Cleveland Skating Club B Platform Tennis Team, 2010 – 2012.
- Advisory Board Member, New Avenues for Youth, Portland, Oregon ([www.newavenues.org](http://www.newavenues.org)), 2003-2004.

Eagle Scout, Troop 56, Garden City, NY; Awarded in 1981

## ACADEMIC REFERENCES

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