

Brooke M. McInroy

EDUCATION

Graduate Certificate in Survey Research University of Connecticut	2021
Bachelor of Arts, Sociology University of Iowa	2010

PROFESSIONAL RESEARCH EXPERIENCE

Survey Research Manager

Iowa Institute of Public Health Practice Research and Policy	July 2023 – Present
Public Policy Center	July 2014 – June 2023
University of Iowa	

- Manage administrative tasks for web, mail, and telephone survey projects
- Serve as resource for survey research methods
- Write, edit, and review survey documentation and reports
- Review and design methods for survey data collection
- Manage and monitor the activities of vendors doing data collection
- Supervise student research assistants
- Co-author journal articles for publication
- Utilize Microsoft Access and Excel for project data management

Project Coordinator

October 2011 – June 2014

Department of Psychological and Brain Sciences, University of Iowa

- Provided administrative support and supervision for the Iowa ADHD and Development Lab
- Administered clinical interviews with subjects and provided behavioral and diagnostic feedback
- Administered neuropsychological tests (WASI, WRAT, DKEFS)

RESEARCH INTERESTS & SKILLS

Survey Research, Research Methodology, Quantitative Methods, Public Policy, Medicaid and Medicaid Expansion, Health Disparities, Social Determinants of Health, Access to Care, Quality of Care

Software proficiencies: SPSS, Qualtrics, NVivo, Microsoft Office

PROFESSIONAL & ACADEMIC AFFILIATIONS

Member, American Association for Public Opinion Research (AAPOR)
Member, Midwest Association for Public Opinion Research (MAPOR)
Member, Alpha Kappa Delta International Sociology Honor Society (AKD)

PUBLICATIONS

Journal Articles

McKernan, S., Reynolds, J., McInroy, B., & Damiano, P. (2022). Randomized Experiment on the Effect of Incentives and Mailing Strategy on Response Rates in a Mail Survey of Dentists. *Journal of Public Health Dentistry*, 82, 484-490.

Brady, P., Askelson, N., Wright, B., Daly, E., Momany, E., McInroy, B., & Damiano, P. (2022). Food Insecurity Is Prevalent in Iowa's Medicaid Expansion Population. *Journal of the Academy of Nutrition and Dietetics*, 122(2), 394–402.

Askelson, N., Brady, P., Wright, B., Ryan, G., Momany, E., McInroy, B., & Damiano, P. (2020). Communicating a Complicated Medicaid Waiver Program to Enrollees in Iowa. *Journal of Ambulatory Care Management*, 44(1), 12–20.

Askelson, N., Wright, B., Brady, P., Jung, Y., Momany, E., McInroy, B., & Damiano, P. (2020). Implementation Matters: Lessons From Iowa Medicaid's Healthy Behaviors Program. *Health Affairs*, 39(5), 884–891.

Conference Presentations

McKernan S, McInroy B*, Reynolds, J. Damiano P. "Getting Dentists to Bite: Experimenting with incentives and postage in a mailed survey of dentists." MAPOR 46th Annual Conference. November 18, 2021. *Presenting author.

McInroy B, Park K, Damiano P. "Bang for the buck: Investigating the effect of pre-incentives in a mail survey." MAPOR 45th Annual Conference. November 20, 2020.

Professional Reports

McInroy, B., Larson, K., Momany, E., & Damiano, P. (2023). *Iowa Health and Wellness Plan 2022 Member Survey Report*. University of Iowa Public Policy Center. <https://doi.org/10.17077/rep.006599>

Larson, K., McInroy, B., Heeren, T., Momany, E. T., & Damiano, P. C. (2023). *Evaluation of the Waiver of Non-Emergency Medical Transportation Coverage in the Iowa Health and Wellness Plan*. University of Iowa Public Policy Center. <https://doi.org/10.17077/rep.006636>

Reynolds, J. C., Nwachukwu, P., Limberg, K., McKernan, S. C., McInroy, B., & Damiano, P. C. (2023). *Evaluation of the Dental Wellness Plan: 2021 Survey of Iowa Private Practice Dentists*. University of Iowa Public Policy Center. <https://doi.org/10.17077/rep.006592>

Bentler, S., Heeren, T., McInroy, B., Momany, E., & Damiano, P. (2022). Experiences of Adults and Children in the Iowa Medicaid Integrated Home Health Program: 2014 to 2017: [Consumer Interview Analysis Brief II]. University of Iowa Public Policy Center. <https://doi.org/10.17077/rep.006634>

Reynolds, J. C., McKernan, S. C., Ingleswar, A., McInroy, B., Kuthy, R. A., & Damiano, P. (2022). *Evaluation of the Dental Wellness Plan 2.0: Early Experiences of Private Practice Dentists*. University of Iowa Public Policy Center. <https://doi.org/10.17077/rep.006617>

Bentler, S., McInroy, B., Momany, E. T., & Damiano, P. C. (2022). *Experiences of Iowa Medicaid Chronic Condition Health Home Enrollees: (CCHH Survey Report 2 [Consumer Survey Analysis Brief])*. University of Iowa Public Policy Center. <https://doi.org/10.17077/rep.006619>

Reynolds, J., Ingleswar, A., McKernan, S., McInroy, B., & Damiano, P. (2021). *Evaluation of the Dental Wellness Plan 2.0: Member Experiences After Two Years*. University of Iowa Public Policy Center. <https://doi.org/10.17077/rep.006633>

Askelson N, Wright B, Brady P, Shaw E, Daly E, McInroy B, Momany E, Damiano P. Healthy Behaviors Program Enrollee Survey Report. December 2019. Iowa City, IA. University of Iowa Public Policy Center.

Askelson N, Wright B, Brady P, Scott M, Daly E, McInroy B, Momany E, Damiano P. Healthy Behaviors Program: Disenrollment Survey Report 2019. December 2019. Iowa City, IA. University of Iowa Public Policy Center.

McInroy B, Park K, Momany E, Graves H, Damiano P. IWP Consumer Survey 2018 Report. July 2019. Iowa City, IA. University of Iowa Public Policy Center.

Park K, Momany ET, Bentler SE, McInroy B, Damiano PC. Medicaid Managed Care Evaluation Consumer Survey Report: Results of the 2017 Survey of Iowa Medicaid Enrollees, Final Report to the Iowa Department of Human Services. Iowa City, IA: University of Iowa Public Policy Center; 2018.

Bentler SE, Heeren T, Spinarski R, Schultz, McInroy B, Momany ET, Damiano PC. State Innovation Model (SIM) Evaluation Report on Award Year 3 (AY3) Activities. University of Iowa Public Policy Center; 2018.

Reynolds JC, Sukalski JMC, McKernan SC, McInroy B, Kuthy RA, Damiano PC. Evaluation of the Dental Wellness Plan: Community Health Center Experiences after Two Years. Iowa City, IA. University of Iowa Public Policy Center; 2017.

Reynolds JC, McKernan SC, Sukalski JMC, McInroy B, Kuthy RA, Damiano PC. Evaluation of the Dental Wellness Plan: Experiences of Private Practice Dentists after Two Years. Iowa City, IA. University of Iowa Public Policy Center; 2017.

Reynolds JC, McKernan SC, Damiano PC, Sukalski JMC, McInroy B. Evaluation of the Dental Wellness Plan: Member Experiences After Two Years. Iowa City, IA: University of Iowa Public Policy Center; 2017.

Bentler SE, McInroy B, Heeren T, Momany ET, Damiano PC. Evaluation of the Iowa Wellness Plan (IWP): Member Experiences in 2016. Iowa City, IA: University of Iowa Public Policy Center; 2017.

Bentler SE, Heeren T, McInroy B, Momany ET, Damiano PC. Experiences of Adults and Children in the Iowa Medicaid Integrated Health Home Program. Iowa City, IA: University of Iowa Public Policy Center; 2017.

Reynolds JC, Sukalski JMC, McKernan SC, McInroy B, Kuthy RA, Damiano PC. Evaluation of the Dental Wellness Plan: Community Health Center Experiences in the First Year. Iowa City, IA: University of Iowa Public Policy Center; 2016.

Reynolds JC, Damiano PC, McKernan SC, Sukalski JMC, McInroy B, Kuthy RA. Evaluation of the Dental Wellness Plan: Private Practice Dentist Experiences in the First Year. Iowa City, IA: University of Iowa Public Policy Center; 2016.

Askelson NM, Wright B, Bentler SE, Momany ET, McInroy B, Heeren T, Damiano, PC. Healthy Behaviors Incentive Program Evaluation. Iowa City, IA: University of Iowa Public Policy Center; 2016.

Bentler SE, Heeren T, McInroy B, Momany ET, Damiano PC. Experiences of Adults and Children in the Iowa Medicaid Integrated Health Home Program. Iowa City, IA: University of Iowa Public Policy Center; 2016.

Bentler SE, Damiano PC, McInroy B, Momany ET. Experiences of Iowa Medicaid Health Home Enrollees (Program Period 2013-2015). Iowa City, IA: University of Iowa Public Policy Center; 2016.

Bentler SE, McInroy B, Damiano PC, Heeren T, Momany ET. Non-Emergency Medical Transportation and the Iowa Health and Wellness Plan. Iowa City, IA: University of Iowa Public Policy Center; 2016.

Bentler SE, McInroy B, Damiano PC, Heeren T, Momany ET. Non-Emergency Medical Transportation Policy Brief. Iowa City, IA: University of Iowa Public Policy Center; 2016.

Momany ET, Damiano PC, Bentler SE, McInroy B, Nguyen-Hoang P. Evaluation of Iowa's Integrated Health Home: SFYs 2013-2014. Iowa City, IA : University of Iowa Public Policy Center; 2015.

Park K, Momany ET, Bentler SE, McInroy B, Damiano PC. Evaluation of Iowa's Medicaid Managed Care Program: The Consumer Perspective. Iowa City, IA: University of Iowa Public Policy Center; 2015.

Bentler SE, Damiano PC, Momany ET, McInroy B, Robinson E, Pooley MJ. Evaluation of the Iowa Health and Wellness Plan: Member Experiences in the First Year. Iowa City, IA: University of Iowa Public Policy Center; 2015.

Bentler SE, Damiano PC, Momany ET, McInroy B, Robinson E. Post-Enrollment Experiences of Iowa Medicaid Health Home Program Adults and Children. Iowa City, IA: University of Iowa Public Policy Center; 2014.