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QUALIFICATIONS:

Dr. Rourke has extensive experience applying advanced statistical and mathematical techniques to the solution of challenging litigation, compliance, marketing, and media problems. In addition, he has expertise in sample design and the design of large statistical database and statistical analysis systems. Dr. Rourke holds a Ph.D. in Experimental Psychology. Representative engagements include:

Quantitative Litigation Issues

- Developed actuarial/epidemiological models forecasting the volume and timing of future claims for cancers and other health problems arising from asbestos exposure for over a dozen clients. These projections are an integral part of cash flow models used to determine the rate at which assets are to be liquidated to pay injury claims. At issue is the fair and equitable distribution of funds to present and future victims of asbestos-related diseases. The amounts of these funds range from \$50 million to \$3.5 billion dollars, depending upon the client.
- Developed statistical models for several clients estimating settlement costs of claims for asbestos-related health problems using medical and demographic data. These models are used to estimate aggregate costs of filed but unsettled claims, to compute initial settlement offers, to monitor performance of claims negotiators, and to project costs for future claims.
- Developed statistical models for several clients estimating type, number, and aggregate value of injuries and diseases arising from workplace and environmental exposure to volatile organic compounds (e.g., benzene, toluene, cleaning agents, etc.) and to heavy metals and heavy metal compounds (e.g., lead, uranium, etc.).
- Designed and analyzed over ninety random samples used to audit patients' clinical laboratory test and expense records and consulted in their execution and presentation. The results of these samples were used to estimate reimbursements due the Federal government arising from allegedly incorrect billing for Medicare, Medicaid, and other governmentally funded medical services.
- Provided expert critical reviews of several audit samples conducted by Federal and state governmental regulatory agencies to determine monetary amounts due the agencies arising from various types of alleged under-reporting or accounting misconduct.

- Designed, managed, analyzed, and wrote reports for publication of two year-long surveys measuring the 24-hour behavior patterns of children and adults. The results of these surveys are used in conducting exposure and risk assessments to environmental toxins. The results of these surveys were published in two articles in **Risk Analysis**—the leading peer-review scientific journal in the discipline.

Marketing and Media Strategies

- Key member of the team planning, implementing, documenting, and selling the sample design for a major nation-wide system providing national TV broadcast and cable network audience estimates.
- Developed statistical models accurately forecasting personal computer sales 12 to 18 months in advance in the U.S., France, Germany, Italy, and the U.K. for a major computer maker; these models were in continuous use from 1983 to 1988 and alerted senior management to a share decline for their brand beginning in late 1984.
- Designed, coordinated, and analyzed international tracking surveys measuring personal computer penetration and purchase intentions for business, educational, and home personal computer buyers. These surveys were conducted from 1983 to 1988 in the U.S. (2,400 respondents per month) and from 1986 to 1988 in the U.K., France, Germany, and Italy (1,000 respondents per month per country).
- Developed statistical models quantifying the impact of print and broadcast advertising budgets on personal computer unit sales, revenue, and profits.

Systems Design

- Designed a database management and reporting system for the Michigan Employment Security Commission (MESC) used to maintain, retrieve, analyze, and report MESC statistical data and to help meet federal reporting and compliance standards and requirements.

EDUCATION

Ph.D. University of California, Los Angeles, 1971.

B.A. University of California, Los Angeles, 1965.

PROFESSIONAL EXPERIENCE

Analysis Research Planning Corporation (ARPC), Washington, DC

KPMG Peat Marwick LLP, Washington, DC

Resource Planning Corporation, Washington, DC

The Arbitron Company, New York, NY, and Laurel, MD

The Bridge Group, New York, NY

Statistical Research Laboratory, University of Michigan, Ann Arbor, MI

Department of Psychology, Wayne State University, Detroit, MI

The RAND Corporation, Santa Monica, CA