

Gabriela Orsak, Ph.D.
ANALYTIC FOCUS LLC



KEY QUALIFICATIONS

Gabriela Orsak is an Associate Director of Analytics at Analytic Focus, LLC. Dr. Orsak has 10 years of experience in research methods and design. Dr. Orsak has conducted interdisciplinary research in numerous fields including psychology, healthcare, economics and public health for which she has collaborated with numerous colleagues from a variety of fields. Prior to joining Analytic Focus, LLC, Dr. Orsak was an Assistant Professor in the Department of Epidemiology and Biostatistics at the University of Texas Health Science Center at Tyler.

Her research had primarily examined the bio-psycho-social factors that predict physical and psychological health outcomes as well as behavior. She served as a Co-PI on a cancer grant delivering services to the un- or under-insured, as well as a Co-PI on a grant examining the social and economic costs of undertreated mental health conditions. She served as a PI on a grant aiming to improve HPV vaccination rates among children. Dr. Orsak has taught undergraduate and graduate courses in public health, psychology, and biostatistics.

She has written many publications in the fields of psychology, public health, and healthcare. She has served as a reviewer for many journals and as a member of Institutional Review Board, an ethics review board for human research studies. Her education and prior research experience have given her the expertise in research methodologies such as survey design, implementation, respondent recruitment and data analysis.

Her primary function at Analytic Focus, LLC is to offer subject matter expertise in survey research (e.g., survey creation, data analysis, report/rebuttal writing) associated with quantitative and qualitative research and to work in collaboration with colleagues from both statistical and economic backgrounds to provide quantifiable, results-driven material that can be presented to both internal and external (client) audiences on multiple fast-paced projects.

Within the context of intellectual property, she has written a white paper on the use of surveys in trademark and trade dress litigation and either helped to write or taken the lead in report and rebuttal writing in litigation. Specifically, Dr. Orsak helped to write reports for trademark infringement and deceptive sales cases that were related to banking, life insurance, or other different consumer goods through online retail platforms. Her experience in writing rebuttal reports includes addressing rebuttal reports received from other experts, as well as writing rebuttal reports addressing the work of other experts. She took the lead in writing rebuttal reports for trademark infringement and false advertising cases for sweepstakes video game, energy drink and electronic device companies, among others.

She has designed surveys for clients in the food, agriculture, healthcare, and e-commerce industries, as well as others. She has also designed surveys for claims testing in a variety of industries for non-litigation purposes. She helped in the writing of other rebuttal reports, as well as provide subject matter expertise to healthcare-related litigation cases.

Education

Ph.D., Experimental Psychology with an emphasis in Health Psychology and Neuroscience, The University of Texas at Arlington, 2015

M.S. Psychology, The University of Texas at Arlington, 2013

B.A., Psychology, West Virginia University, 2010

Professional Experience

Associate Director, Analytic Focus LLC, 2023 to present

Senior Survey Research Analyst, Analytic Focus LLC, 2020 to 2023

Assistant Professor, Epidemiology and Biostatistics, University of Texas Health Science Center at Tyler, 2018 to 2020

Assistant Professor, Community Health, University of Texas Health Science Center at Tyler, 2017 to 2018

Lecturer, Community Health, University of Texas Health Science Center at Tyler, 2016 to 2017

Graduate Teaching Assistant, The University of Texas at Arlington, 2012 to 2015

Graduate Research Assistant, The University of Texas at Arlington, 2010 to 2012

Professional Societies – Memberships

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Professional Societies - Positions

Reviewer, Preventing Chronic Disease, 2019-2020

Reviewer, PharmacoEconomics-Open, 2019-2020

Reviewer, World Journal of Surgical Oncology, 2019-2020

Member, the Institutional Review Board at The University of Texas Health Science Center at Tyler, 2018 - 2020

Reviewer, Journal of Psychosocial Oncology, 2018-2020

Reviewer, Cancer Health Disparities, 2018-2020

Publications

Orsak, G. & Cowan, C.D. (2023). Use of statistical analysis to measure damages. In J.S. Pappas, W. Scally & S.M. Veeneman (Eds.), *The comprehensive guide to economic damages* (7th ed., 2, 627 – 648. Business Valuation Resources.

Orsak, G., Allen, C.M., Singh, K.P., & McGaha, P. (2020). Predictors of nonadherence to colonoscopy following a positive fecal immunochemical test in primarily rural region of Northeast Texas. *Texas Public Health Journal*. 72(3): 19 – 23.

Chen, Y.T., Becker, H.A., Orsak, G., Allen, C.M., & McGaha, P. (2020). Predictors of colorectal cancer screening activities among uninsured individuals in rural Northeast Texas. *Texas Public Health Journal*. 72(2): 13 – 17.

Miller, A. Gallegly, J. D., Orsak, G., Huff, S.D., Peters, J.A.Murry, J., Ndetan, H., & Singh, K.P. (2020). Potential predictors of hospital length of stay and hospital charges among patients with all-terrain vehicle injuries in rural Northeast Texas. *Journal of Injury and Violence Research*, 12(1), 55 – 62.

Orsak, G., Miller, A., Allen, C. M., Singh, K.P., & McGaha, P. (2020) Return on investment of free colorectal screening tests in a primarily rural uninsured or underinsured population in Northeast Texas. *PharmacoEconomics-Open*. 4, 1 – 7.

Orsak, G., McGaha, P., Brandon, P., Swan, A., & Singh, K.P. (2019). A longitudinal pilot study for examining symptom reduction in patients with cancer in a palliative care program: A primarily rural northeast Texas population. *Hospital Topics*. 97(2), 54 – 59.

Orsak, G., Allen, C.M., Miller, A, Singh, K.P., & McGaha, P. (2019). Colorectal cancer education and screening program for the un- or under- insured in a primarily rural setting in Northeast Texas: Design and methods. *Cancer Health Disparities*. e1 – e11.

Orsak, G., Starnes, K., McGaha, P., Sharkey, P., & Singh K.P. (2019). Challenges and opportunities in utilization of a mobile pediatric asthma clinic in a primary rural setting: A pilot study. *JP Journal of Biostatistics*.16(1), 1 – 15.

Orsak, G., Ndetan, H., Allen, C.M., Singh, K.P., & McGaha, P. (2019). Colorectal adenoma detection rate in Northeast Texas – Outcome from community service project using the fecal immunochemical test and colonoscopy. *Cancer Health Disparities*, 3, e1 – e10.

Orsak, G., Allen, C.M., Sorensen, W., & McGaha, P. (2019). Risk of colorectal polyps and malignancies among predominantly rural Hispanics. *Journal of Immigrant and Minority Health*, 21, 931 – 937.

Orsak, G., Starnes, K., & Ledlow, G. (2018). Examining the return on investment of The Breath of Life Mobile Pediatric Asthma Clinic in a rural region with small metropolitan statistical areas. *Hospital Topics*. 96(4), 95 – 101.

Orsak, G., Stevens, A. M., Brufsky, A., Kajumba, M., & Dougall, A. L. (2015). The effects of reiki therapy and companionship on quality of life, mood, and symptom Distress during chemotherapy. *Journal of Evidence-Based Complementary & Alternative Medicine*, 20(1), 20-27.

Mora, P. A. & Orsak, G. (2014). Mini Asthma Quality of Life Questionnaire in the USA. *Encyclopedia of Quality of Life and Well-Being Research*, 4066 – 4071.

Mora, P. A., Orsak, G., DiBonaventura, M. D., & Leventhal, E. A. (2013). Why do comparative assessments predict health? The role of self-assessed health in the formation of comparative health judgments. *Health Psychology, 32*(11), 1175.