



Florida Health Grand Rounds Presenter Bio

Is Trust-Commitment the Same as Trust-Adherence? Extending Relationship Marketing Theory into Public Health

March 14, 2017, 10:00 AM – 11:00 AM

Presented by John Riggs, DBA



Dr. Riggs earned his Doctor of Business Administration (D.B.A.) in Marketing from Kennesaw State University. He has a B.S. degree in Health Science from the University of Florida, and an M.B.A. from Kennesaw State University. Dr. Riggs has over 20 years of professional experience in the pharmaceutical/ biotech industry. His current research is exploring how empirically tested best practices in business, professional selling, and marketing impact medical decision making, and more importantly its impact on patient health outcomes.

Click [here](#) for more information on Dr. John Riggs and his research.