

Laura Baum

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9474030/publications.pdf>

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5
papers

66
citations

2258059

3
h-index

2272923

4
g-index

6
all docs

6
docs citations

6
times ranked

51
citing authors

#	ARTICLE	IF	CITATIONS
1	Health Insurance Ad Messages Targeted to English- and Spanish-Speaking Populations in a Period of Limited Federal Investment in Marketplace Outreach. <i>Medical Care Research and Review</i> , 2022, 79, 798-810.	2.1	1
2	Paid family leave on local television news in the United States: Setting the agenda for policy reform. <i>SSM - Population Health</i> , 2021, 14, 100821.	2.7	3
3	TV Advertising Volumes Were Associated With Insurance Marketplace Shopping And Enrollment In 2014. <i>Health Affairs</i> , 2018, 37, 956-963.	5.2	23
4	Television Advertising and Health Insurance Marketplace Consumer Engagement in Kentucky: A Natural Experiment. <i>Journal of Medical Internet Research</i> , 2018, 20, e10872.	4.3	13
5	The Volume Of TV Advertisements During The ACA's First Enrollment Period Was Associated With Increased Insurance Coverage. <i>Health Affairs</i> , 2017, 36, 747-754.	5.2	26