

COMMISSION FOR HIGHER EDUCATION

Friday, February 14, 2012

DECISION ITEM A-2:

Doctor of Philosophy in Health Communication To Be Offered by Indiana University Through Its IUPUI Campus

Staff Recommendation

That the Commission for Higher Education approve the Doctor of Philosophy (Ph.D.) in Health Communication to be offered by Indiana University through its IUPUI campus, in accordance with the background discussion in this agenda item and the *Program Description*.

Background

The Academic Affairs and Quality Committee discussed this program on November 12, 2012, although because of University scheduling conflicts, the program could not be placed on the Commission's agenda for action until this month. In response to the Committee discussion in November, the University has provided five letters of support for the program from industry.

Similar Programs in Indiana. According to the Independent Colleges of Indiana (ICI) web site, there are no doctoral communications programs in the **independent** or private not-for-profit sector.

The Board for Proprietary Education (BPE) data base indicates there are no institutions in the **proprietary** or private for-profit sector that offer doctoral communications programs.

Within the **public** sector, two institutions offer doctoral communications programs: Indiana University Bloomington (Ph.D. in Communication and Culture and Ph.D. in Mass Communication) and Purdue University West Lafayette (Ph.D. in Communications). Together, these programs graduated a total of 25 students in FY2011:

<u>Campus and Program</u>	<u>FY2011 Ph.D. Graduates</u>
IUB Communication and Culture	6
IUB Mass Communications	4
PWL Communications	15
Total	25

Related Programs at IUPUI. Currently, IU Kokomo students have two baccalaureate options if they want to pursue a career related to hospitality and tourism at IU Kokomo – Business and Communication Arts, which together graduated a total of 46 students in FY2011. IU Kokomo also offers an MBA program.

<u>Program Area</u>	<u>FY 2011 Graduates</u>
Dentistry	119
Medicine	296
Physical Therapy	34
<u>Nursing</u>	<u>10</u>
Subtotal	459
Law	254
Other	42
Total	755

IWIS Analysis. Because there are few doctoral programs in this area, all of which are relatively small, there was insufficient data for reporting recent earnings.

Concluding Points. If this program were a broad-based doctoral communication program, with multiple tracks or specializations in disparate areas, or resembled the programs at IU Bloomington or Purdue West Lafayette, staff would not recommend approval.

However, the proposed program is highly focused on Health Communications, and in fact, will be the only doctoral program in the country with Health Communications as its sole focus. This program is well positioned to make a significant contribution to an area of high importance to the state's economy and to the well-being of its citizens, as reflected in the letters of support furnished by the University. Its targeted focus is also consistent with the mission and strengths of the IUPUI campus and fits well strategically into Indiana's system of higher education.

Supporting Documents

1. *Program Description* – Ph.D. in Health Communication
2. Letters of Support

Ph.D. in Health Communication To Be Offered by IUPUI at Indianapolis, Indiana

1. Characteristics of the Program

a. Campus Offering Program: Indiana University Purdue University Indianapolis (IUPUI)

b. Scope of Delivery: IUPUI campus, including partnerships with other health-related academic units on the IUPUI campus.

c. Mode of Delivery: traditional means such as classroom seminars from communication faculty and learning that offers the ability to observe and participate in clinical experiences to understand the significance of communication issues in health care delivery.

d. Other Delivery Aspects: Students will have access to Senior Affiliate Faculty members through invitations to join research teams, interfacing with educational projects, and internships learning about communication issues through observation in clinical settings.

e. Academic Unit Offering Program: Department of Communication Studies in the IU School of Liberal Arts at IUPUI.

2. Rationale for the Program

a. Institutional Rationale: The campus of IUPUI has been designated as the Health and Life Science destination educational institution in the state of Indiana. As such, the development of programs that enhance productivity in this health-related mission stand to increase the reputation of the campus and Indiana University as a whole. This degree program fits with the mission-driven call of the *Reaching Higher, Achieving More* agenda as well as the Chancellor's mission to create 21st Century degree programs on the campus of IUPUI. (See Appendix 1: Institutional Rationale).

b. State Rationale: *Reaching Higher, Achieving More* calls for institutions to develop programs that advance the specific mission and strengths of each institution. The Ph.D. in health communication is an academic program which capitalizes on the strength of IUPUI and the work developing in Indianapolis and Indiana designating health and life sciences as a major focus for economic development. The creation of Indiana BioCrossroads as a partnership between leading research, academic, and economic development organizations in 2002 with the specific objective of making Indiana a world-class center for health and life sciences has received recognition for its progress from BIO/Battelle, naming Indiana the national leader for life sciences jobs and growth.¹

¹ Battelle/Bio. *Battelle/Bio State Bioscience Industry Development 2012*. June 2012. (accessed September 26, 2012) http://www.bio.org/sites/default/files/v3battelle-bio_2012_industry_development.pdf. Press release is located here: <http://www.biocrossroads.com/Newsroom/Indiana-leads-U-S--in-life-sciences-jobs-and-growt.aspx>.

c. Evidence of Labor Market Need

i. National, State or Regional Need

The development of this program has evolved out of inquiries from individuals in the Indianapolis community and entities in the state, interest by the health and life science research faculty with employment opportunities for qualified graduate students, health-based companies in Indianapolis, and healthcare organizations such as hospitals and clinics seeking professionals with expertise in health communication. We have also noted the considerable success other universities in the country have had with launching Ph.D. programs that include a track in health communication. Letters of support from several community organizations including Mental Health America of Indiana, the United Way, the Indiana Minority Health Coalition, and the Indiana Public Health Association are included in Appendix 2.

The increasing role of the health and life sciences in Indiana, Indianapolis and especially at IUPUI, generates a demand for people who are educated in health communication at the Ph.D. level. The demand for health communication professionals is fostered further given the surge in health care costs over the past two decades in the US, and a growing array of critical health issues around the globe. A substantial need exists for health communication specialists who can work in collaboration with physicians and other health researchers and advocates on the design and implementation of more efficient and effective health care systems, whether in government, education, not-for-profit, or health care industries. The establishment of a Ph.D. program in health communication will help to meet these needs.

The health communication Ph.D. program at IUPUI would be the only Ph.D. program in the country to focus solely on health communication issues. Purdue University, West Lafayette, is the only other Ph.D. program in the state to offer health communication as an area of emphasis (but not the sole focus of the program). While the Purdue program provides the student with the academic dimension of learning health communication issues, the proposed program at IUPUI has two distinguishing features that set it apart. First, the degree itself offers a concentration in health communication curricula, the only program in the country to do so. Second, many opportunities exist on the campus of IUPUI to interface with researchers, clinicians, and healthcare delivery systems. These hands on activities will enhance the educational experience for the students in the proposed Ph.D. program as well as their employability.

Academic job opportunities are increasing to serve the growing demand for individuals with an advanced degree in health communication issues. According to the "[Analysis of Faculty Teaching Positions Advertised 2005-2010](#)," conducted by the National Communication Association, the number of faculty teaching positions in communication overall has declined, but *health communication is one of three content areas that has witnessed an increase in the demand for academic jobs*. The need for Ph.D. degree holders arises because health communication issues are at the forefront of healthcare challenges.

ii. Preparation for Graduate Programs or Other Benefits

The demand for healthcare professionals with an expertise in health communication has grown exponentially in the last fifteen years. Examples of such demand include required competencies in

health communication for medical students and medical residency programs, the increasing emphasis on health literacy in the larger community, and skills-based educational programs in health communication.

There is a great need to make healthcare more communicatively accessible. There are many cases where communication is at the core of breakdowns in healthcare delivery. Patients misunderstand how they are to take their medicine; providers miscommunicate treatment plans. Mistakes are made in a host of situations that hinge on the ability to communicate effectively. Such failures can have dire consequences.

These developments combined speak strongly for health communication programs to train and educate professionals to fill this ever-growing need. The Indiana University School of Liberal Arts Department of Communication Studies on the campus of IUPUI, Indiana University's health sciences campus, is perfectly situated to educate the next generation of health communication specialists.

iii. Summary of Indiana DWD and/or U.S. Department of Labor Data

Non-academic jobs in health careers have grown exponentially in the last 5-10 years. According to the [Bureau of Labor Statistics](#), "ten of the 20 fastest growing occupations are healthcare related;" "Healthcare will generate 3.2 million new wage and salary jobs between 2008 and 2018, more than any other industry." In Indiana, according to the [Indiana Department of Workforce Development](#), the number of health care positions is expected to increase by 22.5% by 2018. (See Appendix 3: Summary of Employment and Job Information).

iv. National, State or Regional Studies

See "evidence of labor market need" above and Appendix 3 for discussions of labor market needs. See also the letters of support in Appendix 2 which testify to the need for this program.

v. Surveys of Employers or Students and Analyses of Job Postings

The information included above and in Appendix 3 demonstrates growth in both academic and non-academic settings. There is also a need for training to produce researchers qualified to investigate critical health communication problems. In this regard, the National Institutes of Health, the National Science Foundation and the National Cancer Institute and other governmental entities fund many research projects that address critical health communication issues. In addition, private funding has grown in support of specific health communication issues such as patient adherence in taking medications. Graduates with this degree stand an excellent chance of obtaining positions both in the state of Indiana and in other areas of the country.

vi. Letters of Support

Many individuals and organizations have provided letters in support of this proposal including: 1) Schools, centers, and programs on the IUPUI campus, 2) Affiliate faculty members willing to teach in the program and offer internships, research, and clinical opportunities to students 3) Community Health Organizations, and 4) Other Indiana Ph.D. programs. (See Appendix 2).

3. Cost of and Support of the Program

a. Costs

i. Faculty and Staff

Currently, the Department of Communication Studies has 14 tenure-line faculty members. Of those 14 faculty members, six bring expertise working in Ph.D. programs at other research institutions. Each brings a unique dimension of health research expertise to the program, including medical ethics, privacy and confidentiality, provider-patient interactions, health interpersonal communication, health media campaigns, and global health issues. We have secured permission to search for two professors (open rank) in health communication who will complement the existing faculty and be in place in fall 2013. In addition, drawing on the rich resources available on the health and life science campus of IUPUI, over twenty Senior Affiliate Faculty members who are researchers in health care issues or practicing providers on the campus of IUPUI have agreed to contribute to the educational experience. (See Appendix 4).

ii. Facilities

For the most part, the proposed Ph.D. program in health communication will be facilitated by the learning and teaching resources that exist on the campus of IUPUI and in the IU School of Liberal Arts at IUPUI. Hence, minimal state investments are necessary for its implementation.

The Department of Communication Studies will require additional space for offices for graduate teaching/research assistants. Existing campus space will be used; no new facilities and no new leases will be required.

iii. Other Capital Costs (e.g. Equipment)

None.

b. Support

i. Nature of Support

New costs of the program – the faculty and staff described above, student financial support, and routine expendable equipment and supplies and expense – will be covered by tuition and fees paid by new students and by external grants.

ii. Special Fees above Baseline Tuition

No new program fee is anticipated for the program. The same tuition and other fee structure currently in place will apply to students in the proposed program.

4. Similar and Related Programs

a. Lists of Programs and Degrees Conferred

i. Similar Programs at Other Institutions

According to the 2011 compilation of doctoral programs in communication commissioned by the National Communication Association, seventy-nine universities in the United States grant Ph.D. degrees in Communication. A comprehensive search of the web sites of each of those universities identified twenty-three with a track, specialization, or research focus in Health Communication.

Those programs range in quality according to the 2004 [Reputational Study of Doctoral Programs in Communication](#), with reputational scores ranging from 1 (distinguished) to 5 (marginal). University of Pennsylvania (1.71), Pennsylvania State University (1.71), and Michigan State University (1.73) are the top-three health communication programs in the country; only 14 programs have a reputational score of 3.0 or stronger (1.0 – 3.0), some of which are in neighboring states (Michigan, Illinois, Kentucky, and Ohio). No program focuses solely on a Ph.D. in health communication with access to a medical campus in the life sciences hub of the state. As noted above, this sets our program apart and promises to be highly attractive to prospective candidates and to increase the marketability of the degree. (See appendix 5).

ii. Related Programs at the Proposing Institution

Indiana University, Bloomington offers a Ph.D. in Communication and Culture. This program emphasizes rhetoric, public culture, performance and ethnography, film and media studies. According to the program description, there is no overlap with the proposed Ph.D. program in Health Communication and the department has written a letter of support for the proposed Ph.D. program which is included in Appendix 2.

The School of Journalism offers an MA on the Bloomington campus with an emphasis in science and health journalism among other areas. The Department of Telecommunications in Bloomington offers a PhD in Mass Communication in cooperation with the School of Journalism. Former Dean Brad Hamm of the School of Journalism has indicated support for the proposed Ph.D. program in Health Communication and his letter is included in Appendix 2.

Purdue University, West Lafayette offers a Ph.D. in Communication with a track in health communication among other areas of emphasis. Purdue has also offered a letter of support for our proposed Ph.D. program, included in Appendix 2.

b. List of Similar Programs Outside Indiana

See Appendix 5 for a list of Ph.D. programs in Communication. Those with a focus, track, or emphasis in Health Communication are noted.

c. Articulation of Associate/Baccalaureate Programs

N/A

d. Collaboration with Similar or Related Programs on Other Campuses

This Ph.D. program would be unique among those universities offering degrees related to health communication because it has significant potential to interface with a variety of health related centers, schools, and programs (e.g., IU Schools of Medicine (IUSM), Nursing, Dentistry, Health and Rehabilitations Science, Social Work, Science, and the School of Public Health). Further, engaging with enterprises in the Indianapolis community, such as the community-based program in Health Care Advocacy, also has the potential to provide a fertile ground of opportunity to learn. In addition, the School of Liberal Arts has considerable institutional resources including: Medical Anthropology, the Indiana Center for Intercultural Communication, Economics, and Sociology, as well as strong allied programs in Bioethics, Medical Humanities, and Religious Studies.

All of these areas have the potential to contribute faculty time for research and teaching purposes to the Health Communication Ph.D. program. School of Liberal Arts faculty at IUPUI in general and Communication Studies faculty members in particular, have strong research and programmatic ties with IUSM, enabling creative and innovative research collaborations for faculty and graduate students in Health Communication.

In addition, the Indiana Center for Intercultural Communication has been successful in winning grants to support research on health literacy. This Center's collaboration with the Ph.D. program offers additional avenues for students to study and learn about intercultural issues in healthcare.

5. Quality and Other Aspects of the Program

a. Credit Hours Required/Time to Completion

A minimum of 60 credits hours beyond the Master's degree are required for the Ph.D. in Health Communication. Students entering the program must have at least a Master's (minimum of 30 credit hours) in a related social science or health discipline, with preference given to those students with degrees from communication studies programs. Overall, the 60 credit hours beyond the Master's degree include core courses (15 credit hours), seminars in content areas focused on (but not limited to) interpersonal relationships communication, intercultural communication, mediated/campaign communication (15 credit hours), minor (9-12 credit hours), field work/research (6-9 credit hours), and dissertation credits (12 credit hours). Assuming full-time study, students can complete the program in four years. (See Appendix 6).

b. Exceeding the Standard Expectation of Credit Hours

N/A

c. Program Competencies or Learning Outcomes

The main program objectives for the proposed Ph.D. program in health communication include preparing students: (1) to teach and research in the areas of health interpersonal relationships, intercultural health, and mediated communication in healthcare including campaign development, each with significant discussion around ethical issues in health care delivery; (2) to initiate, participate, and

develop competency in research on health and medical issues; (3) to gain skills in understanding clinical problems affected by communication; (4) to develop the capabilities to translate research on communication related clinical problems into practice; (5) to secure academic jobs and/or healthcare professional positions.

d. Assessment

The Ph.D. comprehensive examination is designed to show that students have the abilities necessary to function successfully as independent scholars of health communication. Two classes of abilities are necessary for such success: (1) broad knowledge of the field and (2) specialized knowledge of a chosen area of health communication. There are three parts to this exam. Part one focuses on general knowledge about health communication. Part two focuses on testing for competence in a health communication area of expertise. Part three is the oral defense to be completed after the exam portion is graded by the Advisory Committee.

After the student has passed both the written and oral portions of the Comprehensive Examinations, then s/he will write and defend a dissertation prospectus in an area of health communication in which the student demonstrates expertise. Once the student successfully completes the oral defense, s/he will be admitted to candidacy.

The dissertation will consist of a fully documented written analysis of a problem which extends the knowledge and/or theoretical framework of the field, and reflects the student's creativity and competence in independent, interdisciplinary research using an appropriate research methodology.

e. Licensure and Certification: Doctor of Philosophy (Ph.D.) in Health Communication, Indiana University Graduate School, from the School of Liberal Arts at Indiana University Purdue University Indianapolis (IUPUI); CIP Code: 09.0905

f. Placement of Graduates

Graduates of this program will be trained as researchers and health communication practitioners. Consequently, both the academic teaching/research field and the health care industry outside of the academy (e.g., government, not-for profit, health organizations) are viable options for employment. The demand for both researchers and health specialists with a Ph.D. in health communication is great. (See Appendix 3 for more information).

g. Accreditation

N/A

6. Projected Headcount and FTE Enrollments and Degrees Conferred



February 3, 2013

Sandra Petronio, Ph.D.
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IU School of Liberal Arts, Department of Communication Studies
IU School of Medicine
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Senior Affiliate Faculty
Charles Warren Fairbanks Center for Medical Ethics,
IU Health
Founding Director, IUPUI Translating Research into Practice Initiative (TRIP)
5801 Sunset Lane
Indianapolis, Indiana 46228

Re: Proposed PhD. Degree in Health Communication, IUPUI Department of Communication Studies

Dear Dr. Petronio,

I am writing on behalf of BioCrossroads (as well as the Central Indiana Corporate Partnership, Inc.) to express our strong support for the proposed new PhD. degree in Health Communication to be offered by the Department of Communication Studies at IUPUI in the IU School of Liberal Arts. As I understand this proposal, it seeks to advance a set of skills and opportunities that are critically needed, and well timed, for the further success of Indiana's emerging status as one of the nation's premier centers for translational academic medicine, healthcare excellence and life sciences research and development.

BioCrossroads, Indiana's signature public-private collaboration of leading healthcare corporations, philanthropy and premier research universities (including, of course, Indiana University and the IU School of Medicine) has an investment agenda that is essentially both collaborative and catalytic. We seek to forge unique partnerships among leading academic, clinical and corporate talent to establish promising new opportunities, including the Indiana Health Information Exchange; the Fairbanks Institute for Healthy Communities; OrthoWorx and the Orthopedic Capital Clinic; and the Indiana Clinical and Translational Science Institute, based on a major award from the National Institutes of Health to the IU School of Medicine and advised by an External Advisory Board which I am privileged to chair. In all of these efforts, we see time and again the need for effective communication—across academic-industry barriers, between academic and clinical models, and among healthcare systems, physicians and patients—to advance and translate promising innovation into productive practice and greater community benefit.

In 2012, BioCrossroads commissioned the Battelle Technology Partnership Practice to initiate a major study of Indiana’s academic and commercial “intellectual assets” in the life sciences—an inventory, accompanied by in-depth interviews, regarding research and innovation strengths and challenges across our academic research and medical centers and our leading healthcare corporations. We undertook this year-long study—*Advancing Indiana’s Life Science Competitiveness and Strategic Collaborations Among Industry, Universities and Academic Health Centers in Targeted Areas of Opportunity*—in an effort to determine our shared next, best strategies and steps to improve the growth of our economy as well as the health of our fellow Hoosiers. Among its numerous findings, the Battelle study concluded that many of Indiana’s substantial strengths across academic-industry-clinical sectors have been limited to date because opportunities have too frequently “been largely siloed and separately pursued,” without effective communication or collaboration.

Similarly, and of potentially even greater immediate concern, we now see our state’s major healthcare systems charting new and ever-changing courses as they become (or join) accountable care organizations (ACOs) under the Patient Protection and Affordable Care Act of 2010. In this emerging ACO era for the development and delivery of healthcare—valuing efficiency and the effective use and shared understanding of clinical information as never before—the costs of ineffective and insufficient communication among academic and clinical colleagues, and from physicians to patients, will quickly become unacceptably high, both for our healthcare economy and for the better health of our citizens. A degree program such as the proposed PhD. degree in Health Communication will be an excellent way to ensure that we have, within our research university community, an important center of appropriately trained researchers readily conversant in the use of message design and information practices for the development and deployment of more effective health-related policies—and better health outcomes in this ACO environment. In fact, I can think of no new degree program more appropriate for our times, our needs and our opportunities today.

Again, we strongly support this degree proposal, and stand ready to share our enthusiasm with others. We applaud you for taking such an important step forward, and look forward to working with you in putting the high potential of this program to work in and for Indiana.

With best wishes,

Yours sincerely,



David Lawther Johnson
President and CEO
BioCrossroads

President and CEO
Central Indiana Corporate Partnership, Inc.



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January 24, 2013

Sandra Petronio, Ph.D.
Professor, Department of Communication Studies
Indiana University-Purdue University Indianapolis
355 Lansing St., AO 101
Indianapolis, IN 46202

Dear Dr. Petronio:

I am pleased to offer my support and recommendation for the creation of a Ph.D. program in Health Communication within the Department of Communication Studies at IUPUI in the IU School of Liberal Arts. The value of such a program would extend throughout the state and across the full range of populations and residents, from our state's care providers, medical educators and researchers, to the life sciences industry, to all of us who are patients, and family members of patients, receiving any type of medical care.

In the history of our nation, our state and our local community, few if any moments compare to the present in terms of the breadth, depth and complexity we face in delivering quality, research-based, cost-effective health care. A collection of factors, from population changes and social trends to medical advances and the availability of medical technologies and procedures unimagined in decades past, contributes to this great challenge that requires tremendous energy and attention, even with the passage of health care reform.

And in today's still changing post-reform environment, and for a foreseeable future that we know will include further change, the value of sound health research, clear communication and effective patient and provider engagement is exponentially greater than it has ever been.

At the same time, as Indiana strives to strengthen its leadership position in the critical life sciences industry, the state stands to benefit from attracting and graduating more students in fields directly related to life sciences and health care, and also in representing a leading academic environment for health and life sciences education.

Beyond the borders of our great state, over the last decade the important role of communication in improving health outcomes has developed as an important emphasis for national organizations including the National Institutes of Health,



the Centers for Disease Control and Prevention and the Department of Health and Human Services. Likewise, new major research and outreach programs have been introduced in the past several years, a trend that emphasizes the growing centrality of health communication.

At Health and Hospital Corporation of Marion County, which operates the Marion County Public Health Department, Wishard-Eskenazi Health, Indianapolis Emergency Medical Services, and a long-term care division providing care throughout the state, we interact with patients, providers, educators and researchers across the broad health care spectrum, and as such, have a distinct understanding of the value of health-specific communication.

For all of these reasons, and undoubtedly many more, I'm pleased to offer my recommendation and support for the proposed Ph.D. degree in Health Communication in the Department of Communication Studies at IUPUI.

Sincerely,

A handwritten signature in black ink, appearing to read 'Matthew R. Gutwein', written over a horizontal line.

Matthew R. Gutwein
President and CEO
Health & Hospital Corporation of Marion County



Community Health Network

Network Administration
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eCommunity.com

January 30, 2013

Sandra Petronio, PhD
Professor, IUPUI Department of Communication Studies
IU School of Medicine, Senior Affiliate Faculty
Charles Warren Fairbanks Center for Medical Ethics, IU Health
Adjunct Faculty, IU School of Nursing
Indiana University Purdue University at Indianapolis
420 University Boulevard
Indianapolis, IN 46202

Dear Dr. Petronio:

We support the request to the Commission on Higher Education for the proposed expansion of the current master's degree in health communication at IUPUI to establish a PhD program in health communication. As you know, health care is increasingly complex and we require a workforce of leaders who can offer skills in research, education and training for our evolving and complex health care industry in communication processes and patterns that affect health.

We understand that you are responding to the needs of the profession, the market demand, and the growth of health communication graduate programs nationally. As you know, the area of health communication is expanding rapidly, and careers for people in health communication are growing. We have applied health communication trained staff in our network, and we welcome the opportunity to allow Ph.D. students to work with our clinical and administrative personnel on projects as the program develops.

The proposed Ph.D. program offers a unique opportunity by capitalizing on the vast number of health, medical, and life science faculty and researchers both on the IUPUI campus and throughout Indianapolis. The Indianapolis health care delivery market is diverse, and community-based systems such as ours offer a laboratory that differs from an academic health center for Ph.D. training. As health care changes, such issues as doctor-patient interactions, ethical concerns, team-based care delivery, and other issues are relevant to our daily work. We recognize that there are only a few programs offering the Ph.D. in health communication, and we look forward to this step in Indiana.

Sincerely,

Bryan A. Mills
President & CEO



Indiana University Health

January 21, 2013

Sandra Petronio, Ph.D.
Professor
IU School of Liberal Arts, Department of Communication Studies
IU School of Medicine
Campus of Indiana University-Purdue University, Indianapolis (IUPUI)
Senior Affiliate Faculty
Charles Warren Fairbanks Center for Medical Ethics,
IU Health
Founding Director, IUPUI Translating Research into Practice Initiative (TRIP)

Re: Proposed Health Communication PhD program at IUPUI

Dear Dr. Petronio,

I am pleased to write a letter of support for the proposed Health Communication PhD program in the Department of Communication, IU School of Liberal Arts at IUPUI. This program promises to provide a needed workforce of trained communication researchers who will be instrumental in contributing to better healthcare delivery.

Increasingly, the trend is toward a focus on the role of communication in healthcare. Federal agencies that concentrate on health issues have spearheaded this shift and are seeking researchers with doctorates in social and communicative sciences. In addition, federal agencies have instituted new divisions and branches dedicated primarily to health communication issues. For example, the National Institutes of Health has created the Health Communication and Informatics Research Branch within the Division of Cancer Control and Population Sciences to address the growing need for communication research in healthcare settings. Likewise, the Centers for Disease Control and Prevention has established a focus on health communication and social marketing as a main area of emphasis. The National Institute for Occupational Safety and Health also has established the Health Communication Research Branch. Similarly, in 2010, the Joint Commission established a roadmap for hospitals that concentrated directly on “advancing effective communication, cultural competence, and patient and family-centered care,” outlining the way that communication should be integrated into patient care in hospitals. This map includes such areas as communication practices in admissions, treatment, end of life care and discharge.

Effective integration of communication strategies requires highly trained professionals in health communication. These professionals must be equipped with the ability to develop systems and

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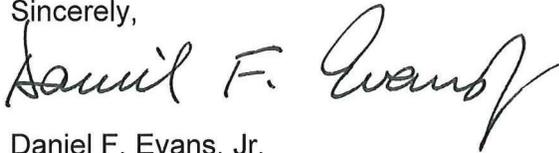
iuhealth.org

practices that are based in research knowledge concerning successful ways to communicate in the complex environment of a hospital. Thus, this proposed program addresses the need for skilled researchers. Moreover, given that the program is geared toward translational science, graduates will be prepared to undertake research with the aim of translating findings into useable practices that hospitals, clinics, and providers in general can utilize to deliver more cost effective patient care.

The IUPUI PhD in health communication also offers a unique feature. By taking advantage of the resources found the health and life science campus of IUPUI, students will have access to clinical practices. The result will be highly educated health communication professionals who will be equipped with an in depth understanding of the communication concerns of patients and will be able to assist physicians, nurses, medical teams, and supporting healthcare providers to offer the highest quality of care.

I give my full support to the creation of the PhD program at IUPUI.

Sincerely,

A handwritten signature in black ink that reads "Daniel F. Evans, Jr." The signature is written in a cursive style with a large, prominent 'D' and 'E'.

Daniel F. Evans, Jr.

Jim Morris
President, Pacers Sports & Entertainment
jmorris@pacers.com



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PACERS
Foundation



January 28, 2013

The Indiana Commission for Higher Education

Ladies and Gentlemen:

It is my pleasure to write in support of the opportunity at IUPUI within its school of Liberal Arts to offer a Ph.D. degree in Health Communication.

This new program is so important to our state's future, and truly, I cannot imagine any university campus better prepared to offer a comprehensive program in health communication than IUPUI. It is the home of one of the largest medical schools in our country, the largest school of dentistry, and the largest nursing school. In addition, Marian University will soon open a new Osteopathic School of Medicine. Butler and Purdue have top pharmacy colleges, and the University of Indianapolis and Marian offer good nursing programs.

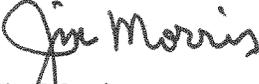
Its hospital complex is extraordinary and is brilliantly complimented by other magnificent hospital and health care systems in the state of Indiana. Health care and the life sciences are at the core of our state's economic future. What this will mean to Eli Lilly and Company, Roche, to AIT, and to so many new enterprises is extra significant. In addition to the strength in health care and life sciences research, the campus has an extraordinary skillset related to communications in all of its forms. It will also serve the national and international health care communities as well as the professional organizations headquartered in our state. In addition, there are many top nursing programs within 75 miles.

This will be a significant step forward for the state, the community, and for the health care professions. This will make a big league contribution. No place is better prepared, more eager to do this than IUPUI.

The more I think about this, the more significant the opportunity is. Thank you for your consideration and really for all of your exceptional work on behalf of Indiana higher education for so many years.

I would be pleased to visit with you if that would be helpful.

All the best, sincerely,


Jim Morris

NEW ACADEMIC DEGREE PROGRAM PROPOSAL SUMMARY

February 14, 2013

	Year 1 FY2013	Year 2 FY2014	Year 3 FY2015	Year 4 FY2016	Year 5 FY2017
Institution/Location:	Indiana University to be offered through its IUPUI campus				
Program:	Ph.D. in Health Communication				
Enrollment Projections (Headcount)					
Full-Time	3	6	9	12	12
Part-Time	3	6	9	12	15
Total	6	12	18	24	27
Enrollment Projections (FTE)					
Full-Time	2	5	7	9	9
Part-Time	2	3	5	6	8
Total	4	8	12	15	17
Degree Completions Projection					
	0	0	0	3	6
CHE Code: 12-20					
Campus Code: 1813					
County: Marion					
Degree Level: Doctorate					
CIP Code: Federal - 090905; State - 090905					