

PROMOTION RECOMMENDATION
The University of Michigan
School of Public Health
Department of Health Behavior and Health Education

Brian J. Zikmund-Fisher, assistant professor of health behavior and health education, Department of Health Behavior and Health Education, School of Public Health, is recommended for promotion to associate professor of health behavior and health education, with tenure, Department of Health Behavior and Health Education, School of Public Health [also being promoted to research associate professor, Department of Internal Medicine, Medical School].

Academic Degrees:

BS	1991	Swarthmore College
MS	1996	Carnegie Mellon University
PhD	2002	Carnegie Mellon University

Professional Record:

2009-present	Assistant Professor, University of Michigan, Department of Health Behavior Health Education, School of Public Health
2007-present	Research Assistant Professor, University of Michigan, Division of General Medicine, Department of Internal Medicine
2004-present	Investigator and Director of the Internet Survey Lab, Center for Bioethics and Social Sciences in Medicine (CBSSM), VA Ann Arbor Healthcare System & University of Michigan
2004-2009	Research Health Science Specialist, VA Ann Arbor Healthcare System, VA Health Services Research & Development Center of Excellence
2004-2007	Research Investigator, University of Michigan, Division of General Medicine, Department of Internal Medicine
2002-2004	Post-Doctoral Fellow, VA Ann Arbor Healthcare System, Program for Improving Health Care Decisions, VA Health Services Research & Development Center of Excellence
1997-1999	Coordinator of TA Support, Carnegie Mellon University, Eberly Center for Teaching Excellence
1993	Research Associate, National Economic Research Associates
1991-1993	Research Assistant, National Economic Research Associates

Summary of Evaluation:

Teaching: Professor Zikmund-Fisher's three courses--Risk Communication: Theory, Techniques, and Applications in Health (HBHE 662); Materials and Methods in Health Education Programs (HBHE 641); and Designing Sticky Communications for Health Advocacy, Education, and Mass Media (HBHE 661)--are vital for our program. They represent core curriculum for our MPH and PhD students, especially those interested in health communications. His evaluations in these courses have all been outstanding. Overall, his courses averaged 4.47 for course rating (Q1) and 4.62 for instructor rating (Q2). It is also notable that Professor Zikmund-Fisher has had healthy enrollments from the very first offering of his courses and they have grown since because of the excellent reputation he has among our students as a thoughtful

and engaging instructor. He also mentors our MPH students and has served on several PhD committees as both a member and chair.

Research: Professor Zikmund-Fisher's research productivity and quality is outstanding. He has had 51 peer-reviewed publications since beginning his tenure track appointment (78 total) and one book chapter (and two forthcoming). He is first or second author on 23 of the 51 published papers since 2009 (and 34 first or second authorships total). Notably, all the papers involve multiple authors including students and more junior colleagues, and demonstrate significant leadership and collegiality on research teams. Many of his papers are published in prestigious journals (e.g., *Archives of Internal Medicine*, *Pediatrics*, *Journal of Health Communication*, *Medical Decision Making*, and *American Journal of Public Health*).

Professor Zikmund-Fisher has also been successful in obtaining external funding for his research. He was recently awarded a three year grant (approximately \$1 million in direct costs) from the Agency for Healthcare Research and Quality (AHRQ) to study presentations of medical test data for patients. Overall he has been the PI, co-PI, or co-investigator of external research grants totaling over \$14 million in direct costs. It is also worth noting that the summer before he joined our faculty he had received a VA merit grant for \$831,000 in direct costs as the PI, but he gave up the PI role when he joined our faculty full time (the VA requires at least a 50% appointment to be the PI on grants). Since joining our faculty, he has played a leadership role (i.e., PI, co-PI, co-I) in over \$9 million in externally funded research. Professor Zikmund-Fisher's external reviewers note that he is a leading and influential scholar in medical decision science. He is clearly a productive researcher with a clear and unique program of research.

Recent and Significant Publications:

Zikmund-Fisher BJ. "The right tool is what they need, not what we have: A taxonomy of appropriate levels of precision in patient risk communication." *Medical Care Research and Review*, 2013, 70(1 suppl):37S-49S.

Zikmund-Fisher BJ, Turkelson AE, Franzblau A, Diebol JK, Allerton LA, Parker EA. "The effect of misunderstanding the chemical properties of environmental contaminants on exposure beliefs: A case involving dioxins." *Science of the Total Environment*, 2013, 447:293-300.

Zikmund-Fisher BJ, Witteman HO, Fuhrel-Forbis A, Exe NL, Kahn V, Dickson M. "Animated graphics for comparing two risks: a cautionary tale." *Journal of Medical Internet Research*, 2012, 14(4):e106.

Zikmund-Fisher BJ, Couper MP, Fagerlin A. "Disparities in patient reports of communications to inform decision making in the DECISIONS survey." *Patient Education and Counseling*, 2012, 87:198-205.

Langford A, Resnicow K, Roberts JS, Zikmund-Fisher BJ. "Racial and ethnic differences in direct-to-consumer genetic tests awareness in HINTS 2007: Sociodemographic and numeracy correlates." *Journal of Genetic Counseling*, 2012, 21(3):440-7.

Zikmund-Fisher BJ, Angott AM, Ubel PA. "The benefits of discussing adjuvant therapies one at a time instead of all at once." *Breast Cancer Research and Treatment*, 2011, 129:79-87.

Zikmund-Fisher BJ, Couper MP, Singer E, Levin C, Fowler Jr FJ, Ziniel S, Ubel PA, Fagerlin A. "The DECISIONS study: A nationwide survey of U. S. adults regarding nine common

medical decisions.” *Medical Decision Making*, 2010, 30:20S-34S. (#1 Most Downloaded article in *Medical Decision Making* during 2010 of articles published in 2009-2010). Zikmund-Fisher BJ, Fagerlin A, Ubel PA. “Risky feelings: Why a 6% risk of cancer doesn’t always feel like 6%.” *Patient Education and Counseling*, 2010, 81(Suppl):S87- S93. Zikmund-Fisher BJ, Fagerlin A, Ubel PA. “A demonstration of ‘less can be more’ in risk graphics.” *Medical Decision Making*, 2010, 30(6):661-671.

Service: Professor Zikmund-Fisher’s service to the department, School of Public Health, and university has been exceptional. He has served (or serves) on our MPH admissions and curriculum committees. He is currently chairing a faculty search committee in the department. He is a core faculty member of the health informatics program which is a significant amount of work as the core faculty handle all the administrative tasks for the program including admission review and curriculum development. He is also a core faculty member of the University of Michigan Risk Science Center. In addition, Professor Zikmund-Fisher directs the Internet Survey Lab at the U of M Center for Bioethics and Social Sciences in Medicine. Notably, he has also helped establish a weekly informal research lunch for staff, students, and faculty both within the department and across campus to discuss research ideas. In short, Professor Zikmund-Fisher is a central thread in the fabric of the university.

Professor Zikmund-Fisher is also involved with significant service on the national stage as well. He is associate editor of *Medical Decision Making* where he served on their editorial board from 2007-2010. He is also an ad hoc reviewer for national and international funding agencies, and several peer-reviewed journals. He has served professional societies and is currently a trustee for the Society for Medical Decision Making. He has been (or is) a member of several expert panels, most recently for the Dartmouth University Toxic Metals Superfund Research Program. These activities all demonstrate significant and important service contributions.

External Reviewers:

Reviewer (A): “Based on what I know about his presentations, his scholarly reputation, and most of all the quality and quantity of his published work, Dr. Zikmund-Fisher is more than ready for promotion to associate professor. He has become a widely known name in the use of visual display and narratives in risk communication and impact of self-reported numeracy.”

Reviewer (B): “In sum, with regard to quality, quantity, and scholarly impact, Dr. Zikmund-Fisher’s research appears outstanding, comparable to or better than that of associate and full professors in his field. Further, Dr. Zikmund-Fisher is focused on problems that are both scientifically meritorious as well as socially significant.”

Reviewer (C): “Brian Zikmund-Fisher is a treasure to be cherished. He would absolutely be granted tenure at my institution, and I whole-heartedly support his promotion.”

Reviewer (D): “I consider Professor Zikmund-Fisher to be an outstanding researcher and leader in the field. Had I been asked to name those 10 people who currently do the most relevant research in the field of medical decision making, he would definitely have been on the short list.”

Reviewer (E): "He has demonstrated excellence in research and has a strong international reputation. Brian is one of two or three individuals whose name always comes up in discussions of the most productive, dedicated, and promising researchers in this area."

Reviewer (F): "Dr. Zikmund-Fisher is an outstanding researcher who has clearly moved beyond the early work he conducted as a graduate student. He is carrying out several independent and promising lines of research and has quickly positioned himself as a real star in the field."

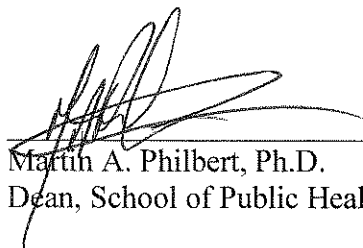
Reviewer (G): "Dr. Zikmund-Fisher has established himself as a productive, high-impact researcher in the area of medical decision making and risk perception and communication."

Reviewer (H): "I have rarely seen a candidate who is as clearly qualified for tenure and promotion as this one. ...Dr. Zikmund-Fisher has an outstanding record as a researcher and in terms of his service to the field."

Reviewer (I): "Dr. Zikmund-Fisher is a leader in the field of risk communication, health numeracy, and medical decision-making. He has moved the field ahead with his thoughtful innovative, and well-designed experiments."

Summary of Recommendation

Professor Zikmund-Fisher is an outstanding, productive, and well funded scholar. His work cuts across many topic areas including health decision making, health communication, and numeracy. He is nationally recognized as one of the leading scholars in communication of numeric information in medical contexts. Professor Zikmund-Fisher is also an effective classroom teacher and mentor for our master's and doctoral students. It is with the support of the School of Public Health Executive Committee that I recommend Brian J. Zikmund-Fisher for promotion to associate professor of health behavior and health education, with tenure, Department of Health Behavior and Health Education, School of Public Health.



Martin A. Philbert, Ph.D.
Dean, School of Public Health

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