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Research Experiences:

Thailand Research Foundation (Jan. 2007 – Present)
Young Research Scholar. Conducted qualitative research on patient-healthcare provider communication and its impact on health.

Health Research Asia (Jun. 2006 – Present)
Consultant. Advised on English-Thai and Thai-English translation for materials used in marketing including patient education brochures, transcribed interviews, scientific reports, medical questionnaires, and video scripts.

Faculty of Pharmaceutical Sciences; KKU (Jun. 2002 – Present)
Principal Investigator. Conducted researches in the area of prescribing behavior among Thai physicians including direct-to-consumer advertising activities.

Center for Pharmaceutical Health Services Research; (Jan. 2005 – Jun. 2005)
Temple University, Philadelphia, Pennsylvania, USA
Research Fellow. Conducted literature review in the area of pharmaceutical outcomes research and further data analysis based on the PhD thesis for publication.

Outcomes Research & Management; Merck, USA (Jun. 1999 – Sep.1999)
Intern. Applied the Decision Analytic Model to assess the risks of COX-2 Specific Inhibitor compared with NSAIDs in Alzheimer's Disease Therapy.

Acute & Long-term Care; (Aug 1997 – May 1999)
University of Maryland, Baltimore, Maryland, USA
Research Assistant. Engaged in research studies in the area of urinary incontinence. The main responsibilities included literature reviews; administrative procedures; data collection, entry, analysis and presentation.

Center on Drugs and Public Policy; (Sep.1995 - Aug.1996)
University of Maryland, Baltimore, Maryland, USA

Research Assistant. Worked on a cooperative agreement Identifying drug therapy inappropriateness: Determining the validity of DUR screening criteria (HCFA ORD # 93.779) between the Center on Drugs and Public Policy (*School of Pharmacy; University of Maryland at Baltimore*) and the Health Care Financing Administration. Responsibilities included administrative assignments as well as data collection, entry, and management.

Professional Experiences:

Faculty of Pharmaceutical Sciences; KKU (Jun. 2006 - Present)

Assistant Professor. Participated as a Curriculum Committee for Master's in Pharmaceutical Management and Doctoral Program in Pharmacy Management. Advised as a mentor committee for the Pharmacy English Program. Initiated courses in Pharmacy English, Pharmaceutical Marketing, and Communication in Business Pharmacy.

Faculty of Pharmaceutical Sciences; KKU (Feb.1995 – May. 2006)

Lecturer. Initiated the course plans for the Business Pharmacy track and mentored the students in the Pharmacy English Program. Instructed courses in Pharmaceutical Management and Communication in Business Pharmacy for both the baccalaureate and master's Pharmacy students. Participated as a member of the organizing committee workshops: *Excellence in Social and Administrative Pharmacy*.

Faculty of Pharmaceutical and Health Sciences; MSU (Jun. 2001 – Jun. 2002)

Board of Pharmacy Management. Overseered the marketing activities as a member of the Pharmacy Management Committee.

Guest Lecturer. Instructed the baccalaureate Pharmacy students in Pharmaceutical Marketing Management.

Merck & Co., Inc., USA (Jun. 1999 – Sep.1999)

Intern. Supported both the Marketing and Clinical Research Laboratory teams by performing on-line literature review, analyzing the data and presenting the outcomes as potential indication for VIOXX.

Unilever (THAILAND) (Mar.1993 - Feb.1995)

Brand Manager. Managed the marketing plan for the Deodorant Product Group in 1994-1995. Responsibilities included handling marketing mix issues; creating promotional activities and advertisement concepts; developing new product concepts; working on marketing research with Market research and Advertising agents; launching new products.

Project Manager. Initiated and implemented new projects at the Hair Innovation Center in 1993 - 1994. Served as the company resource person in coordinating with the Thai FDA Division.

Novartis (THAILAND) (Feb.1990 - Feb. 1993)

Product Manager. Implemented product policy and plans for Respiratory and Immunology Drug Group. Conducted training courses for sales forces both ethical and OTC

lines. Organized promotional campaigns and workshops for Medical practitioners. Launched new products.

Thai Otsuka Pharmaceuticals

(Mar.1987 - Feb.1990)

Product Specialist. Introduced the innovative formula for nutrition feeding products.

Medical Representative. Responsible for the sales management for pulmonary and allergy line products at Rajvithi Hospital area.

Education:

LONDON TEACHER TRAINING COLLEGE (Apr. 2008 – May. 2008)
Certificate in Teaching English as a Foreign Language

KHON KAEN UNIVERSITY (Jun. 2001 – Oct. 2005)
PhD in Public Health (International Program)

UNIVERSITY OF MARYLAND BALTIMORE (Sep.1996 – May 2000)
MS in Pharmacy Administration

BANGKOK UNIVERSITY (Jun. 1991 - Sep.1993)
MBA (International Program); Major in Marketing

PRINCE OF SONGKHLA UNIVERSITY (Jun.1982 - Mar. 1987)
BS (Pharm); Major in Pharmaceutical Marketing

Awards & Honors:

- *Best Publication Award in Pharmacy Practice*, The Nagai Foundation Tokyo, 2007
- *WHO Scholarship*, Conference on Pharmaceutical Policy Analysis 2007, Zeist, The Netherlands, 2007
- *Best Oral Presentation Award* for Doctoral Thesis, Graduate School, Khon Kaen University, 2006
- *Exemplary Doctoral Thesis* in Health Sciences, Graduate School, Khon Kaen University, 2006
- *Junior Researcher Scholarship*, Thailand Research Fund, 2006-2008
- *New Researcher Scholarship*, Khon Kaen University, 2006-2007
- *Faculty Research Fund*, Faculty of Pharmaceutical Sciences, Khon Kaen University, 2006-2007
- *International Scholarship*, National Medicines Symposium 2006, Canberra, Australia, 2006
- *Research Fellowship* at the Center for Pharmaceutical Health Services Research, Temple University, Philadelphia, Pennsylvania, USA. January-June 2005
- *Internship* at the Department of Outcomes Research Management, Merck (MSD), Pennsylvania, USA. June-November, 1999

- *Best Poster Presentation Award*, Graduate Research Day, University of Maryland at Baltimore, Maryland, USA. April 1999
- *The Royal Thai Government Scholarship*, 1995-2000
- *The United States Information Services Scholarship*, YMCA Camp Counselor Program, 1990

Professional Training:

- Public Sector Management Quality Award: PMQA, Faculty of Pharmaceutical Sciences, Khon Kaen University (THAILAND)
- Healthcare Education Services, Pharmacia & Upjohn (USA)
- Software applications in health science research, Health Sciences Center, University of Maryland Baltimore (USA)
- Legal Control in Product Advertising, Consumer Protection, FDA Division, Ministry of Public Health (THAILAND)
- The Complete Essentials of Direct Marketing course by DRAYTON BIRD; UK
- Leadership course conducted by PERFORMA (THAILAND)
- Marketing and Sales Seminar in Seoul; KOREA
- Product Management International Seminar in Basel; SWITZERLAND
- Marketing Seminar in Sydney; AUSTRALIA
- Training on Preparations for Successful Presentations; IMS (THAILAND)
- Sales Seminar, Otsuka Pharmaceutical; JAPAN
- Professional Selling Techniques by MTC Institute (THAILAND)

Publications/Presentations:

Layton MR, Sritanyarat W, Chadbunchachai S, & Wertheimer AI. Physicians' Sources of New Drug Information. *Pharmacy World & Science*. 2007; 29:619-627.

Layton MR, Chadbunchachai S, Sritanyarat W, Tangcharoensathien V, Kerr SJ. Factors Influencing Prescribing of Promotionally Targeted Drugs: A Model for Thai Physicians. (Oral presentation). Conference on Pharmaceutical Policy Analysis 2007, Zeist, The Netherlands, 2007.

Layton MR. Impact of e-Learning Modules on English Communication Skills among Thai Pharmacy Students. (Oral presentation). IADIS Multi Conference on Computer Science and Information Systems (MCCSIS 2007), Lisbon, Portugal, 2007.

Layton MR, Sritanyarat W, Chadbunchachai S, Tangcharoensathien V. Prescribing promotional targeted drugs: The Explanatory Phenomena (Part II: The Qualitative Study). (Oral presentation). 9th Graduate Research Day, Khon Kaen University, Khon Kaen, Thailand. January 19, 2007.

Mansfield PR, **Layton MR**, Ramos J. Drug promotion - Social responsibility or complications? Rapid systematic review of data and opinion in developing

countries. London: Consumers International 2006.

Layton MR, Sritanyarat W, Chadbunchachai S, Kerr SJ, Tangcharoensathien V. Prescribing promotional targeted drugs: Qualitative study of influences on Thai physicians. (Oral presentation). IIQM 7th International Interdisciplinary Conference, Gold Coast, Australia. July 13-16, 2006.

Layton MR, Sritanyarat W, Chadbunchachai S, Kerr SJ, Tangcharoensathien V. A qualitative study of influences on Thai physicians' prescribing of promotional targeted drugs. (Oral presentation). National Medicines Symposium 2006, Canberra, Australia. June 7-9, 2006.

Layton MR, Chadbunchachai S, Thinkhamrop B, & Tangcharoensathien V, Wertheimer AI. Impact of Pharmaceutical Policies on Prescribing Promotional Targeted Drugs. *Journal of Pharmaceutical Finance, Economics and Policy*. 2005;14(4), p.53-68.

Layton MR. Book Review of the video SELLING SICKNESS (Dir. Catherine Scott. Videocassette. FIRST RUN/ICARUS FILMS, 2004). *Journal of Pharmaceutical Finance, Economics and Policy*. 2005;14(3), p.97-99.

Layton MR, Chadbunchachai S, Thinkhamrop B, & Tangcharoensathien V, Wertheimer AI. Impact of Pharmaceutical Policies on Prescribing Promotional Targeted Drugs. (Poster Presentation). International Society for Pharmacoeconomics and Outcomes Research (ISPOR) 8th Annual European Congress. Florence, Italy. November 2005.

Layton MR, Chadbunchachai S, Thinkhamrop B, & Tangcharoensathien V, Wertheimer AI. Physicians' Sources of New Drug Information in the Challenging eHealth Era. (Poster Presentation). *eHealth 2005*. Toronto, Canada. May 2005.

Layton MR, Chadbunchachai S, Thinkhamrop B, & Tangcharoensathien V, Wertheimer AI. Sources of New Drug Information: Implication for Pharmacists. (Oral Presentation). *FAPA 2004*. Bangkok, Thailand. December 2004.

Layton MR, Chadbunchachai S, Thinkhamrop B, Tangcharoensathien V. Prescribing Pattern of Promotional Targeted Drugs among Thai Physicians: Implication for Promoting Quality Use of Medicine. (Oral Presentation). *National Medicines Symposium 2004*, Brisbane, Australia. July 2004.

Layton MR, Chadbunchachai S, Thinkhamrop B, Tangcharoensathien V. Impact of the National Healthcare Reform on Prescribing Patterns of Promotional Targeted Drugs among Thai Physicians. (Poster Presentation). *ICIUM 2004*, Chiangmai, Thailand. March 2004.

Layton MR, Chadbanchachai S & Sakolchai S. Development and Evaluation of Web-Based Learning Program for Pharmaceutical Management Professionals in Thailand. (Oral

Presentation). *World Conference on Educational Multimedia, Hypermedia & Telecommunications*. Tampere, Finland. June 2001.

Layton MR, Hiransuthikul N & Laric MV. The Internet – Potential Source of Drug Information for Thai Physicians. (Poster Presentation) *Pharmacy Administration Conference 2000*. University of Texas at Austin, Texas, USA. June 2000.

Layton MR & Straus W. Assessing the Risks of COX-2 Specific Inhibitor Compared with NSAIDs in Alzheimer's Disease. (Oral Presentation) *Outcomes Research Conference*. Pennsylvania, USA. September 1999.

Layton MR. Using the Internet as a Research Tool. (Oral Presentation). *Graduate Research Conference*. University of Maryland at Baltimore, Maryland, USA. April 1999.