

A decade of hints

*Quantifying the Health Information Revolution
through Data Innovation and Collaboration*

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January 9-10, 2014 | Rockville, MD
NCI Shady Grove, 9609 Medical Center Drive



Speaker Biographies



David K. Ahern, PhD

David Ahern is the director of the Program in Behavioral Informatics and eHealth, which houses the Health Information Technology Resource Center, within the Department of Psychiatry at Brigham and Women's Hospital. He is also an assistant professor of psychology (psychiatry) at Harvard Medical School. From 1992 to 2000, Dr. Ahern was the founder and director of the Behavioral Medicine Service at Massachusetts General Hospital where he provided clinical care, mentoring of interns and residents, and clinical research. Dr. Ahern transferred his primary hospital appointment to Brigham and Women's Hospital in 2000 to continue his collaborative research program with Arthur Barsky, MD, within the Department of Psychiatry. From 2002 to 2009, Dr. Ahern served as the national program director of the Health e-Technologies Initiative, a \$10.3 million national grant program of the Robert Wood Johnson Foundation that was based at Brigham and Women's Hospital. Dr. Ahern has had a distinguished career in clinical research in behavioral medicine and behavioral informatics for health promotion and chronic disease management. He has published more than 80 original articles and held investigator roles on numerous research grants and contracts funded by multiple agencies, including the Agency for Healthcare Research and Quality and the National Cancer Institute. Dr. Ahern served a three year term on the Board of Scientific Counselors, Institute for Health Marketing, a federal advisory committee of the Centers for Disease Control and Prevention. Dr. Ahern also is a senior scientist for The Abacus Group in Rhode Island, where he provides consulting to large employer clients and integrated health systems.



Cathy Backinger, PhD, MPH

Cathy Backinger is Deputy Director for Research in the Office of Science within the Center for Tobacco Products at the Food and Drug Administration. She oversees a diverse team of scientists addressing tobacco product science, individual health, and population health and leads a broad-based research program addressing the range of scientific needs related to the Family Smoking Prevention and Tobacco Control Act.

Prior to joining the Center for Tobacco Products in 2011, Dr. Backinger spent more than 13 years at the National Institutes of Health and was chief of the Tobacco Control Research Branch at the National Cancer Institute. As chief, she provided overall leadership for tobacco-related initiatives and research, as well as dissemination of evidence-based findings to prevent, treat, and control tobacco use. In 2006, she served as program chair for the National Institutes of Health State-of-the-Science Conference on Tobacco Use: Prevention, Cessation, and Control. Dr. Backinger received a PhD in health policy from the University of Maryland, Baltimore County, an MPH from the University of Michigan, and a BS in health education from the Ohio State University.

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Grazyna Badowski, PhD

Grazyna Badowski is an associate professor of mathematics at University of Guam. She got her PhD in probability theory in 2001 from Wayne State University. Dr. Grazyna has taught a variety of undergraduate and graduate probability and statistics courses. Since 2009 she is a co-leader of Biostatistics Core for the University of Guam Cancer Research Center and University of Hawaii Cancer Center Partnership Program.



Laura L. B. Barnes, PhD

Laura L. B. Barnes is an associate professor at Oklahoma State University where she teaches quantitative research methods in the College of Education. Dr. Barnes holds a masters degree in Counseling Psychology and a PhD in Educational Statistics completed in 1988 from the University of Nebraska-Lincoln. Her research includes development and validation of several attitude and belief measures; most recently the development and validation of a measure of beliefs about medical knowledge among laypersons based in models of personal epistemology. She is interested in studying how people's beliefs about medical and health information combine or interact with other psychological variables such as self-efficacy beliefs related to science learning and information seeking, locus of control, cognitive flexibility, etc. to influence beliefs, processes, and behaviors related to participatory health care and shared decision making, patient engagement, and information seeking.

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Ellen Beckjord, PhD, MPH

Ellen Beckjord is an assistant professor in the Department of Psychiatry at the University of Pittsburgh, working in the Biobehavioral Medicine in Oncology Program at the University of Pittsburgh Cancer Institute. Her research is focused on the role of behavioral informatics in cancer prevention and control, with an emphasis on promoting health and wellness among post-treatment cancer survivors and individuals at increased risk for cancer. As a doctoral candidate in clinical psychology at the University of Vermont, she delivered psychosocial interventions to breast cancer survivors as part of a randomized controlled trial. She completed her clinical internship at the Vanderbilt-VA Internship Consortium where she delivered evidence-based smoking cessation interventions to veterans in a medical setting. Dr. Beckjord was a post-doctoral fellow in the Cancer Prevention Fellowship Program at the National Cancer Institute. Her first year of fellowship was spent obtaining an MPH at the Johns Hopkins Bloomberg School of Public Health. While at the National Cancer Institute, she worked in the Health Communication and Informatics Research Branch in the Division of Cancer Control and Population Sciences. Since leaving in 2007, she has continued her work as a member of the Health Information National Trends Survey Management Team. Dr. Beckjord has extensive experience with both quantitative and qualitative methods of data collection related to psychosocial outcomes in cancer prevention and control, including decisions about cancer screening and health behavior change. She is currently working to establish a program of research devoted to integrating behavioral medicine into care for individuals diagnosed with and at increased risk for cancer at the University of Pittsburgh Cancer Institute, with an emphasis on behavioral and consumer health informatics. In August 2012 she began an institutional career development award (KL2) focused on developing a context-aware mobile application to support smoking cessation among individuals at increased risk for lung cancer.



Kelly D. Blake, ScD

Kelly Blake is a health scientist and program director in the National Cancer Institute's Health Communication and Informatics Research Branch and the Tobacco Control Research Branch. She directs a program of research on media effects and serves as part of the management team for NCI's Health Information National Trends Survey. Her research examines how media exposure influences health behavior and attitudes toward public health policy. She also examines social determinants of health, focusing on how communication inequalities and knowledge gaps exacerbate health disparities among disadvantaged populations.

Dr. Blake was a cancer prevention fellow and research assistant at the Dana-Farber Cancer Institute from 2005 to 2009. During that time, she also did private consulting work in health communication and served as a teaching fellow at the Harvard School of Public Health and Harvard Kennedy School of Government. Before that, she served as a science writer and editor in the National Cancer Institute's Division of Cancer Control and Population Sciences, Office of the Director; and prior to that, she was a hospital-based public health educator and site coordinator for the West Virginia Rural Health Education Partnerships Program and a health communication research fellow at the Centers for Disease Control and Prevention, National Institute for Occupational Safety and Health.

Dr. Blake earned a Doctor of Science degree in social epidemiology from the Harvard School of Public Health, a master's degree in community health education from West Virginia University, and a bachelor's degree in journalism from Marshall University.

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John Boyle, PhD

Dr. John Boyle is a senior vice president at ICF International where he leads the Survey Research line of business. Before joining ICF he worked at Abt SRBI and Louis Harris and Associates. He also served on the graduate teaching faculty of the University of Maryland and the research faculty of Columbia University's School of Public Health.

Dr. Boyle has more than 30 years of experience in design, execution, analysis, and reporting of large scale health surveys. He has directed health surveys for many federal agencies, including the Centers for Disease Control and Prevention (CDC), the National Institutes of Health, the Food and Drug Administration, the Office of Technology Assessment, the Veterans Administration, and the Department of Defense. He directed the first survey of the health effects of Agent Orange among U.S. Air Force personnel and the first survey of prevalence of post-traumatic stress disorder among American ground troops in Vietnam. He has also directed CDC's Behavioral Risk Factor Surveillance survey in seven states, the New York City Community Health survey, and the Los Angeles County Health survey, among others.

Dr. Boyle has designed and conducted national and cross-national surveys of public, patients, and health care providers for a variety of health conditions. He directed the landmark Asthma in America survey in 1998, and subsequent Asthma Insights and Realities in Europe, Asthma Insights and Realities in Central and Eastern Europe, and Asthma Insights and Realities in Latin America. He also directed the landmark Confronting COPD in America survey in 2000, and subsequently directed Confronting COPD in North America and Europe, and Confronting COPD in Latin America surveys. In 2006, he directed the Allergies in America survey, and subsequently, Allergies in Asia Pacific, Allergies in Latin America, and Allergies in the Middle East surveys.

During the past 20 years, Dr. Boyle has also designed and conducted health surveys of other conditions including alpha-one antitrypsin disorder, anxiety, breast cancer, contraception, depression, enlarged prostate, fibromyalgia, irritable bowel syndrome, opioid dependence, peripheral arterial disease, prostate cancer, and shingles, among others. His national household survey of the prevalence of primary immune deficiency diseases in the United States has become the most widely accepted estimate for that condition. His recent national survey of anaphylaxis for the Asthma and Allergy Foundation, similarly, has generated the best national estimates of the prevalence of this condition in the United States.

The health surveys designed and conducted by Dr. Boyle have generated a host of peer reviewed articles and are widely cited in the literature. Dr. Boyle has been an invited presenter at the 8th, 9th and 10th Conferences on Health Survey Research Methods sponsored by the National Center for Health Statistics. He has also served on the National Academy of Science's Panel on the Measurement of Rape and Sexual Assault in Bureau of Justice Statistics Household surveys.

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Celeste Campos-Castillo, PhD

Celeste Campos-Castillo received her PhD in sociology from the University of Iowa in 2012. She is currently a post-doctoral research fellow in sociology at the Institute for Security, Technology, and Society at Dartmouth College, a position funded by the Strategic Healthcare Information Technology Advanced Research Projects on Security program of the Department of Health and Human Services Office of the National Coordinator for Health Information Technology. Her research lines are driven by the primary aim of improving patient-doctor interaction. Dr. Campos-Castillo seeks to understand communication processes within this specific context and also more fundamentally. She examines how health information technologies may be used to improve patient-doctor communication. She complements this line of research with studies aimed at understanding basic processes of computer-mediated communication and human-computer interaction. Certain subgroups of the population, such as racial and ethnic minorities, tend to distrust doctors and this impedes patient-doctor communication. This research line focuses on understanding the bases and outcomes of this distrust in doctors and, more broadly, of interpersonal trust. The interaction between patients and doctors is fundamentally a group situation where the primary goal is to help a single group member (the patient) perform well on a task (manage health). When this abstraction is used to view the situation, it poses new research questions that inform basic research on group and team work. The interconnections between these lines are evinced in the studies that comprised her doctoral dissertation, which was funded by the National Science Foundation.



David Cantor, PhD

David Cantor is a vice president at Westat and a research professor in the Joint Program in Survey Methodology at the University of Maryland. He has more than 25 years of experience in designing surveys and evaluating the impact of social policy in the areas of health, health communications, drug use, crime, and victimization. Dr. Cantor has designed and evaluated data collection methods for major social surveys in the United States, such as the Health Information National Trends Survey, the Current Population Survey, the Current Expenditure Survey, and the National Crime Victimization Survey (Crime). He has published a number of papers on survey-related topics such as non-response, incentives, panel surveys, questionnaire design, and respondent conditioning. As a research professor for 15 years, he has taught courses in data collection methods, questionnaire design, and organizational surveys. He has also taught a series of workshops on survey methods in South Africa.



Neetu Chawla, PhD, MPH

Neetu Chawla is a Cancer Prevention Fellow in the Outcomes Research Branch of the Applied Research Program. She earned her PhD from the Department of Health Services at the UCLA School of Public Health. She earned her MPH from the Department of Community Health Sciences at the UCLA School of Public Health and her BA in English literature from the University of California, Berkeley. Utilizing both quantitative and qualitative methods, Dr. Chawla's research examines racial/ethnic disparities and social determinants of health within the context of cancer prevention and cancer survivorship. Her dissertation research is a qualitative examination of patient-provider relationships and social networks among South Asian breast cancer survivors.

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Wen-Ying Sylvia Chou, PhD, MPH

Wen-Ying Sylvia Chou is a program director in the Health Communication and Informatics Research Branch of the National Cancer Institute. Her research interests include technologies and social media for health, patient-provider communication, and end-of-life communication. Trained as a sociolinguist, Dr. Chou has extensive experience conducting mixed methods research on patient-provider interactions and illness narratives. Her recent publications have examined the changing communication landscape and impact on clinical care and public health practice. As a program director, she supervises a portfolio of research on health literacy, patient-centered communication, health disparities, and Web 2.0 technologies and health. Dr. Chou completed a post-doctoral fellowship through the National Cancer Institute's Cancer Prevention Fellowship Program; she holds a MS and PhD in linguistics from Georgetown University, and an MPH from the interdisciplinary MPH program at the University of California, Berkeley.



Robert Croyle, PhD

Robert Croyle was appointed director of the Division of Cancer Control and Population Sciences at the National Cancer Institute in July 2003. In this role, he is responsible for overseeing a research portfolio and operating budget of nearly one half billion dollars and serves on the Scientific Program Leaders governance group. The Division of Cancer Control and Population Sciences covers a wide range of scientific domains and disciplines, including epidemiology, behavioral science, surveillance, cancer survivorship, and health services research. Dr. Croyle previously served as the division's associate director for the Behavioral Research Program, leading its development and expansion. Before coming to the National Cancer Institute in 1998, he was professor of psychology and a member of the Huntsman Cancer Institute at the University of Utah in Salt Lake City. Prior to that, he was a visiting investigator at the Fred Hutchinson Cancer Research Center in Seattle, visiting assistant professor of psychology at the University of Washington, and assistant professor of psychology at Williams College in Massachusetts. Dr. Croyle received his PhD in social psychology from Princeton University in 1985 and graduated Phi Beta Kappa with a BA in psychology from the University of Washington in 1978. His research has examined how individuals process, evaluate, and respond to cancer risk information, including tests for inherited mutations in BRCA1 and BRCA2. His research has been published widely in professional journals in behavioral science, public health, and cancer, and he has edited two volumes—*Mental Representation in Health and Illness* (1991) and *Psychosocial Effects of Screening for Disease Prevention and Detection* (1995). He is co-editor of the *Handbook of Cancer Control and Behavioral Science* (2009) and co-author of *Making Data Talk: Communicating Data to The Public, Policy Makers, and The Press* (2009).



Jennifer Faith, MS

Jennifer Faith is a student from Oregon State University's College of Public Health and Human Sciences. She is currently pursuing a doctoral degree in public health with a concentration in health promotion and health behavior. Faith has previously worked as a clinical registered dietitian for the Department of Veterans Affairs. Prior to her work as a dietitian, she received a Master's degree in nutrition science at Purdue University and a Bachelor's degree in dietetics at Ball State University. Her primary research interests involve examining the impact of patient-provider relationships on health information-seeking and health care utilization, especially among those with stigmatized conditions such as obesity. For her dissertation, she plans to examine patient-provider relationship characteristics that predict the use of online peer-to-peer forums for health information among individuals trying to lose weight.

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Laura Forsythe, PhD, MPH

Laura Forsythe is a program officer at the Patient-Centered Outcomes Research Institute. She is responsible for evaluating the institute's engagement activities and overseeing externally funded projects. Dr. Forsythe is experienced in conducting research on facilitating adjustment to chronic illness. Her work has examined how psychological factors, the social context, and interventions affect pain, mood, and functioning among chronic pain populations. Most recently, Dr. Forsythe was a Cancer Prevention Fellow at the National Cancer Institute. Her work there focused on the development of a more effective approach to caring for cancer survivors through the study of survivor, provider, and health care system influences on health and well-being after cancer. Dr. Forsythe received her PhD in clinical health psychology from the University of Alabama and completed her clinical residency at the VA Maryland Healthcare System/University of Maryland School of Medicine Internship Consortium. She also obtained her MPH, with a concentration in epidemiology and biostatistics, from Johns Hopkins University and her Bachelor's degree in biology and psychology from the University of North Carolina.



Kasia Galica, MA

Kasia Galica is a Cancer Research Training Award Fellow at the National Cancer Institute in the Health Communication and Informatics Research Branch within the Division of Cancer Control and Population Sciences. Galica serves as the communication liaison, coordinating and promoting branch activities and providing leadership for the development, implementation, and evaluation of branch social media communication strategies. She is also involved in various advanced technology initiatives in behavioral informatics (e.g., open innovation challenges) that are a product of cross-agency collaborations with the Office of National Coordinator of Health Information Technology. These initiatives are aimed at improving patient-centered communication and care coordination and the safety and efficiency of health care through innovations in the meaningful use of health information technologies. Her research interests include consumer engagement with health information technology and social media for health. Galica received her BA in communication and Spanish from Augustana College and her MA in communication from San Diego State University, where her research focused on illness narratives and conversation analysis of patient-provider interactions.

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Peter Garrett

Peter Garrett is the director of the Office of Communications (OCOMM) for the Office of the National Coordinator (ONC), reporting directly to the Principal Deputy National Coordinator. The OCOMM is responsible for overseeing all communications and public affairs on behalf of the National Coordinator. In this role, the OCOMM designs, manages, and maintains all Web assets, including HealthIT.gov; develops effective, graphically-consistent education materials; works with the news media; coordinates HITECH stakeholder relationships across the Department of Health and Human Services; and provides guidance and support to ONC's programs and their grantees. Additionally, the OCOMM is ONC's liaison to the department's Assistant Secretary for Public Affairs, Assistant Secretary for Legislation, and the Office of Health Reform. All OCOMM's work is in support of ONC's mission. Prior to joining ONC in May 2010, Garrett was a consultant representing clients on a wide range of health care communications and policy projects. With more than 20 years of experience in public service and consulting, Garrett's practice focused on helping organizations and individuals communicate about their public policy issues to decision makers, including public officials and stakeholders. From strategic planning to message development and delivery to implementation, Garrett's role was helping his clients succeed in educating public policy makers about issues that matter. Working with Garrett, his clients developed solutions for putting their issues into a broader context to ensure that they are noticed as a priority. His clients included the Robert Wood Johnson Foundation, the Alliance for Community Health Plans, the American Society of Health System Pharmacists, the National Academy of Social Insurance, the National Institutes of Health, George Washington University, and the Academy for Educational Development. Prior to becoming a public affairs consultant, Garrett founded GYMR, LLC, a Washington, DC-based public relations firm specializing in health and health policy issues. Garrett served President Clinton in the Department of Health and Human Services, and worked at two large public relations firms, Fleishman Hillard and Porter Novelli. He graduated from Bowdoin College with an AB in European history and western philosophy.



Christine M. Gunn, MA

Christine Gunn received an Honours Bachelor of Health Sciences and MA from the University of Western Ontario. She is currently a third year doctoral student in the Health Services Research Program at Boston University's School of Public Health. Gunn is primarily a qualitative researcher by training and works as a research assistant in the Women's Health Research Unit in the Boston University School of Medicine. She is a Susan G. Komen Scholar and through this program conducted a project to determine the extent to which a diverse group of breast cancer navigation programs reflect one published model of patient navigation. Her research interests focus on medically-defined cancer risk and the engagement of 'at-risk' patients in health services.

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Danielle Blanch Hartigan, PhD, MPH

Danielle Blanch Hartigan is a Cancer Prevention Fellow in the Office of Cancer Survivorship, Division of Cancer Control and Population Sciences, at the National Cancer Institute. Dr. Blanch Hartigan received her undergraduate degree in psychology, with a minor in mathematics, from Providence College in Providence, Rhode Island. She earned a Masters and PhD in psychology from Northeastern University in Boston. Her dissertation focused on training and assessing healthcare providers' ability to accurately recognize patients' affective verbal and nonverbal cues. Prior to joining the Office of Cancer Survivorship, Dr. Blanch Hartigan completed an MPH from Harvard School of Public Health, with a concentration in quantitative methods. Her research goal, broadly defined, is to explore the most effective ways to improve patient-centered communication and the patient experience. Dr. Blanch Hartigan's research centers on patient-provider communication, patient-centered care, the patient perspective and affective experience, and nonverbal behavior. She is particularly interested in these topics in the context of survivorship care planning, including multilevel barriers to quality patient-provider communication in survivorship and cancer survivors' emotional experience and informational needs.



Bradford W. Hesse, PhD

Bradford (Brad) Hesse is Chief of the National Cancer Institute's Health Communication and Informatics Research Branch. Dr. Hesse received his degree in social psychology from the University of Utah in 1988, with an accompanying internship in the nascent field of medical informatics. After completing his degree, he served as a postdoctoral fellow within the Department of Social and Decision Sciences at Carnegie Mellon University. For more than two decades since that time, he has been conducting research in the interdisciplinary fields of social cognition, health communication, health informatics, and user-centered design. Dr. Hesse was recruited to the National Cancer Institute in 2003 and has since been focusing his energies on bringing the power of evidence-based health communication to bear on the problem of eliminating death and suffering from cancer. He continues to direct the Health Information National Trends Survey, a biennial general population survey aimed at monitoring the public's use of health information during a period of enhanced capacity at the crest of the information revolution, and he serves as program director for the Centers of Excellence in Cancer Communication Research, a cutting-edge research initiative aimed at expanding the knowledge base underlying effective cancer communication strategies. Dr. Hesse has authored or coauthored more than 160 publications, including peer-reviewed journal articles, technical reports, books, and book chapters. In 2009, his coauthored book titled "Making Data Talk: Communicating Public Health Data to the Public, Policy Makers, and the Press," was named Book of the Year by the American Journal of Nursing.



Penelope P. Hughes, JD, MPH

Penelope Hughes provides program support for the Office of the Chief Privacy Officer within the Office of the National Coordinator for Health Information Technology at the U.S. Department of Health and Human Services. She focuses on the use of health information technology by consumers, including the use of mobile devices in healthcare, and related privacy and security issues. Prior to this work, Penelope served as vice president for online services at the Rape, Abuse and Incest National Network (RAINN), where she oversaw the development and implementation of the National Sexual Assault Online Hotline—an online hotline service providing immediate assistance to survivors of sexual violence over the RAINN website.

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Marc T. Kiviniemi, PhD

Marc Kiviniemi is an assistant professor of Community Health and Health Behavior at the University at Buffalo's School of Public Health and Health Professions. He is a social/health psychologist whose work focuses on understanding how people make decisions about engaging in health-related behaviors, how individuals process and respond to information about their health, and how to communicate that information most effectively. Dr. Kiviniemi has authored more than 40 papers on health decision making and social-cognitive influences on health behavior. His work is currently funded by the National Cancer Institute. Dr. Kiviniemi received his PhD in social psychology from the University at Minnesota. Prior to joining the Department of Community Health and Health Behavior, he was a faculty member in the Psychology Department at the University of Nebraska-Lincoln. Dr. Kiviniemi is past chair of the Health Decision Making Special Interest Group for the Society for Behavioral Medicine and has served in leadership roles in both the Society for Behavioral Medicine and the American Public Health Association's Cancer Forum. He has served as a reviewer for numerous journals including American Journal of Public Health, Health Psychology, Psychology and Health, BMC Public Health, Health Psychology Review, and Appetite.



William Klein, PhD

William Klein was appointed associate director of the National Cancer Institute's Behavioral Research Program in August 2009. Dr. Klein's research interests fall largely under the areas of self-judgment, risk perception, and risk communication. He has been interested in how risk perception biases are related to the processing of health communications, to health decision-making, and to health behavior; how social processes (e.g., social comparison, self-affirmation, peer influence, self-evaluation, self-presentation) influence responses to personalized feedback and risk communication; the influence of affective factors such as worry on risk appraisal and health decisions; the impact of ambiguity on responses to feedback and risk messages; the role of optimism in health behavior and psychological functioning; and applications of theory to risk communication and health behavior intervention. Dr. Klein's research has appeared in more than 90 publications and has been supported by the National Cancer Institute, the National Science Foundation, and several private foundations.

Dr. Klein completed his BA in psychology and mathematical methods in the social sciences at Northwestern University (1987) and his MA and PhD in social psychology at Princeton University (1991). In 2002, he became a member of the graduate faculty at the University of Pittsburgh in the Social Psychology and Biological and Health Psychology programs. At the University of Pittsburgh, he was director of undergraduate studies and a 2008 recipient of the Chancellor's Distinguished Teaching Award for his undergraduate and graduate teaching in the areas of social psychology, health psychology, and decision-making. Dr. Klein also held secondary appointments in the School of Nursing, Clinical and Translational Science Institute, and the University of Pittsburgh Cancer Institute. Prior to 2002, Dr. Klein was on the faculty at Colby College, where he served as chair of the Psychology Department.



Sarah Kobrin, PhD, MPH

Sarah Kobrin has been working in the field of cancer control for more than 10 years; she is currently a program director in the National Cancer Institute's Process of Care Research Branch. Her areas of interest include risk perception, decision making under uncertainty, and measurement, particularly in regard to breast and prostate cancer screening. Her research includes development of a scale, based on attitudes rather than beliefs, to assess perceptions of breast cancer risk. Prior to moving to the National Cancer Institute in December 2003, Dr. Kobrin was a Walther Post-Doctoral Fellow at the Duke University Cancer Prevention and Control Program. She trained at the University of North Carolina at Chapel Hill School of Public Health.

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Nicole Krebs, MS

Nicole Krebs is a project coordinator at the Penn State Hershey College of Medicine for the study titled *Socioeconomic Status and Smoking Exposure in Appalachia*. She earned her bachelor's degree from Long Island University in psychology/biology in 2006 and her master's degree in public health sciences from Penn State University. Her research interests include health disparities and improving health knowledge and behavior among populations in Central Pennsylvania. She has assisted in a number of community-based participatory research projects in the region improving colorectal cancer screenings among Latinos and a faith-based health initiative. Her current project looks at health disparities among smokers with poor socioeconomic backgrounds.



Bryan Leyva, BA

Bryan Leyva is a research fellow in the Behavioral Research Program's Process of Care Research Branch at the National Cancer Institute. Prior to that, Leyva worked in the Center for Community-Based Research at the Dana-Farber/Harvard Cancer Center to deliver health promotion and disease prevention to low-income, multiethnic, underserved communities. His research interests are in the development, evaluation, and dissemination of evidence-based health interventions, with a focus on improving cancer care delivery systems and reducing cancer disparities among racial/ethnic groups. His current research examines the effect of psychosocial, cultural, and contextual factors on cancer-related behaviors; factors contributing to health disparities among racial/ethnic groups; and models, measures, and interventions to improve quality and equity in cancer care. He avidly enjoys studying behavioral theory, conducting mixed methods research, and approaching complex issues from multilevel perspectives. He resists traditional boundaries between qualitative and quantitative research. Leyva earned a bachelors' degree in biology and studio art from Boston College in May 2010.



Benmei Liu, PhD

Benmei Liu is a survey statistician in the Statistical Methodology and Applications Branch of the Surveillance Research Program at the National Cancer Institute, where she is responsible for survey methodology projects such as handling issues that are related to the design and analysis of surveys. She also initiates and manages collaborative analyses with scientists from the National Cancer Institute and other government agencies and academic centers. Her primary research areas include developing proper statistical methods for resolving scientific problems encountered in complex surveys and health data analysis, small area estimation for cancer risk factors and screening behaviors, and imputation methods for complex survey data.

Dr. Liu received an MS in mathematics from the Ocean University of China in 1999, an MS in statistics from the University of Nebraska-Lincoln in 2001, and a PhD in survey methodology from the University of Maryland in 2009. Prior to joining the National Cancer Institute, Dr. Liu worked as a statistician at Westat, where she was involved in a variety of survey projects and her responsibilities included survey design, sampling, weighting, imputation, small area estimation, and data swapping. Dr. Liu is a member of the American Statistical Association, from which she received two awards (2008 and 2009). She served as the chair of the Invited and Contributed Posters for the Joint Statistical Meetings in 2011.

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Philip Massey, PhD, MPH

Philip Massey is an assistant professor in the Department of Community Health and Prevention at the Drexel University School of Public Health. He earned both an MPH in community health sciences and his PhD in public health from the UCLA Fielding School of Public Health. His research focuses on health literacy as well as the role of expanding technologies on participatory health communication and health promotion, both domestically and globally. He recently worked on an intervention study that engaged multiple stakeholders, including a large health insurance agency and a technology company, to develop a social media intervention to help adolescents develop health literacy skills to better utilize preventive health care services. Dr. Massey also has more than eight years of experience in global health and has lived and worked in Senegal, Niger, and French Guiana. His current research in West Africa examines health, media, computer, and digital literacy among Senegalese youth to better understand the health and information technology landscape, as well as to inform future health-focused interventions that leverage new and digital media. Additionally, he is working with a Senegalese non-governmental organization to develop and evaluate a television serial drama on health and social justice that incorporates interactive components such as SMS and community forums to engage audience members. His future research agenda includes examining the intersection of health communication and behavioral economics, particularly the role of choice architecture and decision making in the context of health promotion, nutrition, and physical activity.



Richard P. Moser, PhD

Richard Moser is a research psychologist within the Science of Research and Technology Branch, Behavioral Research Program, at the National Cancer Institute. He is the data coordinator for the Health Information National Trends Survey and directs the grid-enabled measures project, which is a web-based portal to promote the use of standardized health research measures and data sharing using technologically-mediated social participation. Dr. Moser has particular interests in conducting and promoting integrative data analysis, which involves merging or linking independent data sets and analyzing them as a whole to help build a cumulative knowledge base. His research interests include statistical and survey methodology, health cognitions, and end-of-life issues. He is an author or co-author on more than 65 peer-reviewed journal articles and several book chapters, spanning a range of topics including survey methodology, analytic procedures, health behaviors, and innovative uses of data.



Anh Bao Nguyen, PhD, MPH

Anh Bao Nguyen is a fellow in the Cancer Prevention Fellowship Program in the National Cancer Institute's Behavioral Research Program in the Science of Research and Technology Branch. She earned her BS in psychology from Virginia Polytechnic Institute and State University, a MA in experimental psychology from the University of Richmond, a PhD in social psychology from Virginia Commonwealth University, and an MPH from the Harvard School of Public Health. Her research examines issues surrounding health disparities, focusing on the intersection of gender, social class, and culture. Her work examines the role of cultural factors on both promotive behaviors (e.g., healthy eating, physical activity, and cancer screening) and risky behaviors (e.g., risky sexual behaviors, tobacco use, and substance use/abuse) among ethnic minority populations. She has relied on community-based participatory research methods in devising, implementing, and evaluating interventions while working with faith-based communities. She also explores how innovative methodological strategies such as integrative data analysis in population-based data can help illuminate trends in health communication, knowledge, and behaviors among under-served, emerging, and hard-to-reach populations.

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Stephanie Nutt, MA, MPA

Stephanie Nutt has worked on the Evaluation and Research team at the LIVESTRONG Foundation for nearly four years. She received her MA in legal studies from Texas State University and her MPA in economic development from Indiana University. In her role at the foundation, she conducts evaluation for all programmatic initiatives. Additionally, she conducts research into post-treatment cancer survivorship issues, with particular emphasis on practical concerns facing cancer survivors.



April Oh, PhD, MPH

April Oh is a senior behavioral scientist working in the Health Behaviors Research Branch in the Behavioral Research Program at the National Cancer Institute (NCI). She is the co-principal investigator and research team manager for the NCI Family Life, Activity, Sun, Health, and Eating Study. Her responsibilities include development and dissemination of the Classification of Laws Associated with School Students website, and dissemination of the Food, Attitudes and Behaviors Survey. Dr. Oh's research program includes examination of the context of eating and activity behaviors (policy and built

and social environments), focus on multiple health behaviors in cancer prevention (physical activity and diet), neighborhood environments, social determinants of behavioral health, and health disparities.

Prior to working at NCI, Dr. Oh was a fellow at the University of Illinois at Chicago Center for Population Health and Health Disparities. She was previously manager of the Kellogg Scholars in Health Disparities postdoctoral program, where she trained scholars in health disparities with the Center for Advancing Health. She also worked as a staff consultant supporting state governments' contract monitoring of the Medicaid Managed Care programs in Indiana and Pennsylvania and development of quality performance profiles for consumers.

Dr. Oh holds a doctoral degree in public health (community health sciences) from the University of Illinois at Chicago, a master of public health degree in health management and policy from the University of Michigan, and a bachelors' of public health degree in health policy and administration from the University of North Carolina at Chapel Hill.



Lynne Padgett, PhD

Lynne Padgett is a rehabilitation psychologist serving as Health Scientist/Program Director at the National Cancer Institute, Division of Cancer Control and Population Sciences, Behavioral Research Program, Basic Biobehavioral and Psychological Sciences Branch. She is also the technical lead for the National Cancer Institute Community Cancer Centers Program in the areas of cancer survivorship and palliative care. Dr. Padgett's program of research focuses on measurement issues related to cognition and emotional distress, as well as interventions to improve or maximize cognitive functioning. She is particularly interested in the process of implementing biobehavioral science into community clinical practice and facilitating research with community partners. In addition, she is interested in organization factors associated with the practice of palliative care.

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Demetrius M. Parker

Demetrius Parker has more than 25 years' experience as a communication strategist and leader. His expertise is in public affairs and government relations, public relations, marketing communication, and social marketing. Parker is currently on detail from the CDC's Office of Communication to the Division of Cancer Prevention and Control where he serves as acting associate director for communication. He began his tenure with CDC in 2006 when he joined the National Center for Health Marketing. Since then he has supported developing and managing a variety of health marketing and social marketing initiatives with the CDC Centers, Institutes, and Offices and other public health-focused agencies in the states, tribal nations, and U.S. territories. Parker also serves as project officer for two health marketing cooperative agreements—the Entertainment Education Cooperative Agreement in collaboration with Hollywood Health & Society at the University of Southern California and the Health Communication and Community Engagement Cooperative Agreement with the Atlanta-based National Public Health Information Coalition.

Parker began his career in public health in 2002 with the Georgia Department of Public Health in the Cancer Control Division, where he led the development and implementation of the Governor's cancer prevention initiative, *Live Healthy Georgia Campaign and the Cancer Awareness and Education Campaign*. He later served as director of public relations and social marketing and served as communication and media relations officer and spokesperson for agency, coordinating communication with Georgia's 159 counties and 18 public health districts.



Heather Patrick, PhD

Heather Patrick is a Health Scientist/Program Director at the National Cancer Institute (NCI), Division of Cancer Control and Population Sciences (DCCPS), Behavioral Research Program (BRP), Health Behaviors Research Branch (HBRB). She earned her Doctorate in Social Psychology from the University of Houston in 2003, with a quantitative concentration. She completed a Post-Doctoral Fellowship in Behavioral Nutrition at the Children's Nutrition Research Center at Baylor College of Medicine in Houston, TX. During her post-doctoral training, Dr. Patrick was selected to attend the first Advanced Training Institute on Health Behavior Theory (NCI, 2004). Prior to coming to NCI, Dr. Patrick was on the faculty in the Departments of Medicine and Clinical and Social Psychology at the University of Rochester in Rochester, NY, where she completed work on a large tobacco-cessation induction trial and a computerized intervention to promote physical activity among sedentary young adults. Her research interests include health promotion/disease prevention, applications of theory to health behavior change and maintenance, use of technology for data capture and health behavior interventions, and the interplay between close relationships and health - from promotion through survivorship.



Alexander Persoskie, PhD

Alexander Persoskie is a Cancer Research and Training Award Fellow in the National Cancer Institute's Division of Cancer Control and Population Sciences, Behavioral Research Program, Basic Biobehavioral and Psychological Sciences Branch. He holds a BS in psychology from Allegheny College and a PhD in behavioral decision research from Carnegie Mellon University. Dr. Persoskie is currently focusing his training in judgment and decision making research to better understand the behaviors that put people at risk for cancer and strategies that may be effective in promoting and maintaining behavior change. Examples of variables of interest include individuals' beliefs about the relative sizes of various risks (a type of perception previously found to be highly stable), time preference, the demoralizing effects of unsuccessfully trying to quit smoking, and people's strategies for managing their own behavior (e.g., use of precommitment to avoid self-control failures).

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David Portnoy, PhD, MPH

David Portnoy is the acting team lead for the Social Science Team in the Office of Science at the Center for Tobacco Products at the Food and Drug Administration. Dr. Portnoy received his MA and PhD in social psychology from the University of Connecticut and an MPH from Johns Hopkins School of Public Health, while completing the post-doctoral Cancer Prevention Fellowship Program at the National Cancer Institute. At the National Cancer Institute, Dr. Portnoy worked in the Behavioral Research Program conducting research on risk perceptions, risk communication, decision making, patient-provider communication, and health communication using a variety of methods including the Health Information National Trends Survey. At the Food and Drug Administration, he conducts research on consumer perceptions of tobacco products, works with the Office of health Communication and Education to develop the science base for health communication efforts, and conducts review of industry submissions. In addition, he leads the effort to develop items on tobacco-related attitudes, beliefs, and exposure to communications to be included on a future cycle of the Health Information National Trends Survey.



Abby Prestin, PhD

Abby Prestin was a Cancer Research Training Award Fellow in the Health Communication and Informatics Research Branch within the Behavioral Research Program. Her research interests were unified under the central theme of understanding the relationship between emotion and health. Within this general area, her work more specifically explores the interplay between cognition and emotion in understanding the effects of mediated health messages, issues of stress and coping during cancer survivorship, and the utilization of emotion theory to inform the design of mediated health promotion messages and media-based positive psychology interventions. She was also fascinated by the ways in which social media and new technologies are changing the media landscape, and the implications that these changes have for the enhancement of health communication efforts. Dr. Prestin graduated from New York University in 2002 with a BA in journalism and mass communications. She received her MA in communication in 2008 and her PhD in communication in 2011 from the University of California, Santa Barbara, and she received the 2009 ICA/NCA Health Communication Division Thesis of the Year Award. Her dissertation tested the capacity of different genres of media content to evoke discrete positive emotional experiences (e.g., amusement, hope) that differentially facilitate stress reduction and engagement in cognitive and behavioral coping strategies.



William Riley, PhD

William Riley is Chief of the Science of Research and Technology Branch, Behavioral Research Program in the Division of Cancer Control and Population Sciences at the National Cancer Institute. Dr. Riley's research interests include behavioral assessment, psychosocial health risk factors, tobacco use/cessation, and the application of technology to preventive health behaviors and chronic disease management. He has been interested in applying new technologies, particularly mobile and wireless technologies, in behavioral measurement and intervention, and the potential of these technologies to assess and intervene adaptively, in the context of the behavior, and with broad reach and scalability. His research has included the use of mobile phones and other mobile computer devices to assess and intervene on tobacco use, dietary intake, physical activity, sleep, and medication adherence. He also is interested in the application of engineering and computer science methodologies to the behavioral sciences.

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Lila J. Rutten, PhD, MPH

Lila Rutten is currently the associate scientific director of the Population Health Science Program in the Center for the Science of Healthcare Delivery at Mayo Clinic. Dr. Rutten's research is focused on population-level disease prevention and health promotion and the development, implementation, and evaluation of high-value, patient-centered health care to improve population health and health outcomes. Prior to her work with Mayo Clinic, Dr. Rutten provided scientific and programmatic support to the National Cancer Institute's Health Communication and Informatics Research Branch as a senior behavioral scientist with SAIC-Frederick, Inc., National Cancer Institute. Dr. Rutten also served the Health Communication and Informatics Research Branch as a project officer overseeing a research portfolio in health communication and informatics research, and serving as the research coordinator for the Health Information National Trends Survey. Dr. Rutten received her PhD in psychology from Miami University of Ohio and an MPH from Harvard University.



Marina Soley-Bori, MA

Marina Soley-Bori is a third year PhD student in health economics at Boston University's School of Public Health. Her research currently focuses on costs and quality of care in chronic illnesses and the influence of organizational factors on them. She is also interested in health care access and insurance design. She holds a BA in economics from Autonomous University of Barcelona and an MA in economics from Boston University. Her training is particularly focused on quantitative methods for applied analysis. Soley-Bori has worked as a teaching assistant for public economics and as the primary instructor for economic evaluation, both at Pompeu Fabra University. She also carried out research at the Center for Health and Economics in areas related to economic evaluation, long term care, and health inequalities. She is currently a research assistant at Boston University's Department of Health Policy and Management, assisting Dr. Lewis Kazis in his research about quality of life measurement and evaluation and drugs utilization.



Lilnabeth P. Somera, PhD

Lilnabeth Somera is an associate professor of communication at the University of Guam. She received her PhD in communication from Michigan State University. Before she joined the University of Guam, she was a member of the faculty at the University of Houston-Victoria and De La Salle University in Manila, Philippines. Her primary research interests include health communication and online and intergenerational communication. She has two current research projects with the U-54 University of Guam-University of Hawaii partnership grant, which focus on the cultural factors that impact health information communication patterns among the Pacific Islander populations in Guam and Hawaii. She is a member of the International Communication Association and is on the Board of the Guam Humanities Council. Dr. Somera serves as advisor of the University of Guam Chapter of Lambda Pi Eta, the Communication Honor Society.

Helen Sullivan, PhD, MPH

Helen Sullivan is a social science analyst in the Office of Prescription Drug Promotion at the Food and Drug Administration. Prior to this, she was a Cancer Prevention Fellow at the National Cancer Institute. She received her BA from Yale University; her PhD in psychology from the University of Minnesota, Twin Cities; and her MPH from Johns Hopkins Bloomberg School of Public Health.

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Andy Tan, PhD, MPH

Andy Tan is a health communication researcher with a background in health promotion and medicine. His research focuses on interpersonal and mass-mediated health communication and its influence on cancer prevention and survivorship outcomes. More recently, he has examined the influence of patient-centered communication on cancer patients' adherence to routine surveillance, joint effects of exposure to tobacco cessation campaigns and interpersonal discussion in promoting cessation attempts, impact of direct-to-consumer advertising on health information seeking behaviors, and predictors of continued use of emerging information communication technologies in older adults. He is currently a post-doctoral research fellow at the University of Pennsylvania Annenberg School for Communication, where he earned his PhD in May 2013. Prior to this, he earned an MPH and MBA from the Johns Hopkins University Bloomberg School of Public Health and Carey Business School (2007) and an MBBS from the National University of Singapore (2001).



Sana Vieux, MPH

Sana Vieux is a scientific program analyst in the Office of the Director at the National Cancer Institute's Division of Cancer Control and Population Sciences. In this capacity, Vieux applies the theories of social and behavioral research methods to develop the scientific mission pertaining to the scientific and research needs of the Centers for Population Health and Health Disparities, in collaboration with program directors and analysts. In addition, she coordinates the development of a measures database to facilitate cross-Center comparisons of outcomes, scales, and methods of data collection. Prior to this, Vieux was a Cancer Research Training Award Fellow in the Behavioral Research Program of the Division of Cancer Control and Population Sciences. In this capacity, she analyzed data using the Health Information National Trends Survey, specifically performing trend analyses by linking multiple iterations of data to test for differences between variables across time. Vieux was also actively involved in projects using the grid enabled measures database. In particular, she coordinated the Survivorship Care Planning Initiative in collaboration with the Office of Cancer Survivorship, which seeks to build consensus around high-priority care planning measures, ultimately for the use of shared measures across care planning research efforts. Vieux earned her BS in genetics (with a minor in English) from the University of California, Davis, and an MPH, with a concentration in epidemiology and biostatistics, from San Diego State University.



Denna Wheeler, PhD

Denna Wheeler earned a BS in mathematics from the University of Oklahoma, a MEd in counseling from the University of Arkansas, and a PhD in educational psychology with emphasis in research and evaluation from Oklahoma State University. Most of her career has been spent teaching mathematics and statistics to community college and university students. She is currently the coordinator of research and evaluation at the Oklahoma State University Center for Health Sciences Center for Rural Health and is an adjunct assistant professor for educational studies, teaching courses in statistical methods. Dr. Wheeler's published work primarily involves applied psychometrics including factor structure analysis, reliability generalization, and measurement invariance. The focus of her work for the center is rural health policy and physician workforce issues, including recruitment and retention of physicians in rural areas. Dr. Wheeler is currently working on a two-year project for the Robert Wood Johnson Foundation, studying the efficacy of telemedicine in the provision of mental health services to rural families.

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Gordon Willis, PhD

Gordon Willis has been a cognitive psychologist in the Division of Cancer Control and Population Sciences at the National Cancer Institute since 2000. Prior to that he was a survey methodologist at Research Triangle Institute, and also worked for more than a decade at the questionnaire design laboratory at the National Center for Health Statistics, CDC. Dr. Willis attended Oberlin College, and received a PhD in cognitive psychology from Northwestern University. He now works mainly in the area of development and evaluation of surveys on cancer risk factors and focuses on questionnaire pretesting. He has recently become interested in methodologies and technological developments needed to ensure the successful future of self-report surveys and research studies.



Stefanie Winston, JD, MPH

Stefanie Winston currently works at MayaTech's Center for Health Policy and Legislative Analysis where she is responsible for assignments involving legislative data management, abstracting legislative data, research, and health policy analysis. Her research, technical assistance, and data warehousing support includes verification of legislative data for multiple projects, refinement of coding instruments used in obesity prevention qualitative data analysis, coding laws on tobacco control and writing fact sheets on tobacco control issues, coding nutrition and physical activity statutory and regulatory laws, and abstracting cancer prevention state level statutes. Winston also manages a project and frequently executes rapid responses to client agency requests. She also has worked on a project that evaluated the policies, systems, and environment of a local county and has performed several literature reviews. Prior to joining MayaTech, Winston interned at the Georgia Department of Behavioral Health and Developmental Disabilities where she researched and developed policy on issues including the Civil Rights of Institutionalized Persons Act, Crisis Stabilization Programs, immigration, and other mental health and disability services that benefit Georgia residents. She also worked for the Health and Human Services, Office of the General Counsel, in the reimbursement division, contacting clients concerning Medicare payments and working with on health care issues in the Southeast Region. Winston has also previously worked at the International Justice Mission in Washington, DC, where she researched and prepared legal memoranda on country-specific laws to guide casework strategy in the field, assisted with research that contributed to the drafting of legislation on child sexual abuse, and worked with attorneys in preparing intervention reports for submission to authorities. Winston completed her joint JD/MPH degree at the Emory University School of Law and Rollins School of Public Health in Atlanta, Georgia. She has passed the bar exam in Georgia and in Washington, DC.



Mandi Yu, PhD

Mandi Yu is a mathematical statistician in the Data Analysis and Interpretation Branch within the Division of Cancer Control and Population Sciences at the National Cancer Institute. Her research interests include disclosure risk assessment of cancer registry data and sample survey data; statistical disclosure control methods; multiple imputations of missing data in cancer registries, surveys, and clinical trials; survey sampling; and analysis of complex survey data.

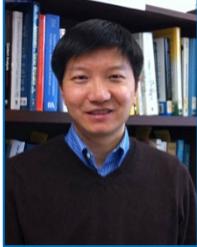
Dr. Yu received her PhD in survey methodology from the University of Michigan in 2008. She also holds an MS in survey methodology from the University of Nebraska-Lincoln and a Bachelor's degree from Nankai University in China. Prior to joining the National Cancer Institute in 2009, she held a position as a mathematical statistician at the Food and Drug Administration. Dr. Yu is the recipient of two awards from the American Statistical Association (2007).

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Xiaoquan Zhao, PhD

Xiaoquan Zhao is associate professor in the Department of Communication at George Mason University. His research focuses on the design of effective messages for public communication campaigns, health information seeking, information disparities affecting vulnerable populations, news effects on health and risk perceptions, the role of attitude strength in persuasive communication, and the role of the self in health behavior and risk judgments. He is currently taking a one-year leave from George Mason University to work as a Tobacco Regulatory Science Fellow at the Food and Drug Administration, where he is participating in the design and evaluation of multiple large-scale public education campaigns targeting both the general youth population and several high-risk subpopulations.