

Debra L. Scammon, University of Utah

Debra L. Scammon is the Emma Eccles Jones Professor of Marketing and director of the Masters of Healthcare Administration program at the David Eccles School of Business, University of Utah.

Her primary research interest is in consumers' ability to navigate the marketplace while making complex decisions. In the area of healthcare, this includes understanding how consumers make choices about treatments and preventive care, their engagement in decisions about their care, and their readiness for self-management.



She is studying patients' understanding of and engagement in the use and sharing of health information electronically. Current research focuses on consumers' access to and use of information about healthcare providers. Projects include the development of a website for consumers to access performance information about local physicians, consumers' use of health social networking websites, and the design of primary care practice models that are patient-centered.