

*CURRICULUM VITAE*

Christopher J. Longo

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Citizenship: Canadian  
CV Preparation: January 12, 2011

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Educational Background

- **Doctor of Philosophy** (Ph.D.), University of Toronto, Faculty of Medicine, Department of Health Policy, Management & Evaluation, Toronto, Ontario. **2005.**
- **Master of Science** (M.Sc.), University of Western Ontario, Faculty of Medicine and Dentistry, Department of Physiology, London, Ontario. **1989.**
- **Bachelor of Arts** (B.A.), York University, Faculty of Arts, Department of Economics. **1981.**

Current Status

*At McMaster*

- Assistant Professor, Strategic Market Leadership and Health Services Management, DeGroot School of Business, McMaster University.
- Member, Centre for Health Economics and Policy Analysis (CHEPA), McMaster University.

*Other Appointments*

- January 2010 – present, Assistant Professor (status only), Dalla Lana School of Public Health, University of Toronto.

Professional Organizations

- Canadian Association of Population Therapeutics – Elected board member (2007 – present).
- American Society of Clinical Oncology – member (2004 – present).
- American Medical Writers Association – member (2007 – present).
- Administrative Sciences Association of Canada – member (2008 – present).
- American Risk and Insurance Association – member (2008 – present).
- American Academy of Management – member (2010 – present)

## **Employment History**

### Academic

July 2005 – present

Assistant Professor, Strategic Market Leadership and Health Services Management, DeGroote School of Business, McMaster University, Hamilton, Ontario.

### Other

June 1989 – May 2005

Eli Lilly Canada Inc. (June 1989 – May 2005)  
Manager, Government and Economic Affairs.

#### *Previous Appointments at Eli Lilly*

- Senior Health Economics Associate
- Health Economics Associate
- Clinical Systems Business Leader
- Clinical Research Associate

#### *Achievements/Awards at Eli Lilly*

- Nominated for Achievement Award (2003)
- Achievement Award (2001)
- Nominated for Award of Excellence (1998, 2000)
- Award of Excellence (1993)

## **Scholarly and Professional Activities**

### *Editorial Boards*

- Co-editor, CHEPA (McMaster) working papers, July 2007 – present.

### *Grant and Personnel Committees*

- CIHR, Operating Grants: Health and Health Equity, Committee member, September 2010 – present.
- MSc/PhD Advisory Committee Member, Health Policy, Management and Evaluation, University of Toronto, 2001 – 2004.

### *Executive Positions*

- Industry Representative, “CADTH Economic Guidelines for Health Technology Assessment” 3<sup>rd</sup> Edition, Development team, 2003 – 2004.
- Member, Advisory Steering Committee, National Sepsis Registry for Canada (CCRN<sub>et</sub>), 2001 - 2005.
- Member, Rx&D Common Drug Review (CDR) Taskforce, 2002 – 2004.
- Member, Rx&D CCOHTA Liaison Committee, 2004 – 2005.
- Co-Chair, Rx&D - Health Economics Working Group, 2002 – 2004.
- Member, Clinical Research Association of Canada, 1989 – 1997.

*Journal Referee*

- Reviewer for *Pharmacoeconomics Journal* (2000, 2006).
- Reviewer for *Medical Care Journal* (2006 – 2008).
- Reviewer for *Canadian Medical Association Journal* (2006).
- Reviewer for *Supportive Care in Cancer* (2006, 2008).
- Reviewer for *Health & Quality of Life Outcomes* (2007).
- Reviewer for *Canadian Journal of Diabetes* (2008).
- Reviewer for *Expert Review of Pharmacoeconomics & Outcomes Research* (2009).
- Reviewer for *International Journal of Behavioral and Health Research* (2009, 2010).
- Reviewer for *International Journal of Information Management* (2009).
- Reviewer for *Journal of Palliative Care* (2010).
- Reviewer for *Value in Health* (2010)

**Areas of Interest**

**Research**

My primary program of research investigates efficiency and equity policies in health care by integrating health economics and policy analysis. Much of this work is in chronic and critical illness, and as I am not a clinician, involves collaboration with researchers who have appropriate clinical expertise. I also have a research interest in pharmaceutical innovation, pricing, and issues related to equity of access within this industry.

**Teaching**

Currently my teaching interests are in health policy, health economics, population and public health, and the pharmaceutical industry.

**Honours and Research Funding**

*Manuscripts*

- Best Paper Award, Emerald Publishing, “*Encouraging Pharmaceutical Innovation to meet the needs of both developed and developing countries*”, Business and Economics Society International Conference, Athens, Greece (July 2010).

*Teaching Awards*

- Dr. S. Basu MBA Teaching Award (2009).

*Fellowships, Scholarships and Scientific Awards*

- M-THAC Research Grant – a CIHR Funded Project (2002 – 2003).
- University of Toronto Open Scholarship (1999 – 2002).
- Medical Research Council – Student Fellowship (1987 – 1988).

**Courses Taught (last five years)**

*Undergraduate Courses*

Fall 2010

- Business Issues in Healthcare (Commerce 4HB3)

Fall 2009

- Business Issues in Healthcare (Commerce 4HB3).

Fall 2008

- Controversies in Health (Health Sciences 2HS3).

Fall 2007

- Health Policy and Health Economics (Commerce 4HA3).
- Controversies in Health (Health Sciences 2HS3).

Fall 2006

- Health Policy and Health Economics (Commerce 4HA3).

Fall 2005

- Health Policy and Health Economics (Commerce 4HA3).

*Graduate Courses*

Winter 2011

- Health Economics and Evaluation (C711)
- Management of Population Health (C722)

Fall 2010

- Health Economics and Evaluation (C711)

Winter 2010

- Public health economics 'module' in: Tools and Approaches for Public Health Policy Analysis and Evaluation (CHL 5308H – University of Toronto).
- Health Economics and Evaluation (C711).
- Management of Population Health (C722).
- Pharma/Biotech Business Issues (C727).

Winter 2009

- Health Economics and Evaluation (C711).
- Management of Population Health (C722).
- Pharma/Biotech Business Issues (C727).

Winter 2008

- Health Economics and Evaluation (C711).
- Pharma/Biotech Business Issues (C727).

Winter 2007

- Health Economics and Evaluation (C711).
- Management of Population Health (C722).
- Pharma/Biotech Business Issues (C727).

Winter 2006

- Health Economics and Evaluation (C711).
- Management of Population Health (C722).
- Pharma/Biotech Business Issues (C727).

*Other Teaching*

**2010**

- McMaster University, Economics, Health Economic Policy ECON793 (March 2010)  
Title: Economic Policies and the Pharmaceutical Industry.

**2009**

- McMaster University, MBA, Health Policy C721 (November 2009)  
Title: Cancer Care in Canada: History and Policy Development.
- McMaster University, Health Research Methodology, Introduction to Health Technology Assessment HRM741 (September 2009)  
Title: Health care system, financing, insurance markets, & government intervention.
- McMaster University, Economics, Health Economic Policy ECON793, (March 2009)  
Title: Economic Policies and the Pharmaceutical Industry.

**2008**

- McMaster University, MBA, Health Policy C721, (November 2008)  
Title: Cancer Care in Canada, History and Policy Development.
- McMaster University, Health Sciences, Therapeutic drugs in the marketplace HS 3P06, Hamilton (January 2008),  
Title: Health Economics Application in the Pharmaceutical Industry.

**2007**

- McMaster University, MBA, Health Policy C721, (November 2007)  
Title: Cancer Care in Canada, History and Policy Development.

**2005**

- McMaster University, Michael G. DeGroot School of Business, Health Economics C711, (March 2005),  
Title: Health Economics and Evaluation in the Pharmaceutical Industry.

**Supervisorships**

*Professional*

- Ryan Itterman, University of Toronto/Eli Lilly, Industrial Pharmacy Resident Program (2002 – 2003).
- Anita Schneider, University of Toronto/Eli Lilly, Industrial Pharmacy Resident Program (2003 – 2004).
- Dana Molkovski, University of Toronto/Eli Lilly, Industrial Pharmacy Resident Program (2004 – 2005).

*Others*

- Simon Yungler, MBA Independent study course C729 – Cost-minimization analysis of capecitabine and oxaliplatin combination therapy for the treatment of adjuvant colorectal cancer in Canada, May – July 2010.
- Derek Chan, MBA Independent study course C729 – Review of cost-effectiveness analyses of the HPV vaccine, September – December 2009.
- Robert Hopkins, MBA Independent study course C729 – Indirect costs associated with cancer, September – December 2007.

**Research Funding (last five years)**

**GRANTED**

- Pilot Funding Grant, Canadian Centre for Applied Research in Cancer Control (2011), \$21,785. *A pilot study evaluating Canadian cancer patients' treatment related out-of-pocket costs.* Principal and Lead investigator: **Longo, C.J.** Principal: Doll, R. Collaborators: Ward, A., Grignon, M., Fitch, M.
- Operating Grant, Public Health Agency of Canada (2010-2011), \$213,054. *Delivering Cancer Survivorship Care to Rural and Remote Communities in Northern British Columbia.* Principal investigators: Ward, A., Ahlstrom, T. Co-applicants: Kazanjian, A., Tobin, P., Caron, N., **Longo C.J.**, Howard F.

- Operating Catalyst Grant, CIHR (2010 – 2011), \$78,360. *Current State and Perspectives of Health Insurance Coverage of Smoking Cessation Treatment in Ontario*. Principal investigator: Schwartz, R., University of Toronto, Co-applicants: Babayan, A., Ferrence, R., **Longo, C.J.**
- Operating Grant, CIHR (2010 – 2013), \$454,998. *Judgments and health innovation: How do upstream knowledge transfer and exchange among stakeholders contribute to the design of innovations?* Principal investigator: Lehoux, P., University of Montreal, Co-applicants: Denis, J., Miller, F., Urbach, D., Williams-Jones, B. Collaborator: **Longo, C.J.**
- Meeting, Planning & Dissemination Grant, CIHR (2009 – 2010), \$10,000. *Pregnancy complications identify women at risk for developing cardiovascular disease*. Principal investigator: Smith, G., Queens University, Co-applicants: Baker, P.N., Chalmers B.E., Croy A.B., Davidge, S.T., Hird, M.J., **Longo, C.J.**, Ray, J.G., Von Dadelszen, P., Walker M.C., Weh, S.W.
- Operating Grant, CIHR (2008 – 2009), \$146,738. *Judgments and health innovation: How do upstream knowledge transfer and exchange among stakeholders contribute to the design of innovations?* Principal investigator: Lehoux, P., University of Montreal, Co-applicants: Denis, J., Miller, F., Urbach, D., Williams-Jones, B. Collaborator: **Longo, C.J.**
- Operating Grant, CIHR (2007 – 2010), \$383,058. *Balancing innovation and access in biotechnology: The roles and responsibilities of innovators*. Principal investigator: Miller, F., University of Toronto, Co-applicants: Abraham, S., Giacomini, M., Gold, E., Lehoux, P., **Longo, C.J.**, Mainland, L., Slater, B., Tarride, J., Wilson, B.
- Research Incentive Award, McMaster University (2006 – 2007), \$5000. *Barriers and Facilitators for Healthy Behaviors in Diabetes*. Principal investigator: **Longo, C.J.** (Based on 4A rating for October 2005 SSHRC submission).
- Team Grant, New Initiative, Networks of Centres of Excellence, Government of Canada, (2005 – 2010), \$1,600,000. *Canadian Obesity Network*. Principal investigator: Sharma, A. Collaborator: **Longo, C.J.**, et al (approximately 130 other collaborators).
- Research Start-up Award, McMaster University (2005 – 2008), \$15,000. *Research start-up*, (\$5,000 in each of years 1 through 3).
- Student Grant, M-THAC (Medicare To Home And Community) CIHR (2003 – 2005), \$2500, *Out-of-pocket costs for cancer patients in Ontario*. Principal investigator: **Longo, C.J.**

*Conference Funding*

- DeGroote School of Business Research Funding (2010), \$2000, *Encouraging pharmaceutical innovation: Are their patent and pricing solutions that will meet the needs of both developed and developing countries*. Business and Economics Society International Meeting, Athens, Greece. Principal/sole author: **Longo, C.J.**
- DeGroote School of Business Research Funding (2008), \$2000, *Global Pharmaceutical Pricing Strategies: Profit implications of price discounting*. Business and Economics Society International Meeting, Lugano, Switzerland. Principal/sole author: **Longo, C.J.**

**UNDER REVIEW**

- Operating Grant, Canadian Cancer Society (2011-2013), \$247,080. *Evaluation of cancer patients' treatment related out-of-pocket costs, and the implications on equity of access, quality of life, and private insurance purchases in Canada*. Principal and Lead investigator: **Longo, C.J.**, Principal: Ward, A. Co-applicants: Bondy, S., Grignon, M., Fitch, M., Cheung, W. Submitted Oct 2010, Decision Apr 2011

**Lifetime Publications**

*Peer-Reviewed*

Contributions to books

Evans, W.K., **Longo, C.J.** *The costs and cost-effectiveness of lung cancer treatment*. In: Textbook of Lung Cancer, 2<sup>nd</sup> Edition, Hansen HH (Ed.), Informa Healthcare Group, London, 2008 [ISBN: 9780415385107].

Journal articles

**Longo, C.J.** (2010). Equitable access to healthcare services and income replacement for cancer: Is critical illness insurance a help or a hindrance? *Healthcare Policy*, 5(4): e132-e138.

**Longo, C.J.** (2010). Global pharmaceutical pricing strategies: Profit implications of price discounting. *International Journal of Economics and Business Research*, V2 (6): 447-460.

Hopkins, R.B., Goeree, R., **Longo, C.J.** (2010). Estimating the National Wage Loss from Cancer in Canada. *Current Oncology*, 17(2): 40-49.

Martin, C.M., Priestap, F., Fisher, H.N., Fowler, R.A., Heyland, D.K., Keenan, S.P., **Longo, C.J.**, Morrison, T., Bentley, D., Antman, N. (2009). Outcomes, prevalence and incidence for patients with severe sepsis in a prospective, observational registry: The Canadian Sepsis Treatment And Response (STAR) Registry. *Critical Care Medicine*, 37(1): 81-88.

Hopkins, R.B., Paradis, J., Roshankar, T., Bowen, J., Tarride, J.E., Blackhouse, G., Lim, M., O'Reilly, D., Goeree, R., **Longo, C.J.** (2008). Universal or Targeted Screening for Fetal Alcohol Exposure: A Cost Effectiveness Analysis. *Journal of Studies on Alcohol and Drugs*, 69(4): 510-519.

**Longo, C.J.**, Heyland, D.K., Fisher, H.N., Fowler, R.A., Martin, C., Day, A. (2007). A long term follow-up study investigating health related quality of life and resource use in survivors of severe sepsis: Comparison of recombinant human activated protein C to standard care. *Critical Care*, 11(6): R128.

**Longo, C.J.**, Deber, R., Fitch M., Williams, P., DeSouza, D. (2007). An examination of cancer patients' monthly "out-of-pocket" costs in Ontario". *European Journal of Cancer Care*, 16: 500-507.

**Longo, C.J.**, Deber, R., Fitch, M., Williams, A.P. (2006). Financial and Family Burden associated with Cancer Treatment in Ontario. *Supportive Care in Cancer*, 14: 1077-1085.

Grossman, L., **Longo, C.J.** (2004). Economic benefits of pioglitazone for treating patients with Type 2 diabetes. *Expert Review of Pharmacoeconomics & Outcomes Research*, 4(2), 135-142.

LeTarte, J., **Longo, C.J.**, Pelletier, J., Nabonne, B., Fisher, H. (2002). Patient Characteristics and Costs of Severe Sepsis and Septic Shock in Quebec. *Journal of Critical Care*, 7(1): 39-49.

Dranitsaris, G., **Longo, C.J.**, Grossman, L. (2000). The economic value of a new insulin preparation, Humalog Mix25. Measured by a willingness-to-pay approach. *Pharmacoeconomics*, 18(3): 275-287.

**Longo, C.J.** (1999). Choices of Methodology in Health Economics Studies, *Medical Care*, 37(4 Suppl.): AS32-35.

Dupre, J., Behme, M.T., Hramiak, I.M., **Longo, C.J.** (1993). Hepatic Extraction of Insulin After Stimulation of Secretion with Oral Glucose or Parenteral Nutrients, *Metabolism*, 42(8): 921-927.

#### Technical reports

Garcia, J., Cameron, R., **Longo, C.J.**, Reid, R., Bondy, S., McDonald, P., Brown, K.S., McDonald, C., Cohen, J., Hammond, D., Selby, P., Kyle, R., Leatherdale, S., Schwartz, R., Ferrence, R., Zawertailo, L. (2010). Evidence to Action – Comprehensive Tobacco Control for Ontario. Ontario Agency for Health Protection and Promotion, Ontario Ministry of Health Promotion.

Mittman, N., Evans, W.K., Rocchi, A., **Longo, C.J.**, Au, H.J., Husereau, D., Leighl, N., Isogai, P., Krahn, M., Peacock, S., Marshall, D., Coyle, D., Malfair-Taylor, S.C., Jacobs, P., Oh, P.I. (2009). Addendum to CADTH's Guidelines for the Economic Evaluation of Health Technologies: Specific Guidance for Oncology Products. Ottawa: Canadian Agency for Drugs and Technologies in Health [ISBN: 978-1-926680-32-3].

Journal abstracts

Mittmann, N., Evans, W.K., Rocchi, A., **Longo, C.J.**, Au, H.J., Husereau, D., Isogai, P., Krahn, M., Coyle, D., Leighl, N., Marshall, D., Oh, P.I., Peacock, S., Taylor, S., and National Cancer Institute of Canada Clinical Trials Group (NCIC CTG) Working Group on Economic Analysis (WGEA) and the Canadian Agency for Drugs and Technologies in Health (2009). Economic Guidelines for Oncology Products: Adaptation of the Canadian Agency for Drugs and Technologies in Health (CADTH) Technology Assessment Guidance Document. American Society of Clinical Oncology. *Journal Clinical Oncology*, 27(15S): e17572.

**Longo, C.J.**, Heyland, D.K., Fisher, H.N., Fowler, R.A., Martin, C., Day, A. (2006). A long term follow-up study investigating health related quality of life and resource use in survivors of severe sepsis: Comparison of recombinant human activated protein C to standard care. Society for Critical Care Medicine. *Critical Care Medicine*, 34(12): A110-A110 399 Sp. Iss. SI Suppl. S.

Martin, C.M., Priestap, F., Morrison, T., Bentley, D., Heyland, D.K., Keenan, S., Fisher, H., **Longo, C.J.**, Antman, N. (2004). The Canadian sepsis treatment and response (STAR) registry: Prevalence, incidence and outcomes for patients with severe sepsis. *Critical Care Medicine*, 32(12 Suppl.): A143, #511.

Martin, C.M., Priestap, F., Morrison, T., Bentley, D., Heyland, D.K., Keenan, S., Fisher, H., **Longo, C.J.**, Antman, N. (2004). The Canadian sepsis treatment and response (STAR) registry: Illness severity and process of care for patients with severe sepsis. *Critical Care Medicine*, 32(12 Suppl.): A149, #533.

**Longo, C.J.**, Deber, R., Fitch, M., Williams, A.P. (2004). Characteristics of out-of-pocket costs for cancer patients in Ontario. [Abstract] American Society of Clinical Oncology (ASCO) Meeting. *Journal Clinical Oncology*, 22(14): 791S-791S 8251 Suppl. S.

Hopkins, J., Gilsonan, A.W., Corey-Lisle, P., **Longo, C.J.**, Raskin, J. (2003). Prevalence and management of depression with painful physical symptoms in a Canadian claims database. *European Neuropsychopharm*, 13: S255-S256 Suppl. 4.

**Longo, C.J.**, Raskin, J., Gilsonan, A.W., Corey-Lisle, P., Hopkins, J.S., Sherrill, B.H. (2002). Prevalence of treatment-resistant depression in Saskatchewan — Limitations of a claims-based analysis. *International Journal of Neuropsychopharmacology*, Vol 5, Suppl. 1, pp S141.

Gilsenan, A.W., Hopkins, J.S., Sherrill, B.H., Corey-Lisle, P.K., **Longo, C.J.**, Raskin, J. (2002). Prevalence and costs of treatment-resistant depression in a Canadian Claims Database. *Value in Health*, 5(3): 231-232.

Hopkins, J.S., Gilsenan, A.W., Sherrill, B.H., Corey-Lisle, P.K., **Longo, C.J.**, Raskin, J. (2002). Methods to identify treatment-resistant depression in a Canadian claims database. *Pharmacoepidemiology and Drug Safety*, 11(Suppl. 1): S181.

Schneurer, E.M., **Longo, C.J.**, Rokaesus, A., McDonald, T.J., Dupre, J. (1988). Factors affecting potency of the inhibitory action of galanin on insulin secretion. *Clinical and Investigative Medicine*, 11(Suppl. 4): C-211.

Dupre, J., **Longo, C.J.**, Hramiak, I. (1987). Hepatic insulin extraction is not a major determinate of hyperinsulinemia after oral glucose compared with intravenous glucose in man. *Clinical and Investigative Medicine*, 10(Suppl. 4): B-68.

#### Other

**Longo, C.J.**, Grignon, M. The value of fixed-reimbursement healthcare insurance — Evidence from cancer patients in Ontario, Canada, *Centre for Health Economics and Policy Analysis — Working Paper #09-03*, May 2009.

**Longo, C.J.** Characteristics of cancer patients' out-of-pocket costs in Ontario. Dec 2005, PhD dissertation, University of Toronto, Department of Health Policy, Management, and Evaluation, 283 pages. Ottawa, Ontario: UMI Dissertations Publishing and National Library of Canada [ISBN 0494028017].

#### *Non-Peer-Reviewed*

#### Journal articles

**Longo, C.J.** (Nov 2008). A changing of the guards in the funding of cancer therapies. *Provincial Reimbursement Advisor*, IMS Canada.

**Longo, C.J.** (Jan 2008). HEOR: Making the case with real-world data. *Pharma Pricing and Reimbursement*, IMS Health Incorporated, London, England, 13(1): 8-11.

**Longo, C.J.** (Nov 2007). Health economics and outcomes research: Making the case with real-world data. *Provincial Reimbursement Advisor*, IMS Canada, 10(4): 13-17.

**Longo, C.J.** (Feb 2007). What is a fair price for cancer drugs? *Oncology Exchange*, 6(1): 44.

#### Other

**Longo, C.J.** (Jan 2008). Economics of Pharmacogenomics. *Health Innovations in Context*, <http://www.hinnovic.org/economics-of-pharmacogenomics/>  
*Accepted for publication (in final form)*

Contributions to books

Deber, R. (editor). **Longo, C.J.** (co-author). *Long term care reform in Ontario: The long delivery*, In: Case Studies in Canadian Health Policy (Second Edition), University of Toronto Press, June 2009

Journal articles

**Longo, C.J.**, Bereza, B.G. A comparative analysis of monthly ‘out-of-pocket’ costs for breast cancer patients versus other common cancers in Ontario, Canada. *Current Oncology*, **Accepted** November, 2010

**Longo, C.J.** Encouraging Pharmaceutical Innovation to meet the needs of both developed and developing countries. *International Journal of Development Issues* **Accepted** November 2010.

Guo, Y. , **Longo, C.J.**, Xie, R., Wen, S., Walker, M.C., Xie, R., Sun, Z., Smith, G.N. Cost-effectiveness of transdermal nitroglycerin use in preterm labour. *Value in Health*, **Accepted** August 2010.

*Submitted for Publication*

Journal articles

**Longo, C.J.**, Grignon, M. The value of fixed-reimbursement insurance against cancer related losses: Simulations to investigate state-dependent utility. *European Journal of Health Economics*, December 2010.

*Published (non-peer-reviewed)*

*IMS Pharmacoeconomics Report 2007*, IMS Health Incorporated, London, England. (Contributing author to chapter on Canadian history and current environment).

**Presentations at Meetings/Lectures/Workshops**

Invited

**2010**

- American Medical Writers Association, Canadian Chapter, Hamilton (Oct 2010)  
Title: Principles of Pharmacoeconomics Workshop.

**2009**

- CIHR — Institute of human development, child and youth health, 2<sup>nd</sup> Annual New Investigator Symposium (Nov 2009)  
Title: The Role of Health Economics in Obstetrics and Gynecology.

- Association of Canadian Clinical Academic Department Administrators (ACCADA), National conference, Niagara Falls (Oct 2009)  
Title: Why should you care about economic evaluation in health care?

## 2008

- American Medical Writers Association, Canadian Chapter, Ottawa (Apr 2008)  
Title: Principles of Pharmacoeconomics Workshop.
- University of Toronto, The Art and Science of Public Health Policy, Toronto (Feb 2008)  
Title: Economics and Public Health Policy.

## 2007

- American Medical Writers Association, Annual Meeting, Atlanta (Oct 2007)  
Title: Principles of Pharmacoeconomics Workshop.
- University of Toronto, Public Health Workshop, Toronto (Sep 2007)  
Title: Principles of Health Economics Workshop.

## 2006

- McMaster University, Bioethics Information Group, Hamilton (Oct 2006)  
Title: What is a Fair Price for Cancer Drugs?
- University of Toronto, Health Policy, Mgmt, and Evaluation, Toronto (Sep 2006)  
Title: Application of Health Economics in the Pharmaceutical Industry.

## 2004

- Seneca College, Program in Regulatory Affairs, North York (Jul 2004)  
Title: Market Access in the Pharmaceutical Industry.
- University of Toronto, Rotman School of Management, Mississauga (Feb 2004)  
Title: Management of Technological Innovation: Pharmaceutical lifecycle management.
- McMaster University, Michael G. DeGroote School of Business, Hamilton (Feb 2004), B720 Pharma/Biotech Business Issues  
Title: Market access challenges in the pharmaceutical industry.

## 2001

- Homewood Long Term Care Facility, Kitchener (May 2001)  
Title: Burden of Illness and Cost Effectiveness of New Atypical Antipsychotics in Canadian and US Environments.

**2000**

- Eli Lilly Global Health Outcomes Summit, Scottsdale (Jun 2000)  
Title: A Drug Utilization Review of Atypical Antipsychotics in Quebec. Retrospective Database Studies in Canada.

**1999**

- Cost Challenges in Cancer Care, University of Toronto, Toronto (Jun 1999)  
Title: Challenges to Industry in the Canadian Healthcare Environment.

**1997**

- Eli Lilly Global Health Economics Summit, Indianapolis (Oct 1997)  
Title: WTP studies: Their usefulness to decision makers.
- Current Concepts in Cytoprotection, Palm Springs (Sep 1997)  
Title: Use of Ethylol in Ovarian Cancer — A WTP perspective.

**1995**

- McMaster University, Department of Biology/Pharmacology, Hamilton (May 1995)  
Title: Health Economics Methods and Applications in the Pharmaceutical Industry.

*Contributed (presenter underlined)*

Peer-reviewed

Sadri H, Longo CJ, Bereza B. Cost-consequence analysis of continuous subcutaneous insulin injection vs. multiple daily injections: A Canadian perspective. Accepted, ISPOR – 13<sup>th</sup> Annual European Congress, November 2010

Longo, C.J. Encouraging pharmaceutical innovation: Are there patent and pricing solutions that will meet the needs of both developed and developing countries? Accepted *Business and Economics Society International*, July 2010.

Ciapanna, C.C., Yunger, S., Shum, D., Milliken, D., Longo, C.J., Aissa, F. Cost-effectiveness observations and oncology drug reimbursement recommendations in Canada by the Joint Oncology Drug Review. *International Society of Pharmacoeconomics and Outcomes Research*, May 2010.

Mittmann, N., Evans, W.K., Rocchi, A., Longo, C.J., Au, H.J., Husereau, D., Isogai, P., Krahn, M., Coyle, D., Leighl, N., Marshall, D., Oh, P.I., Peacock, S., Taylor, S. Economic Guidelines for Oncology Products: Adaptation of the Canadian Agency for Drugs and Technologies in Health (CADTH) Technology Assessment Guidance Document. *International Society of Pharmacoeconomics and Outcomes Research*, May 2010.

Longo, C.J. Out-of-pocket costs for cancer related drugs: Effects of multiple health services deductibles on perceived patient burden in Ontario. *Canadian Association for Population Therapeutics*, March 2010.

Mittmann, N., Evans, W.K., Rocchi, A., **Longo, C.J.**, Au, H.J., Husereau, D., Isogai, P., Krahn, M., Coyle, D., Leighl, N., Marshall, D., Oh, P.I., Peacock, S., Taylor, S. Economic Guidelines for Oncology Products: Adaptation of the Canadian Agency for Drugs and Technologies in Health (CADTH) Technology Assessment Guidance Document. *Canadian Association for Population Therapeutics*, March 2010.

**Longo, C.J.** Barriers to healthy behaviors for people with type II diabetes: What role do patients' out-of-pocket costs play? *International Diabetes Foundation Annual Congress*, October 2009.

Martin, C.M., Priestap, F., Heyland, D.K., **Longo, C.J.**, Fowler, R.A., Keenan, S.P., Fisher, H. Treatment and mortality of severe sepsis: Results of a Canadian multicentre prospective observational trial. *European Society of Intensive Care Medicine*, September 2008.

**Longo, C.J.** Global pharmaceutical pricing strategies: Profit implications of price discounting. *Business and Economics Society International*, July 2008.

**Longo, C.J.** Time horizon considerations in economic evaluations for chronic illness medications: What do patents have to do with it? *Canadian Association for Population Therapeutics*, May 2007.

Burdett, A.N., Gard, C.C., **Longo, C.J.**, Raskin, J., Gilseman, A., Hopkins, J., Miller, D.P. Prevalence and costs of difficult-to-treat depression in a Canadian claims database. 20th *International conference on pharmacoepidemiology and therapeutic risk management*, August, 2004.

**Longo, C.J.**, Deber, R., Fitch, M., Williams, A.P. Financial and family burden associated with cancer treatment in Ontario. *Canadian Association of Psychosocial Oncology*, May, 2004.

**Longo, C.J.**, Deber, R., Fitch, M., Citynski, H., Weiler, L. "Out-of-pocket" costs of cancer patients in Ontario: Results of a pilot study, *Canadian Health Economics Research Association*, May 2002.

Dranitsaris, G., **Longo, C.J.**, Grossman, L. Value of a novel insulin, a willingness-to-pay approach. *International Society for Technology Assessment in Health Care*, May, 2000.

**Longo, C.J.**, Dranitsaris, G. A novel methodology for insurance based willingness-to-pay studies, *International Society for Technology Assessment in Health Care*, June, 1999.

### Administrative Responsibilities

#### *Department/Area*

- Faculty Participant, University Fair (2006 – 2010).

#### *Faculty*

- Member, Undergraduate Admissions Policy and Review Committee, DeGroote School of Business, McMaster University, July 2006 – present.
- Member, CP/M Process and Plan Ad Hoc Committee, DeGroote School of Business, July 2007 – March 2008.

#### *University*

- Member, examination committee, PhD dissertation defense, Health Research Methodology – Godefroy Guindon (supervisor Dr. Jerry Hurley). *An evaluation of tobacco control and health insurance policies in low and middle income countries*. September 2010.
- Member, DeGroote School of Business, McMaster University, Dean Selection Committee, December 2008 – April 2009.
- Member, examination committee, PhD dissertation defense, Health Research Methodology – Mary Ann O'Brien (supervisor Dr. Tim Whelan). *Enhancing involvement in treatment decision making by women with breast cancer*, June 2009.
- Member, Arts Library Committee, McMaster University, July 2006 – June 2008.
- Member, Library Committee, Sub-committee Working Group on Library Structure and Focus, April 2007 – June 2008.
- Member, examination committee, PhD dissertation defense, Department of Nursing – Anita Stern (supervisor Dr. Ruta Valaitis). *The complexity of family caregiving; use and perceptions of home telehealth in palliative cancer care*, November 2007.
- Chair, McMaster University Faculty Association, Formulary review committee, September 2006 – April 2007.
- Member, examination committee, PhD dissertation defense, Department of Economics – Hai Zhong (supervisor Dr. Jerry Hurley). *Three essays in the economics of pharmaceuticals*, September 2006.
- Member, examination committee, PhD dissertation defense, Department of Economics – Emmanuelle Pierard (supervisor Dr. Martin Dooley). *Three essays on the economic determinants of health outcomes in Canada*, December 2005.

**Other Responsibilities**

- Appointed Member, BORN Ontario, Maternal Newborn Outcomes Committee, September 2010 – present
- Member, examination committee, MSc dissertation defense, Department of Pharmacy, University of Toronto – Basil Bereza (supervisor Dr. Thomas Einerson). *A Cost-of-Illness Study of Generalized Anxiety Disorder in Canada*, June 2010.
- Scientific Advisory Committee member, Ontario Ministry of Health Promotion, Smoke Free Ontario 2010-2015 Policy Advisory Report, November 2009 – April 2010.
- Steering committee member, National Cancer Institute of Canada, Guidelines for the economic analysis of new cancer agents, September 2005 – December 2009.
- Economic reviewer, Ontario Ministry of Health and Long Term Care, Committee to Evaluate Drugs, August 2006 – present.
- Economic reviewer, Canadian Agency for Drugs and Technology in Health, April 2009 – present.