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

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
We anticipate building slowly, beginning with a small class of 6 students.

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<td>9</td>
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|                      |        |        |        |        |        |
|                      | 6      | 12     | 18     | 24     | 27     |

| Enrollment Projections (FTE) |        |        |        |        |        |
| Full-time Students          | 2      | 5      | 7      | 9      | 9      |
| Part-time Students          | 2      | 3      | 5      | 6      | 8      |

| Degree Completion Projection | 3      | 6      |

CHE Code:                      |
Campus Code:                   |
County Code:                   |
Degree Level:                  |
CIP Code:                      |
Appendix 1: Institutional Rationale Detail
Ph.D. in Health Communication

Why is the institution proposing this program?

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 the productivity in this health-related mission stand to increase the reputation of the campus and Indiana University as a whole. As a consequence, the campus is rich with resources that can facilitate the best possible educational environment for students seeking a Ph.D. in Health Communication. In addition, the resources are accessible to the students in this program, as evidenced by the willingness of the research and clinical faculty to make contributions to this Ph.D. program. They do so because they see the value to patient care and training of medical students, residents, nurses, and others in the healthcare industry. Several of these health-related Schools on the IUPUI campus have offered letters of support which are included in Appendix 2.

How does this program build upon the strengths of the institution?

Besides the faculty and program support in nursing, social work, medicine, dentistry, and other Schools on the IUPUI campus, there are also a number of Centers that offer additional educational resources for the Ph.D. student in Health Communication: the Center for Law and Health, the Center for Health Policy, the Herman B. Wells Center for Pediatric Research, the Medical Informatics Center, and Signature Centers such as the Center for Assessing, Understanding, and Managing Pain; the Binational/Cross-Cultural Health Enhancement Center; Center for Cancer, Genetics, and the Environment; and the Consortium for Health Policy, Law, and Bioethics, to name just a few. In the School of Science is the new Center for Urban Health and Psychology’s Assertive Community Treatment (ACT) Center. In the School of Liberal Arts on the IUPUI campus, there is also the Institute for Research on Social Issues that offers research opportunities and connections with other faculty in health. See Appendix 2 for letters of support from IU Liberal Arts faculty, medical faculty, Programs, and Centers including Neale Chumbler, Ph.D., Director of the Institute for Research on Social Issues, and Paul Carlin, Ph.D. Chairperson of the Department of Economics.

The backdrop of the institutional opportunities to learn will not only draw prospective students from Indianapolis and the state of Indiana, it will attract high caliber students to the state of Indiana, many of whom are likely to stay as employed members of the community because of the potential job opportunities.

How is this program consistent with the mission of the institution? How does this program fit into the institution’s strategic and/or academic plan?

This degree program fits with the Chancellor’s mission to create 21st Century degree programs on the campus of IUPUI. A Ph.D. in Health Communication represents a new kind of collaboration among academics and clinical issues in health care delivery. There are many new kinds of jobs on the horizon where a Ph.D. in Health Communication would have the best training to fulfill the need. Clearly, there are a number of ways to determine whether a degree program such as the Ph.D. in Health Communication represents a 21st Century degree and one
example is the increased interest government agencies have in health communication issues. For example, the National Cancer Institute has established the Health Communication and Informatics Research Branch in the Division of Cancer Control and Population Sciences supporting the increasing trend in facilitating effective communication.

IUPUI’s strategic plan is premised on the Principles of Excellence which includes “excellence in health sciences and health care.” This program fits within that goal, specifically as it calls for “deepening and expanding” our “relationship with IU Health (Clarian and with the university’s other clinical partners, thus contributing to better Hoosier, national, and global health.” A unique feature of this Ph.D. program is the opportunity for partnerships with Affiliate faculty across campus who will deliver lectures in a seminar format each year, and provide research partnerships and clinical experiences for students.

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 needing graduate students to work on their grants, health-based companies in Indianapolis, healthcare organizations such as hospitals and clinics seeking professionals with expertise in health communication, and because of the successes 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.

As these inquiries and successes illustrate, there is a high need for trained professionals in health communication to facilitate, for example, patient adherence with medications, patient health literacy, patient-provider communication, a better understanding and resolution of medical ethics issues, help for families dealing with a loved-one’s illness, and all the communication issues that occur in the health delivery systems. In addition, the new IU School of Public Health promises to be a needed and important resource for the graduate students in the Health Communication Ph.D.

Considering the impact on undergraduate and other graduate programs, the M.A. program in Applied Communication is geared toward providing the student with the ability to take communication concepts and apply them to real-world problems. In this way, the existing master’s program articulates with the focus of the proposed Ph.D. in health communication. While the master’s program is to remain a stand-alone degree, it may also serve as a stepping stone to the Ph.D. program. Likewise, several of the existing courses serve as a beginning level understanding for the Ph.D. student while other courses will be developed and submitted to the Graduate Curriculum Committee for approval to provide more advanced understanding in the main area of health communication. The undergraduate program is also likely to benefit from the opportunity to have exposure to Ph.D. students in the department with active interests in pursuing research, making presentations, and adding to an intellectually rich learning environment.

Appendix 2:

Letters of Support
October 25, 2011

William Blomquist, PhD
Dean, School of Liberal Arts
IUPUI

Dear Dean Blomquist:

This is a letter of strong support for the proposed PhD program in Health Communication. Flawed communication has been documented as a significant contributor to failures in health care leading to medical error. Despite numerous attempts to improve the quality and reliability of communication between providers and patients, and provider to provider, communication breakdowns continue to be a problem. There is much opportunity to generate new knowledge for addressing issues surrounding health communication that could make a significant impact on health care and healthcare outcomes. Several of our PhD students over the past few years have focused their dissertation to examine and test models with concepts related to, or even directly associated with, communication in health care settings.

PhD students in Nursing must have an approved minor specified in their program. Many have chosen to take these minor courses in the area of communication to support their dissertation research focus. Most have had to travel to Purdue University to take these courses. Although these courses are excellent, they also then restrict the number of hours the student can transfer in from their previous master’s degree program thereby lengthening their PhD program. In addition, given the graduate school’s requirement that a faculty member from the approved minor program should sit on the dissertation committee, this would also be an excellent medium to foster interprofessional education and collaboration across disciplines if the School of Liberal Arts offered such a degree. Having such an option here at IUPUI would clearly benefit our PhD students and the work of the faculty.

Sincerely,

Marion E. Broome, PhD, RN, FAAN
Dean and Distinguished Professor
Indiana University School of Nursing
October 13, 2011

Kristina Horn Sheeler, PhD
Associate Professor and Department Chair
Department of Communication Studies
IU School of Liberal Arts at IUPUI
Cavanaugh Hall, 425 University Blvd.
Indianapolis, IN  46202

It is without reservation and with the upmost enthusiasm that I write to you to support the approval of the PhD degree in Health Communication in the Department of Communication Studies at IUPUI. I have read through the proposal and I have found it to be a very compelling and strong case for the program to be implemented at IUPUI. Having had served on this committee from the outset, I can attest to the very hard work that you and your colleagues in the Department of Communication Studies invested in the development of the proposal. I believe the resources invested in the development and implementation of the program will be utilized appropriately to ensure a high level of quality instruction for students. Also, I do not perceived that the resources invested in this PhD program will not detract from the necessary programs in the School of Liberal Arts.

I believe that IUPUI is uniquely positioned to offer a PhD degree in Health Communication. I believe the faculty in the Department of Communication Studies has the necessary expertise to train the next generation of Health Communication researchers. From a research perspective, IUPUI in general and the School of Liberal Arts, in particular, should embrace a PhD program in Health Communication. It is congruent with the strategic plan of the campus in terms of developing innovative PhD programs and dovetails nicely with the health and life science initiative of IUPUI. In many of my current research projects, I work with doctorally prepared Health Communication scholars. The skills and perspectives that such individuals bring to a research team are novel and important to cultivate a successful research program. I believe that the curriculum of this PhD program is very sound and innovatively builds upon the strengths of faculty both within the School of Liberal Arts and with other Centers and Schools on this campus. I look forward to seeing this important program implemented to better serve the students of IUPUI for years to come.

Sincerely,

Neale R. Chumbler, PhD
Professor and Chair, Department of Sociology
Director, Institute for Research on Social Issues
Interim Director, Survey Research Center
October 18, 2011

Kristina Sheeler, Ph.D.
Associate Professor and Chair
Department of Communication Studies
IU School of Liberal Arts
IUPUI
425 University Blvd.
Indianapolis, Indiana 46202

Dear Professor Sheeler:

I write in support of the proposal to establish a Health Communication Ph.D. at IUPUI. Like the successful proposal from the Department of Economics three years ago, this proposal targets a growing need in society at large as well as in Indianapolis in particular.

The need for Health Communication specialists is detailed in the proposal and it appears that the Department of Communication Studies is ideally placed at IUPUI to take advantage of the interface with the health campus of Indiana University, including the Schools of Medicine, Dentistry, Nursing, and Health and Rehabilitation Services. In addition they are at the nexus of an array of humanities and social science programs in the health area including Medical Humanities, Medical Sociology, Health Economics and the Indiana Center for Intercultural Communication. Hence their students will be imbedded in a rich educational environment.

The proposed program wisely includes a mechanism for benefitting from the expertise of a number of senior scholars from outside the Department of Communication Studies itself. This helps to ensure that the PhD students will have the benefit of this broad array of expertise. The proposal lists more than twenty Senior Faculty Affiliates who have committed to provide their expertise to the program.

The proposal appears to be carefully thought out and innovative. We welcome this proposal to establish another doctoral program in the School of Liberal Arts which aligns with the Life Sciences mission of the campus.

Sincerely

Paul S. Carlin
Professor and Chair
February 14, 2011

Sandra Petronio, PhD
Professor, Department of Communication Studies
IU School of Medicine

Dear Dr. Petronio,

I am writing to indicate my support for the proposed PhD in Health Communications program at IUPUI. National panels, advisory groups, and commissions continue to identify ineffective communications among health care providers as the underlying cause of errors in clinical agencies and misunderstanding of treatment plans on the part of patients. Having health care professionals who are prepared to address these issues will contribute to improved care quality and patient safety. With its expertise and faculty resources in this area, IUPUI is the perfect location for this program.

Thank you for inviting me to become an Affiliate Faculty member. I would be able to participate in a pro seminar or serve on dissertation committees.

Sincerely,

Diane M. Billings, Ed.D, RN, FAAN
Chancellor’s Professor Emeritus
Indiana University School of Nursing
Indianapolis, Indiana
February 28, 2011

Sandra Petronio, Ph.D., Professor
Department of Communication Studies
Indiana University School of Medicine
Campus of IUPUI
Senior Affiliate Faculty
Charles Warren Fairbanks Center for Medical Ethics
Director: IUPUI Translating Research into Practice Initiative (TRIP)
Indianapolis, IN 46228

Dear Sandra:

I am excited by your plan to propose a new Ph.D. program in Health Communication and I would like to be a part of it by serving as a resource for the Ph.D. students who matriculate in this program. Given the explosion of sources for medical information, many people have access to information that is both accurate and inaccurate and hence health communication has become more important than ever before. I would enjoy giving students experience with, and examples of, the importance of health communication as well as research experience in my laboratories.

I applaud your idea to establish a new degree program that will build on the many strengths of the School of Medicine and will enhance the programs currently in place.

Best regards,

Janice C. Froehlich, Ph.D.
Chancellor’s Professor
Professor of Medicine, Cellular and Integrative Physiology, and Medical Neurobiology
Indiana University School of Medicine
Scientific Co-Director of the Indiana Alcohol Research Center
March 14, 2010

Sandra Petronio, PhD
5801 Sunset Lane
Indianapolis, IN 46228

Dear Dr. Petronio:

I am delighted to accept your offer to become a part of the emerging PhD Program in Health Communication. I am able to offer both myself personally as well as the full resources of the Charles Warren Fairbanks Center for Medical Ethics at Indiana University Health, which I hope will provide unique and valuable environments for learning, research, and investigation as part of this program. Please know that you have my unequivocal support and I look forward to serving with you.

Yours sincerely,

Paul R. Heft, MD
Associate Professor of Medicine
Division of Hematology/Oncology
Indiana University School of Medicine
Director, Charles Warren Fairbanks Center for Medical Ethics
Indiana University Health
February 7, 2011

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

Dear Dr. Petronio,

I write this letter in support of the concept of creating a Ph.D. in Health Communication to be offered by the communication department. I believe that this is an important development for the university and it is an opportune time to make that happen. We have many resources on the campus related to health issues and the increasing number of jobs, both academic and otherwise, in health communication, the campus and department of communication is positioned to develop offering this advanced degree.

Medicine and healthcare is truly at its base is founded upon communication—between providers, patients, staff and the community. It is an area that needs scholarly work as we strive to improve our best practices to provide better, more effective and humanistic care. In addition, medicine is best practiced within a team and the creation of this program models the behavior that we wish to see. That is, if we work together, then we should learn together, which is why I am excited that there are people in many disciplines that can and will be engaged in this program. We in clinical medicine look to our colleagues who study communication as a discipline to help us navigate this ever more complex discipline.

I look forward to the initiation of this exciting new program to be offered here at IUPUI.

Jeffrey M. Rothenberg, MD, MS
President of the Faculty of the Indiana University
Associate Professor of Clinical Obstetrics & Gynecology
Vice Chair for Faculty Development and Alumni Affairs
Vice President of the Medical Staff of: Indiana University Health
Department of Obstetrics & Gynecology
550 N. University Blvd. Rm. 2440
Indianapolis, IN 46202

Appendix 3: Letters of Support
Health Communication PhD Proposal 7
March 14, 2011

Sandra G. Petronio, PhD
Professor, Department of Communication Studies
IUPUI Office of Administration
355 Lansing Street, AO-104
Indianapolis, IN 46202-2815

RE: Health Communication Program

Dear Dr. Petronio:

I am writing to express my interest and willingness to participate as an affiliate faculty member for the Ph.D. in Health Communication Program.

This program will certainly enhance the opportunities at the IUPUI Campus in a most needed area and will help to reduce gaps in health care.

I would be honored to participate in such a worthy endeavor.

Should you have any questions, please do not hesitate to contact me directly @ 278-8710 or at jsevilla@iupui.edu.

Sincerely,

Javier F. Sevilla-Mártir, MD
Assistant Dean for Diversity,
Associate Professor of Clinical Family Medicine,
Director Hispanic/Latino Health and
International Medicine and Global Health

JFSM/beh
Kristina Horn Sheeler, Ph.D.
Associate Professor and Chair
Department of Communication Studies
IUPUI
Cavanaugh Hall 309
425 University Blvd.
Indianapolis, IN 46202

Dear Dr. Horn Sheeler:

It is a pleasure to write in support of your proposed Ph.D. in Health Communication program to be housed in the Department of Communication Studies at the IU School of Liberal Arts on the IUPUI Campus. Mental Health America of Indiana shares your commitment to provide leadership training for the next generation of healthcare and education professionals who will ensure a future workforce who can provide services to enhance the well-being of patients, specifically those with mental illness and addiction disorders in our state.

As a mental health advocacy organization, we strive to work for the mental health of all citizens and for victory over mental illness and addictive disorders through public education, advocacy and public health reform. We strongly believe that this program aligns with our efforts.

We fully endorse your program proposal and commit to continuing our agency relationship for the future.

Sincerely,

Stephen C. McCaffrey, JD
President and Chief Executive Officer
Mental Health America of Indiana
September 28, 2011

Dr. Kristy Sheeler  
Associate Professor and Department Chair  
IUPUI Department of Communication Studies  
Cavanaugh Hall 309A  
425 University Boulevard  
Indianapolis, IN 46202-5148

Dear Dr. Sheeler:

It is with great pleasure that United Way of Central Indiana (UWCI) endorses your department's proposal to establish a degree program in Health Communication on the campus of Indiana University Purdue University Indianapolis (IUPUI) to be administered by the Department of Communication Studies in the IU School of Liberal Arts. UWCI agrees that increased capacity for clear and effective communication within the healthcare delivery system is a critical need. Communication breakdowns between providers and patients, among providers, and between academics and health practitioners can and do result in poor treatment compliance, lack of continuity in providing care, and failure to effectively translate research into best clinical practices.

The increased research capacity represented by successful PhD candidates from the new degree program will help our state and nation to better understand and address the dynamics of health communication including how they are manifested in interpersonal relationships and in cross-cultural interactions. In addition, research conducted by the program's graduates will help build knowledge about how illnesses and treatment regimens are affected by communication and will identify specific communication skills that need to be taught to and practiced by health care providers.

At UWCI we understand the importance of good communication in the delivery of human services that help individuals and families improve the quality of their lives. We also understand that persons must frequently navigate between the health and human services systems to obtain needed resources. Therefore, we are very interested in supporting academic endeavors that will build interdisciplinary competencies, such as communication skills, that will result in improved health and well-being.

Best wishes for a successful proposal to establish this important PhD program. I look forward to learning about the proposal's outcome and would welcome dialogue about future collaborative opportunities.

Sincerely,

Ellen K. Annala  
President & CEO
October 11, 2011

Kristina Horn Sheeler, Ph.D.
Associate Professor and Chair
Department of Communication Studies
IUPUI
Cavanaugh Hall 309
425 University Blvd.
Indianapolis, IN 46202

Dear Dr. Sheeler:

The Indiana Minority Health Coalition (IMHC), Inc. is pleased to write this letter in support of the creation of a Ph.D. program in Health Communication at Indiana University – Purdue University at Indianapolis. IMHC recognizes that health communication is essential to ensure that Hoosiers fully comprehend the health content used in media, are able to self-manage illness as appropriate, adhere to treatment protocols, and reach their optimal level of health and wellness.

Indiana, as many other states, has experienced a significant increase in the number of individuals that have limited English proficiency (LEP) that have migrated to the state seeking refuge from political turmoil or pursuing opportunities for personal and professional growth and stability. These individuals enter our nation and state barely able to read at a second grade level in their own language, so simply developing health content presented at a second grade level in English and translating it into another language is not sufficient. Rather, further research is warranted to explore other communicative means that is culturally and linguistically appropriate to meeting the needs of those that are LEP. A Ph.D. program in Health Communication could contribute to the discovery of answers.

Also, IMHC has been on a journey to lead the state in reaching health parity among racial and ethnic minority populations. Despite overall improvements in the health and well-being of Americans in general, there is still a widening gap in health disparities experienced between minorities and non-minorities. We believe that literacy is a critical component that contributes to these disparities. This literacy not only refers to health, but it also includes technology and general education. There still remains a digital divide in Indiana, as is in many other parts of the nation, whereby minorities lag significantly behind in their ability to access, proficiently use, and benefit from the evolving technological capacities. Likewise, some communities such as those served by Indianapolis Public Schools have graduation rates of less than 60% for Black students compared to 84.1% for the State of Indiana 2010. Yet, the health communication employed by
many practitioners relies heavily on technology that cannot be accessed and its users poorly prepared to understand. Further research is needed to explore what can be done in health communication to bridge the digital divide, rely less on technology for disparate populations, and identify evidenced based practices to reach minority populations with easy, simple and clear health content and channels of communication.

IMHC is a statewide consumer advocacy corporation that seeks to ensure that no racial/ethnic minority child, adolescent or adults suffers from a preventable disease or illness than non-minorities. IMHC has twenty-five (25) community based organizational affiliates and agencies throughout the state that provide a variety of health prevention and intervention services. We have employed a community based participatory research and a culture centered approach models to foster dialogue, cooperation and collaboration with the community and academia in the design, development, implementation and evaluation of research projects. IMHC also have a capacity enhancement and training center that helps organizations in strengthening their infrastructures to develop and employ sustainable and viable programs and services in relation to their specific mission. In addition, IMHC has been a leader in influencing state and local policies using health communication for the preservation, restoration, and advancement of the health and well-being of minority Hoosiers.

IMHC is pleased to not only express our support, but are eager to collaborate. IMHC would like to provide students the opportunity to apply the principles and practices of health communication in the community through internship and volunteers opportunities that may be conducted at either the state or local offices. Also, IMHC would be very interested in providing our expertise in community based participatory research to faculty and staff through joint research ventures.

IMHC believes that the creation of Ph.D. program in Health Communication is needed and will go a long way in filling gaps related health disparities. Therefore, we strongly endorse the creation of the program at IUPUI. Should you have any questions, comments, or concerns, do not hesitate to contact me at n.jewell@imhc.org or via phone at 317-926-4011.

Sincerely,

Nancy Jewell, BA, BS, MPA
President and CEO
October 14, 2011

Kristina Horn Sheeler, Ph.D.
Associate Professor and Chair
Department of Communication Studies
IUPUI
Cavanaugh Hall 309
425 University Blvd.
Indianapolis, IN 46202

Dear Dr. Sheeler:
I am very glad to provide this letter of support on behalf of the Indiana Public Health Association (IPHA) for the proposal from the Department of Communication Studies to create a Ph.D. program in Health Communication. Certainly Indiana’s public health practitioners would agree that the need for effective communication accompanies every aspect of our work, from encouraging the public to adopt healthy habits to educating policymakers about essential public health resources and policies.

Ironically, even though almost everything we do includes deliberate communication, public health administrators and practitioners are not all equally confident of their communication skills whether oral or written or in use of media. Therefore, the integration of academic and practitioner related objectives proposed in your program should have significant value to IPHA’s constituency who can be expected to learn from your research both what works and how to apply it in their settings.

IPHA will be eager to learn where we might find opportunities to share projects or internships that would support both your students’ academic objectives and IPHA’s and our public health partners’ communication needs. Therefore, we look forward to more discussion with you, your colleagues and students. And we especially look forward to learning that you have been successful in launching this new doctoral program.

Sincerely,

[Signature]
Jerry King
Executive Director
Kristina Horn Sheeler, Ph.D.
Associate Professor and Chair
Department of Communication Studies
IUPUI
Cavanaugh Hall 309
425 University Blvd
Indianapolis, IN 46202

Dear Dr Sheeler,

I'm writing this letter in support of the proposal for a Ph.D. degree program in Health Communication administered by the Department of Communication Studies in the IU School of Liberal Arts, IUPUI Campus. This program is important to meet the growing need for health communication professionals in both the expanding healthcare fields and health/life sciences industries.

I work for a global pharmaceutical and biotechnology company in central Indiana. I believe the multidisciplinary approach of this program is fundamental to developing highly capable professionals who will be well positioned to adapt to the ever changing healthcare environment. Having a health communication program which includes multicultural and ethical issues in both teaching and research will be invaluable in an increasingly complex world. Additionally, graduates of this program will possess the skills to work in diverse and collaborative environments and will be prime candidates for employment.

I also support the establishment of this program to further add to the IUPUI portfolio of cutting edge technology and research. I see only positive impacts such a program can have on our local, state, national, and international communities.

Sincerely,

Richard G. Dargatz, MSChE, PE
2 October 2011

I am writing to strongly support the proposed Ph.D. program in Health Communication on the campus of Indiana University Purdue University Indianapolis (IUPUI), which would be administered by the Department of Communication Studies in the School of Liberal Arts.

The proposal sets out a thoughtful and compelling case for this new doctoral program—a program that is certain to attract students, as well as serve existing student needs across the IUPUI campus. The program’s plans to combine scholarly and clinical training in health/medical communication is particularly noteworthy and exciting, as students would be working with both academic and medical/health care workers. For this reason alone, having this program at the IUPUI campus makes sense, as IUPUI and Indianapolis offer a wealth of resources for a program like this in the form of related IUPUI programs (Nursing, Dentistry, Social Work, Health and Rehabilitation Science, the School of Public Health, Medical Humanities, Bioethics), the Indiana University School of Medicine, and community-based health care programs and initiatives. Indeed, I am surprised that a program like this hasn’t been proposed before this.

The Department of Communication Studies at IUPUI has a strong record in health and medical communication anchored by the work of such faculty members as Linda G. Bell, Jennifer Bute, John Parrish-Sprowl, Sandra Petronio, and Nancy Rhodes. These faculty, along with two new hires with health communication backgrounds, and those faculty who work in related areas such as institutional communication, provide an excellent core around which to build this Ph.D. program in Health Communication.

The faculty of the Department of Communication and Culture (CMCL) at IU-Bloomington have had an opportunity to look at this program proposal. They found that it doesn’t duplicate our program here, was solidly and soundly conceived, and, therefore, it was a program that they could support. As chair of the CMCL Department, I also offer my support for this new Ph.D. program.

Alexander Doty, chair, Department of Communication and Culture and Professor in the Department of Gender Studies
October 18, 2011

Kristina Horn Sheeler, PhD
Associate Professor and Department Chair
Department of Communication Studies IUPUI
Indianapolis, IN

Dr. Sheeler:

Thank you for your request for input into your proposal for a new PhD program in “Health Communication” to be offered by your program in the College of Liberal Arts at IUPUI.

I have circulated the executive summary provided by Dr. Sandra Petronio and have received some feedback from the roughly dozen health communication faculty members at Purdue that hold appointments in the Brian Lamb School of Communication. I am pleased to report that for the most part the response was supportive of your effort.

There seems to be general agreement among my colleagues that the area of health communication remains a strong market for new PhDs. This market is competitive in terms of academic positions and is at this point not “over sold”. There also appears to be a good market for PhDs in this area who have an interest in postdoctoral training at strong research centers and universities. Finally, there is also the perception that a focused program with a base in a world-class medical school (like the medical school at IU) would have the resources to provide an excellent education for students.

My colleagues are excited about “what might be” in the sense that given the strong ties between IUPUI and Purdue at West Lafayette there might be opportunities for combining classes (via video conferencing), collaborative research at multiple levels and practicum internship collaboration between programs. Joint appointments might also be a possibility.

It is our understanding that new resources and additional research and instructional staff in the “health communication” research area will be acquired or made available as part of this effort. Additional faculty resources, new research seed funds and funds for graduate student support will enable a strong base to become a viable national resource (which we think is possible for many reasons).

My colleagues and our program are willing and interested in exploring possible synergies and would look forward to discussions of collaborative opportunities across a range of instructional and research areas as this effort proceeds. Please do not hesitate to contact me should any of our suggestions seem interesting.

Regards,

Howard E. Sypher
Professor and Head

DISTINGUISH yourself
October 27, 2011

Dr. Kristina Horn Sheeler
Associate Professor and Department Chair
Department of Communication Studies, IUPUI

Dear Dr. Sheeler:

I appreciate the opportunity to review the proposed PhD in Health Communication by the Department of Communication Studies. I applaud the excellent work to build the proposal and to examine the current and future demand and the appropriate curriculum for such a degree.

I support the proposal on behalf of the School of Journalism.

We had heard about the proposal on a number of occasions, and I was pleased that you and I, along with our executive associate dean at IUPUI, Dan Drew, were able to discuss the goals and ideas listed in the proposal. In addition, I met with several IU Bloomington faculty members who have research and teaching interests that include work in similar areas.

IUPUI has the potential to lead the nation in many areas of life sciences if we take advantage of these kinds of degrees and links among the many excellent programs here and throughout Indianapolis. Matching a degree with the strengths of the university and the city is ideal, and we have tried to do so with master’s programs in sports journalism and public relations and health.

I envision the opportunity for faculty from our programs to work together and with the health and medical sciences programs to build the kind of national and international strength, both academic and professional, across many diverse areas. It will take a combined effort to address the many important state, national and global issues.

Your faculty members have the credentials to develop an excellent PhD program in this field. The interdisciplinary minor will allow students to take courses across the campus, too. As the proposal notes, the ability to work with health-related schools and programs at IUPUI and in the community is a significant advantage.

I look forward to the success of your doctoral program and to potential research, teaching, service and programmatic partnerships that may develop between our programs.

Sincerely,

Bradley J. Hamm
Dean
Appendix 3: Summary of Employment and Job Information
Ph.D in Health Communication

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

The platform of needs include the dozens of hospitals, clinics, and health programs in the state of Indiana that require trained professionals to help improve the communication between and among providers, patients, families, and healthcare administrators. Degree holders from the proposed Ph.D. in Health Communication can also contribute to the ongoing research enterprise of the nearly 900 existing companies. The $13.6 billion health and life sciences industry of Central Indiana employs more than 80,000 workers in medical, health, biomedical and biotechnology; pharmaceuticals; medical devices and instruments; hospitals and laboratories; food and nutrition; and in related research, testing and development enterprises. Indiana is home to world-class companies such as Eli Lilly & Company, Roche Diagnostics, Dow AgroSciences, IU Health, WellPoint/Anthem, Cook Group, Guidant, Hill-Rom, Zimmer Inc. and Covance, among others as well as major public research universities, including Indiana University at Bloomington, Purdue University at West Lafayette and IUPUI with its medical center and the state’s only medical school.

This positioning of the health sciences as the heart of Indiana’s economic development efforts is expected to continue. According to the Biocrossroads 2007 Report, Indiana expects to add 40,000 new jobs in the health and life sciences industry between 2007 and 2012. Much of this growth will be in the arc formed by West Lafayette, Indianapolis and Bloomington and relies on a vibrant partnership between Purdue University (West Lafayette), Indiana University-Bloomington, and IUPUI. Part of the engine of growth for this enterprise is the continued ability of the Indiana University School of Medicine and its partners to secure major research grants and that ability depends, increasingly, on the ability to assess the health benefits of alternative treatments and health programs and policies. Clearly, Health Communication Specialists are needed to increase effective transfer of health delivery.

To serve the growing demand for individuals with an advanced degree in health communication issues, academic jobs opportunities are increasing. 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

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for academic jobs. The need for Ph.D. degree holders has been instigated by the recognition that health communication issues are at the forefront of healthcare and the desire to train academics and professionals in this area.

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.

For example, for the week of September 12, 2011, the American Public Health Association listed 109 job postings which required an advanced degree. The positions ranged from Health Administration (Sr. Deputy Director, Community Health Administration) to Research Associates, Program Directors, Communication Directors, Advisors, and Specialists just to name a few. The following are representative positions in research, government, for-profit, international health, and health organizations found using the search terms “health communication Ph.D.” on reputable health communication databases including the Communication Initiative Network and the American Public Health Association.

Senior Evaluator
Professional Data Analysts, Inc. (PDA) is an independent evaluation and statistical consulting firm specializing in the fields of public health and the behavioral and medical sciences. We are recognized as an expert in the field of tobacco cessation research and evaluation and are contracted by Departments of Health across the United States. We are a small firm of about 17 people and our offices are located in St. Anthony Main adjacent to downtown Minneapolis. Please visit our website at www.PDAstats.com.

PDA is currently seeking a Senior Evaluator to take on roles in multiple projects relating to tobacco cessation and other public health initiatives for the purposes of program improvement and accountability. The applicant will need to be experienced in both formative and summative evaluation. Strong writing and oral communication skills are essential. The job is available immediately for the right candidate.

PDA offers a competitive benefits package and is an equal opportunity and affirmative action employer. To apply, please submit your cover letter, resume, a five page or longer writing sample, and a graduate transcript to jobs@pdastats.com Please include in your cover letter any relevant experience you have had.

Specific Responsibilities
- Design, implement, and manage evaluations
- Write proposals, reports, and conduct literature reviews
- Create or adapt data collection tools and protocols
- Monitor and coordinate data collection, conduct interviews, and do site visits
- Analyze data and interpret results
- Run meetings and present findings to clients
Supervise and manage staff

**Director, Scientific Communications, Nephrology Franchise**

Alexion Pharmaceuticals, Inc. is a biopharmaceutical company working to develop and deliver life-changing drug therapies for patients with serious and life-threatening medical conditions. Alexion is engaged in the discovery, development and commercialization of therapeutic products aimed at treating patients with a wide array of severe disease states, including hematologic and kidney diseases, transplant, other inflammatory disorders, and cancer. Soliris® is Alexion's first marketed product. Alexion is evaluating other potential indications for Soliris as well as other formulations of eculizumab for additional clinical indications, and is pursuing development of other antibody product candidates in early stages of development.

**Position Responsibilities:**

- Lead the scientific communication activities related to Nephrology franchise for eculizumab
- Plan, develop and implement scientific symposia and advisory boards in support of product commercialization, including guidance on agenda and content development, faculty recommendations and speaker management
- Work with external authors, speakers on oral presentations, posters, abstracts, slide sets and publications
- Oversee global publication strategy in Nephrology and ensure local/regional publication strategy is integrated with global strategy
- Develop and manage publication planning and ensure its timely implementation, including electronic review/approval of manuscripts
- Develop/drive global communications plan and oversee flawless execution of tactics both internally and externally
- Develop and execute Nephrology educational plan, including CME and congress activities
- Ensure that all developed materials are reviewed and appropriately signed off according to Alexion SOPs and maintain archive of approved materials.
- Review medical content for accuracy and positioning on key regulatory documents, publications and slide presentations
- Identify and screen appropriate vendors, solicit and evaluate proposals, and make recommendations to management.
- Manage all financial and contractual aspects of assigned projects, including vendor relationships.
- Establish strong working relationships with key stakeholders internally (product teams, clinical teams…) and externally (eg, opinion leaders, patient advocacy groups, professional societies).
- Provide strategic insights into KOL development activities, and support identification and development of opinion leaders for nephrology franchise
- Proactively assist in the development of public relations materials for communicating data milestones (eg, clinical trial results, interim study analyses, reviews by safety monitoring boards, etc.) and ensure key stakeholders are kept up to date.
- Provide scientific input into the development of commercial strategies and key scientific messages for nephrology franchise
• Establish strong relationship and work in close partnership with medical information team

Behavioral Science Research Investigator
Kaiser Permanente Colorado Institute for Health Research (IHR; on the Internet at http://www.kpco-ihr.org/) seeks applicants for an experienced (i.e. mid-career or senior) behavioral science research investigator. This individual will be responsible for developing a program of extramurally funded research to advance the knowledge of human behavior as it contributes to health and/or health risk. Research areas may include testing behavioral interventions with the potential to prevent or manage illness, promote health, and/or improve methods of care delivery, increase knowledge, and translate research to practice.

Essential Functions:
• Lead, and collaborate with others, both within and outside the IHR, to develop research proposals and write grants for external funding that align with the mission and strategic direction of the IHR
• Lead, and collaborate with others, both within and outside the IHR, in the translation of behavioral science research into practice (clinical and community; local and national).
• Disseminate findings through peer-reviewed publications, presentations at scientific meetings, internal and external seminars, and other venues.
• Participate in multi- and transdisciplinary collaborations and in national and international professional associations and conferences.
• Provide consultation, review or co-investigator collaboration on IHR colleagues' projects and studies, as well as mentorship to junior level investigators.
• Provide oversight of research projects; May assume some administrative duties including representation on Research Committees.
• Stay current in area of research interest through reviews of the relevant literature; educate self about the latest methods and evidence related to behavioral research.
• Share relevant, up-to-date knowledge with other staff, including providing in-service seminars, training and mentoring on behavioral research methods, issues, and the latest scientific evidence.
• Maintain knowledge of standard operating procedures for research and perform in accordance with applicable regulatory requirements related to human research participants and HIPAA requirements.

Health Policy Analyst
For more than 200 years, the Massachusetts Medical Society has remained a prominent leader in furthering the goal of quality medical care through our advocacy and educational efforts, and healthcare publications. Our premiere publication, the New England Journal of Medicine, continues to inform and educate physicians around the world of cutting-edge research and advances in medicine.

Our staff of 400+ dedicated employees offers an impressive range of experience and expertise, and shares an ongoing commitment to enhancing the quality of medical care.
You will serve as a key staff resource for research and analysis in a variety of areas including health policy, access to care, physician workforce and practice environment issues, and health
care systems, quality and cost. Responsibilities involve primary and secondary research, survey development, quantitative and qualitative analysis, and reporting of research and survey results. In addition, this role involves serving as a liaison to assigned committees, task forces, community organizations, coalitions, contractors and vendors, and supporting the Society’s efforts with various health care constituencies.

**Medical Science Liaison: Southern California**
A global pharmaceutical company is coming off the launch of their first US product, and therefore they are finishing the build out of their MSL team. They are looking to hire four (4) MSLs in the territories below. This privately held company has a novel product in breakthrough cancer pain, and they are looking for great liaisons to take them to the next level. If you’re looking for an opportunity to grow your career in a small emerging company, this is an opportunity to explore.

**Position Description**
The Medical Science Liaison will participate in medical education for healthcare professionals through local and regional presentations at offices, investigator meetings, advisory boards, and other appropriate venues to enhance product knowledge. You will give presentations related to the company’s products and/or associated disease states. The interactions with KOLs may be proactive or in response to unsolicited requests, managing research and educational activities at targeted institutions and practices with national opinion leaders and other decision makers. The MSL will also collaborate with Managed Markets team, both field-based and at the home office, to identify opportunities and needs that can be addressed via communication of scientific, medical, and health economic information.

Like most companies, you will be asked to identify, establish and maintain collaborative relationships with national opinion leaders, investigators, institutions and professional societies strategic to appropriate product development and use. The MSL will work closely with commercial colleagues in some of these activities.

The best MSLs add value to company-sponsored external speaker programs via identification of new speakers, providing feedback to home office on success of programs, and coaching of speakers on scientific content.

**Marketing and Communications Specialist - RTI International - Research Triangle Park, NC, United States**
RTI International is seeking applicants for the role of Communications Specialist to serve as part of RTI’s Global Health Group (GHG). The Global Health Group is an expanding group at RTI which currently has a staff of 450 with work in over 20 countries, including two regional offices in Nairobi, Kenya and Bangkok, Thailand. GHG implements broad-based programs in HIV/AIDS, malaria prevention and vector control, neglected tropical disease control, reproductive health, maternal child health, health systems strengthening, health governance, health policy and other related fields.

The Communications Specialist will manage a variety of internal and external communications activities for the Global Health Group in support of business development, marketing, and global
health program development. This position is based in Research Triangle Park, North Carolina and reports to the Vice President (VP) of Business Development, Marketing and Communications.

Health Systems Specialist - USAID - Abidjan, Cote D'Ivoire
The Health Systems Specialist functions as Chief of the PEPFAR CI Health Systems Strengthening (HSS) Branch (office) and will assist PEPFAR CI to transition from an emergency to a more sustainable country program. S/he is one of six senior-level specialists/Branch Chiefs and reports directly to the USAID PEPFAR Country Director on all program matters. The incumbent’s supervisor is the Deputy Program Manager, under the Global Health Support Initiative – II Contract. The incumbent will design and oversee implementation of health sector reform and related systems strengthening activities to be supported under the PEPFAR CI program. Such activities aim to reinforce basic systems, practices and tools that are necessary for optimal institutional performance, improved health outcomes, and sustainable programs. Systems, practices and tools include, inter alia, sound governance, health cost financing, management information systems (MIS), human resources management, decentralization, and procurement. Moreover, the HS Specialist will also have major responsibility for securing CI “ownership” of the USG-GOCI PEPFAR Partnership Framework and Implementation Plan, and for timely execution and conformance with the terms of the Plan. This position is located in the PEPFAR Office, American Embassy, Abidjan, Côte d’Ivoire.

Senior Adviser, Health (Polio) - UNICEF - New York, NY, United States
Under the guidance of the Senior Adviser Immunization (Chief Immunization), you will be responsible for the technical guidance, planning, coordination and management of the Polio Eradication Program activities in PD/Health in the context of UNICEF's Medium Term Strategic Plan under Key Result Area 1: Young Child Survival and Development.

Family Planning/Reproductive Health Senior Technical Advisor - USAID - Washington, DC, United States
The Family Planning/Reproductive Health (FP/RH) Senior Technical Advisor will work in the Service Delivery Improvement (SDI) Division, Office of Population and Reproductive Health (PRH), Bureau for Global Health (GH). S/he will provide technical assistance to the “Evidence to Action for Strengthened Family Planning and Reproductive Health Services for Women and Girls” (E2A) Project. The E2A Project is USAID’s global flagship project for strengthening quality FP/RH service delivery (facility- and community-based), through the use and scale-up of evidence-based FP/RH service delivery interventions and best practices. The goal of this award is to meet the family planning needs of women and girls who wish to delay, space or limit future pregnancies. This will be accomplished by assisting developing country public and private organizations to promote gender equitable strategies that enable women and girls to practice informed and healthy FP/RH behaviors. Working with public, private, NGO, and community/civil society sectors, this project will identify, document, adapt and scale-up evidence–based interventions and approaches that effectively strengthen service delivery and expand access to and quality of FP/RH information and services.

Senior Deputy Director: Addiction Prevention and Recovery
The District of Columbia Department of Health (DOH) seeks a Senior Deputy Director for the Addiction Prevention and Recovery Administration (APRA). As a member of the executive staff of the DOH, the Senior Deputy Director serves as the technical authority in the development of Department policy and strategy regarding regulation, prevention, treatment, detoxification, and rehabilitation relating to alcoholism and drug abuse among District residents.

In consultation with the DOH Director and in accordance with established DOH objectives, the Senior Deputy Director is responsible for the implementation of alcohol and other drug (AOD) abuse prevention and care policy, including the delineation and prioritization of services and the allocation of financial and human resources. He or she coordinates programs built to compliment components of the criminal justice system, including its various probation departments. His or her work extends also to the organization of residential facilities and outpatient services for abusers.

Effectively the District’s “drug czar” and chief spokesperson for community-minded initiatives, the APRA Senior Deputy Director provides executive-level leadership in the creation and administration of programs designed to curtail AOD abuse and to combat the host of social ills connected to addiction.

The information included here is but a sample of the growth experienced in not only teaching in advanced degree programs and training for positions in non-academic jobs, but also in researchers to investigate critical health communication problems. In this regard, the National Institutes of Health (NIH), the National Science Foundation (NSF), the National Cancer Institute (NCI), 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.
Appendix 4: Faculty and Staff Detail

The Ph.D. in health communication is administered within and granted from the Department of Communication Studies in the IU School of Liberal Arts on the campus of IUPUI. 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 (designated by ^). Each brings a unique dimension of health research expertise to the program, including medical ethics, privacy and confidentiality, provider-patient interactions, health interpersonal communication, adolescent substance use prevention, health media campaigns, and global health issues, as indicated in their vitae. 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.

Tenure-stream faculty members with areas of research specialty in brackets:

^Charles Bantz, Ph.D., University of Minnesota, 1971. (may be available to serve on dissertation committees) [Organizational Communication]


^Jennifer Bute, Assistant Professor, Ph.D., Speech Communication, University of Illinois at Urbana-Champaign, 2007. Concentration: Health Communication. [Health, Interpersonal Communication]

Catherine Dobris, Associate Professor, Ph.D., Speech Communication, Indiana University, 1989. [Women’s Studies, Rhetorical Criticism, Discourses of Motherhood]

Beth Goering, Associate Professor, Ph.D., Communication, Purdue University, 1991. [Culture and Communication, Organizational Communication]

Kristine Karnick, Associate Professor, Ph.D., Communication Arts, University of Wisconsin, Madison, 1991. [Film and Television History, Media Studies]

^John Parrish-Sprowl, Professor, Ph.D., Interpersonal and Public Communication, Bowling Green State University, 1983. Cognate Area: Marketing and Management [Social and Behavioral Change]

^Sandra Petronio, Professor, Ph.D., University of Michigan, 1979. [Health Communication, Privacy Management]

^Nancy Rhodes, Associate Professor, Ph.D., Texas A&M University, 1991. [Risk Communication in Health Contexts]
Jonathan Rossing, Assistant Professor, Ph.D., Communication and Culture, Indiana University, 2010. Minor: Critical Pedagogy. [Rhetoric and Constructions of Race/Racism]

Kristina Sheeler, Associate Professor, Ph.D., Speech Communication, Indiana University, 2000. [Gender and Political Communication; Political Identity as Constructed and Contested in Media]

YoungJu Shin, Assistant Professor, Ph.D., Health Communication, Pennsylvania State University, 2012. [adolescent substance-use prevention; health communication in family and intercultural contexts]

Gail Gráinne Whitchurch, Associate Professor, Ph.D., Family Studies, University of Delaware, 1989. Specialty Area: Communication Studies; Clinical Member, American Association for Marriage and Family Therapy [Interface between applied family communication research and socio-historical research; oral history; qualitative research methods]

Kim White-Mills, Associate Professor, Ph.D., Ohio University, 1987. [Women and Leadership]

Communication Studies Faculty Recent Grant Participation:


John Parrish-Sprowl, Co-Investigator, UL1RR025761-01, National Institutes of Health, Indiana Clinical and Translational Science Institute, 2008 – 2013, $25,000,000. PI: Anantha Shekhar, M.D., Ph.D

John Parrish-Sprowl, Principle Investigator, Heartspring Foundation, Developing Communication for Behavioral Impact (COMBI) capacity in Three Countries, 2009 – 2013, $150,000.

John Parrish-Sprowl, Co-Investigator, Indiana State Department of Health, Evaluation of the Pregnant and Parenting Adolescent Program, June – August, 2011, $200,000. PI: Neale Chumbler, Ph.D.


In addition, drawing on the rich resources available on the health and life science campus of IUPUI, 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. These faculty members and areas of expertise include:

<table>
<thead>
<tr>
<th>NAME</th>
<th>CURRENT POSITION</th>
<th>SPECIALITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>~Billings, Diane M., EdD, RN, FAAN</td>
<td>Chan. Professor Emeritus, IU SON</td>
<td>Expertise in Distance Learning in Nursing Education</td>
</tr>
<tr>
<td>Bledsoe, Patricia D., Med, MSW, LCSW</td>
<td>Program Mgr. &amp; Sr. Affiliate Fac., Fairbanks Ctr. Medical Ethics</td>
<td>Ethics education</td>
</tr>
<tr>
<td>Connor, Ulla, B.A., M.A.x3, Ph.D.</td>
<td>Prof., Eng; Dir., Indiana Ctr for Intercultural Communication, IUPUI</td>
<td>Expertise in intercultural communication</td>
</tr>
<tr>
<td>~Dicorcia, Mark J., B.S., M.ed., Ph.D.</td>
<td>Vice Chair-Edu. &amp; Asst. Professor Ob/Gyn, IUSM</td>
<td>Health communication</td>
</tr>
<tr>
<td>Fortenberry, J. Dennis, B.S., M.D., M.S.</td>
<td>Prof., Dept of Pediatrics, IUSM</td>
<td>Expertise in adolescent health and drug prevent</td>
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<tr>
<td>Frankel, Richard M., B.A., Ph.D.</td>
<td>Prof. Med., IUSM; Research Scientist, Regenstrief; Research Sociologist, Roudebush VA</td>
<td>Expertise in patient-provider health communication</td>
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<tr>
<td>~Froehlich, Janice C., B.S., M.S., Ph.D.</td>
<td>Chancellor's Professor of Medicine, IUSM</td>
<td>Research in Cellular and Integrative Physiology</td>
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<tr>
<td>~Helft, Paul R., B.A.</td>
<td>Assoc. Prof.-Medicine &amp; Director-Fairbanks</td>
<td>Expertise in medical ethics and health</td>
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</tbody>
</table>
M.D.

Lammers, J. Eugene, B.S., M.D., M.P.H.
Ctr. Medical Ethics
Med. Dir. Sr. Health Ctr. & Palliative Care Program, IU Health
Expertise in Clinical care

Learman, Lee, B.S., M.D., Ph.D.
Chair, Ob/Gyn, IUSM; Med. Dir., Women's Health Ser., IU Health
Women's Health

Matthias, Marianne S., B.A., M.S., Ph.D.
Research Scientist, Regenstrief & VA; Adjunct, Comm.Studies
Expertise in health communication campaigns

McDaniel, Anna M., B.S., M.A., Ph.D.
Chan. Professor IU SON & Assoc. Prof. Informatics
Expertise in mediated communication in healthcare

~Rothenberg, Jeffrey M., B.S., M.S., M.D.
Assoc. Prof. Ob/Gyn, IUSM
Expertise in women's health

Salyers, Michelle P., B.S., M.S., Ph.D.
Assoc. Prof.- Psychology; Research Scientist, Regenstrief & VA
Expertise in mental illness policy

Schneider, William H., B.A., M.A., Ph.D.
Prof. Philanthropic Studies & History; Dir.-Med. Humanities Pro.
Expertise in Medical Humanities

Schwartz, Peter H., B.A., M.A., M.D., Ph.D.
Asst. Prof. IUSM & Liberal Arts; Faculty Investigator, Bioethics
Expertise in Bioethics, Health Risk Communication

~Sevilla-Martir, Javier F., B.S., M.D.
Asst. Dean for Diversity, Assoc. Prof., Dir.Hispanic Health, IUSM
Expertise in Diversity Issues & intercultural health concerns

Spolnik, Kenneth J., B.S., D.D.S., M.S.D.
Assoc. Prof., Program Dir. & Chair, Dept. of Endodontics, IUSD
Endodontics and Educational Training in Speciality

Torke, Alexia M., B.A., M.D., M.S.
Asst. Prof. IUSM; Scientist, Ctr. Aging; Investigator, Regenstrief
Expertise in Surrogate Decision Making and Aging Research
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<tr>
<td>Viehweg, Stephan A.,</td>
<td>Training Dir./Assoc. Dir. Admin., Riley TRIP</td>
<td>Expertise in Pediatric Health and Communication</td>
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<tr>
<td>B.A., M.S.W.</td>
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<tr>
<td>Westmoreland, Glenda R.,</td>
<td>Assoc. Prof. Clinical Med., IUSM; ACE Unit, Wishard</td>
<td>Expertise in Clinical Medicine</td>
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<tr>
<td>B.S., M.D., M.P.H.</td>
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<td>Wocial, Lucia D.,</td>
<td>Adj. Asst. Prof., IUSON; Nurse Ethicist, Fairbanks</td>
<td>Expertise in Clinical and Medical Ethics</td>
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</table>

~letter of support included in Appendix 2
# Appendix 5: Doctoral Programs with Speciality in Health Communication

**Doctoral Programs in Communication, SEPTEMBER 2011 (Updated by NCA)**

A complete listing of doctoral programs for the Communication Disciplines in the United States (originally prepared for the NRC Survey)

See comments at the top of each column for explanatory notes

Send corrections or changes to Betsy Bach (bbach@natcom.org)

<table>
<thead>
<tr>
<th>University</th>
<th>Program</th>
<th>Type of Program</th>
<th>Degree(s) Offered</th>
<th>Chair/Dean(s)</th>
<th>Email(s)</th>
<th>Director of Graduate Studies/Program</th>
<th>Contact Email</th>
<th>Street Address/Phone</th>
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<tr>
<td>Bowling Green State University</td>
<td>School of Communication Studies</td>
<td>Ph.D. in Communication Studies</td>
<td>Track in Health Communication</td>
<td>C, M</td>
<td>Lara Martin Lengel (<a href="mailto:lengell@bgsu.edu">lengell@bgsu.edu</a>), Joshua Atkinson (<a href="mailto:jatkins@bgsu.edu">jatkins@bgsu.edu</a>)</td>
<td>(419)372-8349</td>
<td>East Hall, Bowling Green, OH 43403-0237</td>
<td></td>
</tr>
<tr>
<td>George Mason University</td>
<td>Department of Communication</td>
<td>Ph.D. in Communication</td>
<td>Track in Health Communication</td>
<td>C</td>
<td>Gary Karp (<a href="mailto:dkarp@gmu.edu">dkarp@gmu.edu</a>), Carl Botan (<a href="mailto:botan@gmu.edu">botan@gmu.edu</a>)</td>
<td>Communication Department, George Mason University, Fairfax, VA 22030-4444</td>
<td></td>
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<tr>
<td>Kent State University</td>
<td>School of Communication Studies</td>
<td>Ph.D. in Communication Studies</td>
<td>Track in Health Communication</td>
<td>C, M</td>
<td>Paul Haridakis (<a href="mailto:pharidak@kent.edu">pharidak@kent.edu</a>), Mei-Chen Lin (<a href="mailto:mclin@kent.edu">mclin@kent.edu</a>)</td>
<td>School of Communication Studies, College of Communication and Information, Kent, OH 44242-0001</td>
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<tr>
<td>Michigan State University</td>
<td>College of Communication Arts and Sciences</td>
<td>Ph.D. in Communication</td>
<td>Emphasis in Health Communication</td>
<td>C, M</td>
<td>Charles Atkin (<a href="mailto:atkin@msu.edu">atkin@msu.edu</a>), Ronald Tamborini (<a href="mailto:tamborini@msu.edu">tamborini@msu.edu</a>)</td>
<td>Department of Communication, Michigan State University, 473 Comm Arts Building, East Lansing, MI 48824-1212</td>
<td></td>
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</tr>
<tr>
<td>North Carolina State University</td>
<td>College of Humanities and Social Sciences</td>
<td>Ph.D. in Communication, Rhetoric and Digital Media</td>
<td>Track in Environmental, Safety, and Health Communication</td>
<td>Kenneth Zagacki (<a href="mailto:kzegack@ncsu.edu">kzegack@ncsu.edu</a>), Stephen Crofts (<a href="mailto:steve_wiley@ncsu.edu">steve_wiley@ncsu.edu</a>)</td>
<td></td>
<td>Department of Communication, 48104 Winston Hall, Raleigh, NC 27695-8104, (919) 515-9736</td>
<td></td>
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<tr>
<td>Ohio State University</td>
<td>School of Communication</td>
<td>Ph.D. in Communication</td>
<td>Health Communication and Social Influence track</td>
<td>C, M</td>
<td>Carroll Glynn (<a href="mailto:cglynn.14@osu.edu">cglynn.14@osu.edu</a>), Lance Holbert (<a href="mailto:holbert.27@osu.edu">holbert.27@osu.edu</a>)</td>
<td>Graduate Program Office, School of Communication, 3168 Derby Hall, Columbus, OH 43210</td>
<td></td>
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<tr>
<td>Ohio University</td>
<td>College of Communication Studies</td>
<td>Ph.D. in Communication Studies</td>
<td>Track in Health Communication</td>
<td>C, R, M</td>
<td>Jerry L. Miller (Interim) (<a href="mailto:jerry.miller.1@ohio.edu">jerry.miller.1@ohio.edu</a>), Benjamin Bates (<a href="mailto:batesb@ohio.edu">batesb@ohio.edu</a>)</td>
<td>School of Communication Studies, Ohio State University, Athens, OH 45701</td>
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Appendix: Doctoral Programs in HealthComm

Health Communication PhD Proposal
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<tr>
<th>University</th>
<th>URL</th>
<th>Department Email</th>
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<tr>
<td>Bowling Green State University</td>
<td><a href="http://www.bgsu.edu/departments/commst/GradPrograms.htm">http://www.bgsu.edu/departments/commst/GradPrograms.htm</a></td>
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<tr>
<td>George Mason University</td>
<td><a href="http://communication.gmu.edu/">http://communication.gmu.edu/</a></td>
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<tr>
<td>Kent State University</td>
<td><a href="http://dept.kent.edu/comm/html/graduate.htm">http://dept.kent.edu/comm/html/graduate.htm</a></td>
<td><a href="mailto:comm@kent.edu">comm@kent.edu</a></td>
</tr>
<tr>
<td>Michigan State University</td>
<td><a href="http://cas.msu.edu/programs/doctoral.html">http://cas.msu.edu/programs/doctoral.html</a></td>
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<tr>
<td>North Carolina State University</td>
<td><a href="http://communication.chass.ncsu.edu/">http://communication.chass.ncsu.edu/</a></td>
<td><a href="mailto:crdm_phd@ncsu.edu">crdm_phd@ncsu.edu</a></td>
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<tr>
<td>Ohio State University</td>
<td><a href="http://www.comm.ohio-state.edu/home.html">http://www.comm.ohio-state.edu/home.html</a></td>
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<tr>
<td>Ohio University</td>
<td><a href="http://www.coms.ohiou.edu/">http://www.coms.ohiou.edu/</a></td>
<td><a href="mailto:comsgrad@ohio.edu">comsgrad@ohio.edu</a></td>
</tr>
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<td>A</td>
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<td>46</td>
<td>E.W. Scripps School of Journalism</td>
<td>Ph. D in Mass Communication (Offered joint with the School of Telecommunications); Options Ph.D in Mass Communication-Journalism or Ph.D in Mass Communication-Technology and Policy</td>
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<tr>
<td>47</td>
<td>Pennsylvania State University</td>
<td>Ph.D. in Communication Arts and Sciences</td>
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<td>50</td>
<td>College of Communications</td>
<td>Ph.D in Mass Communications</td>
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<td>56</td>
<td>Purdue University</td>
<td>Ph.D in Communication</td>
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<tr>
<td>61</td>
<td>Rutgers University</td>
<td>Ph.D in Communication, Information, Center for Communication and Health</td>
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<tr>
<td>64</td>
<td>SUNY - Albany</td>
<td>Ph.D in Communication Substantive area in Health Communication</td>
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<td>65</td>
<td>SUNY - Buffalo</td>
<td>Ph.D in Communication Health Communication area of focus</td>
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<td>70</td>
<td>Texas A&amp;M University</td>
<td>Ph.D in Communication Track in Health Communication</td>
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<tr>
<td>74</td>
<td>University of Georgia</td>
<td>Ph.D in Speech Communication Program in Interpersonal and Health Communication</td>
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<tr>
<td>78</td>
<td>Grady College of Journalism and Mass Communication</td>
<td>Ph. D in Mass Communication</td>
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Appendix: Doctoral Programs in HealthComm
Health Communication PhD Proposal 3
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<td>University of Pennsylvania</td>
<td><a href="http://scrippsjschool.org">http://scrippsjschool.org</a></td>
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<td><a href="http://cai.la.psu.edu">http://cai.la.psu.edu</a></td>
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Appendix: Doctoral Programs in HealthComm
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<td><a href="mailto:admissions@asc.upenn.edu">admissions@asc.upenn.edu</a></td>
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Appendix: Doctoral Programs in HealthComm

Health Communication PhD Proposal  6
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<td>University of Southern California</td>
<td>Annenberg School for Communication</td>
<td>Ph.D. in Communication, Health Communication and Social Dynamics area of study</td>
<td>C, R, M</td>
<td>G. Thomas Goodnight</td>
<td><a href="mailto:gtg@usc.edu">gtg@usc.edu</a></td>
<td>G. Thomas Goodnight</td>
<td><a href="mailto:gtg@usc.edu">gtg@usc.edu</a></td>
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<td>University of Southern California</td>
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<td>G. Thomas Goodnight</td>
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<td>120</td>
<td>Washington State University</td>
<td>Edward R. Murrow College of Communication</td>
<td>Ph.D. in Communication, Track in Media, Health, and Social Issues</td>
<td>C, R, M</td>
<td>Lawrence Pintak</td>
<td><a href="mailto:brabb@wsu.edu">brabb@wsu.edu</a></td>
<td>Prabu David</td>
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Appendix 6: Curriculum and Credit Hours Detail

Curriculum*: (See pp. 4-18 for more information on specific course descriptions and readings.)

Core Courses (15 credit hours) required of all students
*C500 Advanced Communication Theory (3) (currently offered every fall semester)
*C592 Advanced Health Communication (3) (currently offered every spring semester)
C6xx Doctoral Qualitative/Rhetorical Methods (3) [new course]
C6xx Doctoral Quantitative Methods (3) [new course]
C6xx Seminar in Communication and Healthcare (3) [lectures by practicing providers]

Seminars in Content Areas (15 credit hours)
*C510 Health Provider-Consumer Communication (currently offered every year)
*C521 Family Communication in Health Contexts (currently offered every spring)
*C526 Effective Media Strategies (currently offered every summer)
*C528 Group Communication and Organizations (currently offered in summer)
*C544 Relational Communication (currently offered every other year)
*C582 Intercultural Communication (currently offered every fall and summer)
*C593 Advanced Family Communication (currently offered every other year)
C6xx Discourses, Organizing, and Health [new course]
C6xx Rhetorical Understanding of Health Narratives [new course]
C6xx eHealth Communication [new course]
C6xx Ethical Issues in Health Communication [new course]
C6xx Health Communication Campaigns [new course]

Other cross-listed seminars from affiliated faculty in departments or programs such as the ICIC, Medical Humanities, Medical Sociology, and other health-related areas may count toward the student's degree progress with approval from the student's advisor.

*All courses required by this Ph.D. program are located on the IUPUI campus.

* Indicates existing course

Minor Area of Emphasis (9-12 credit hours)
All students must complete a minor in an area related to their primary health communication focus. For example, a student hoping to work in a non-profit health organization might pursue a minor area of emphasis in public health, health informatics, or philanthropic studies. Students hoping to work in the government sector might pursue law and health, industrial organizational psychology, or public health. Minor areas of Ph.D. study might also include bioethics, nursing, bioinformatics, clinical psychology, medical sociology, marketing, social work, health economics, science, or any area in the health and life sciences disciplines or the liberal arts disciplines connected to the student’s area of primary focus. An interdisciplinary minor can be developed in consultation with the student’s advisor and advisory committee as well as a minor in research methods/tools. The minor area of emphasis must be approved by the student’s advisor and advisory committee and contain a minimum of three graduate level courses (9 credit hours) in accordance with the department or unit in which the minor is housed. Some departments require a 12 credit hour minor.
Comprehensive Examinations
All students must take written examinations that cover both broad knowledge of the health communication field as well as specialized knowledge of a chosen area of health communication. Comprehensive exams are taken after the student has completed a minimum of 39 credit hours (beyond the Master’s) including the required core, seminars, and minor coursework.

Fieldwork /Research (6-9 credit hours)
All students are required to initiate or participate in original research with the approval of advisor. This field/research work is geared to focus the student’s research interest to serve as a spring-board for the dissertation work. Students will register for C6xx.

Ph.D. Dissertation (12 credit hours)
Dissertation credits are structured so that the student is unencumbered with completing coursework and can focus completely on conducting research and writing the dissertation for completion of the degree. Students will register for C8xx.

Sample Curriculum
The specific sequence of courses will be developed by the student in consultation with the student’s primary advisor and advisory committee. Students may be enrolled on a full-time or part-time basis; therefore the specific sequence and length of program of study will vary.

Sample Plan of Study: Full Time
Health Communication Ph.D.
Minor: Medical Sociology

Semester One
C500 Advanced Communication Theory (3 cr)
C510 Health Provider-Consumer Communication (3)
C6xx Doctoral Quantitative Methods (3) [new course]

Semester Two
C592 Advanced Health Communication (3)
C6xx Doctoral Qualitative/Rhetorical Methods (3) [new course]
SOC-R 515 Sociology of Health and Illness (3) (minor)

Semester Three
C582 Intercultural Communication (3)
C6xx Seminar in Communication and Healthcare (3) [new course]
SOC-S 526 Sociology of Human Sexuality (3) [minor]

Semester Four
C6xx Ethical Issues in Health Communication (3) [new course]
C6xx eHealth Communication (3) [new course]
SOC-S 560 Topics: Gender and Health (3) [minor]
Summer between Semesters Four and Five
C6xx Fieldwork/Research (2-3 cr) [new course]

Semester Five
SOC-R 585 Social Aspects of Mental Health and Illness (3) [minor]
C6xx Health Communication Campaigns (3) [new course]

Semester Six

C6xx Fieldwork/Research (2-3 cr) [new course]
Comprehensive Exams

Summer between Semesters Six and Seven
C6xx Fieldwork/Research (2-3 cr) [new course]

Semester Seven
C8xx Dissertation Credits (6 cr)

Semester Eight
C8xx Dissertation Credits (6 cr)

Students entering the Ph.D. program will have earned 30 credits from a master’s program. Hence, no transferability issues are expected coming into the program. There is no arrangement with the Department of Communication at Purdue University regarding transfer of credits at this time and may be unlikely since that program has its own set of criteria for admission to the general Ph.D. focused program. The Ph.D. program at Indiana University, Bloomington focuses on Communication and Culture with emphasis areas in rhetoric, public culture, performance and ethnography, film and media studies and not on health communication.