

2023 **HINTS** DATA USERS CONFERENCE

NIH Main Campus, Bethesda, MD | Building 45 (Natcher) | Ruth L. Kirschstein Auditorium

SPEAKER BIOGRAPHIES



Kelly Blake, ScD | National Cancer Institute

Kelly Blake, Sc.D., is a Health Scientist and Program Director in the National Cancer Institute's (NCI) Health Communication and Informatics Research Branch (HCIRB) where she also serves as Director of NCI's Health Information National Trends Survey (HINTS). Dr. Blake conducts cancer prevention research examining social determinants of health behavior and attitudes toward public health policy, primarily focusing on how communication inequalities and knowledge gaps exacerbate cancer disparities among disadvantaged populations.

Before re-joining NCI in 2009, Dr. Blake was a cancer prevention fellow at the Dana-Farber Cancer Institute in Boston (2005-09), working in Dr. K. Viswanath's research lab as she pursued her doctoral training. During that time, she also received extensive survey research methods training from the Harvard Opinion Research Program. Prior to that, she served as a science writer and editor in the Division of Cancer Control and Population Sciences (DCCPS) Office of the Director (OD) (2001-05). Before that, she was a hospital-based public health educator and site coordinator for the West Virginia Rural Health Education Partnerships Program (1997-2001) and a health communication research fellow at the Centers for Disease Control and Prevention (CDC), National Institute for Occupational Safety and Health (NIOSH) (1996-97).

She earned a doctor of science degree in social epidemiology from the Harvard School of Public Health, a master's degree in community health education from West Virginia University, and a bachelor's degree in journalism and mass communication from Marshall University.



Katrina A.B. Goddard, PhD | National Cancer Institute

Dr. Katrina Goddard was appointed Director of the Division of Cancer Control and Population Sciences in October 2021. In this position, she oversees a division that covers a wide range of scientific domains and disciplines, including epidemiology, behavioral science, surveillance and statistics, cancer survivorship, and health services and outcomes research. Prior to joining NCI, Dr. Goddard was a Distinguished Investigator and Director of Translational and Applied Genomics at the Kaiser Permanente Center for Health Research in Portland, OR.

Dr. Goddard is a genetic epidemiologist who focuses on public health genomics and the translation of genomic applications into clinical practice. She has directed or collaborated on over 25 federally funded research studies and has held numerous leadership positions on national research consortia. Dr. Goddard has also contributed to knowledge synthesis products that have far-reaching impact for numerous national organizations.

Dr. Goddard received her PhD in biostatistics from the University of Washington and a BS in molecular biology from the University of Wisconsin-Madison.



Marlene Camacho-Rivera, ScD | SUNY Downstate

Dr. Camacho-Rivera is Assistant Professor of Community Health Sciences, SUNY Downstate School of Public Health. She received her BS in Biology and Society from Cornell University, her MPH in Health Policy and Management from Tufts University, and her ScM and ScD degrees in Social Epidemiology from the Harvard School of Public Health. She was a postdoctoral fellow in the Division of Epidemiology at the Feinstein Institute for Medical Research, Northwell Health. Prior to her appointment in the School of Public Health, she was an Assistant Professor of Community Health and Social Medicine at the CUNY School of Medicine.

A social epidemiologist by training, Dr. Camacho-Rivera's research focuses on three main themes:

1. Social and structural determinants of chronic disease disparities (e.g. cancer, pulmonary, and cardiometabolic conditions) among urban racial and ethnic minority communities.
2. Exploring patterns and determinants of within-group heterogeneity in chronic disease outcomes among Latinos.
3. Design, implementation, and evaluation of multilevel and community-engaged interventions to improve chronic disease self-management among urban minority communities, with a focus on mHealth and new technologies.

Dr. Camacho-Rivera is also actively engaged in examining determinants and impacts of the COVID-19 pandemic on structurally vulnerable groups (e.g. urban minority communities, individuals with chronic health conditions, essential workers). Her research has been funded by the National Cancer Institute, the Association of American Medical Colleges, the National Institute on Minority Health and Health Disparities, and the Stony Wold-Herbert Fund. Her research has been published in numerous epidemiological and clinical journals including the Journal of Urban Health, Cancer Epidemiology, Biomarkers, and Prevention, BMJ, and JMIR mHealth and uHealth. She serves on the editorial boards of PLOS One, Frontiers in Public Health, and BMC Public Health.



Bradford W. Hesse, PhD | National Cancer Institute (Retired)

Bradford (Brad) Hesse received his degree in psychology from the University of Utah in 1988 with an accompanying internship in the nascent field of medical informatics. After completing his degree, he served as a postdoctoral fellow within the Department of Social and Decision Sciences at Carnegie Mellon University after which he ran a user-centered design program in Palo Alto, California, for the American Institutes for Research. Dr. Hesse was recruited to the National Cancer Institute in 2003 and during his tenure there he expended his energies on bringing the power of evidence-based health communication to bear on the problem of eliminating death and suffering from cancer. During his time at the National Cancer Institute, he served as chief of the Health Communication and Informatics Research Branch within the institute's Behavioral Research Program. He also served as program director for the Centers of Excellence in Cancer Communication Research, a cutting-edge research initiative aimed at expanding the knowledge base underlying effective cancer communication strategies, as well as program director for the Health Information National Trends Survey (HINTS), a biennial general population survey designed to monitor the public's use of health information during a period of enhanced capacity at the crest of the information revolution. Designed to serve as a resource for the cancer control community, the HINTS program has produced over 400 publications on data contributed from over 40,000 research participants archived within an open-science architecture. Dr. Hesse retired from the National Cancer Institute on July 31, 2019.

Over the course of his career, Dr. Hesse has authored or co-authored over 200 publications, including peer-reviewed journal articles, technical reports, books, and book chapters. In 2009, his coauthored book titled "Making Data Talk: Communicating Public Health Data to the Public, Policy Makers, and the Press" was named Book of the Year by the American Journal of Nursing, while in 2017 his co-edited volume "Oncology Informatics: Using Health Information Technology to Improve Processes and Outcomes in Cancer" was given the prestigious "PROSE Award" (Professional and Scholarly Excellence) for "Best Book in Clinical Medicine: 2016" by the Association of American Publishers. He has also served as the co-chair for the President's Cancer Panel expert meeting series, which culminated in a report to the White House titled "Improving Cancer-Related Outcomes with Connected Health" in November 2016. Dr. Hesse served on the Publication and Communications Board of Advisors for the American Psychological Association from 2011 to 2017, on the Board of Directors for the Society of Behavioral Medicine from 2010 to 2017, and on the Steering Committee for the Houston VA's Center of Innovation for Veteran-Centered and Value-Driven Care from 2013 to the present. Since retiring from federal service in 2019, Dr. Hesse has consulted periodically with the universities, government, and the private sector. He currently lives in Kailua Kona, Hawaii.



Chelsea Richwine, PhD | Office of the National Coordinator for Health Information Technology

Chelsea Richwine is a Health Economist and Health IT researcher in the Office of Technology at the Office of the National Coordinator for Health IT (ONC). Her work is primarily focused on the intersection of public health and health IT including health information exchange, social determinants of health documentation and exchange, and electronic public health reporting. She has also examined health care providers' experiences documenting patient health information in EHRs and identified disparities in patients' access and use of information contained in their online medical records. Chelsea received a master's degree in Economics from Duke University and a PhD in Public Policy and Public Administration with an emphasis in Health Policy from George Washington University.



Abhishek Henry, BS | The Ohio State University College of Public Health

Abhishek Henry (he/him) is a second-year Master of Public Health (MPH) student at The Ohio State University College of Public Health, Division of Epidemiology. Growing up in mission hospitals in rural India, Mr. Henry observed first-hand how a lack of affordable and widely available healthcare are massive barriers for groups that have been marginalized. He graduated from Denison University in 2020, earning a Bachelor of Science in Biology. To gain hands-on experience in public health research, he is currently working as a cancer epidemiology research assistant to study racial disparities in cancer screening, lifestyle risk factors, and the use of technology to promote cancer screenings. His career aspirations are to improve population health and advance global health equity.



Yinjiao Ye, PhD | University of Rhode Island

Dr. Yinjiao Ye is a full professor in the Department of Communication Studies in the Harrington School of Communication. She holds a Ph.D. in mass communication from the University of Alabama and her current research focuses on health communication and media effects. She has published many book chapters and journal articles in prestigious communication journals, including *Computers in Human Behavior*, *American Psychologist*, *Journal of Health Communication*, *Mass Communication and Society* and the like, and her research in health communication has attracted wide national and international media attention. Her teaching interests include health communication, and communication theory and research methods.



Elise Atkinson, BSME | Michigan State University

Elise is a second-year master's student in the Department of Media and Information at Michigan State University working under the mentorship of Dr. Celeste Campos-Castillo. Elise earned their bachelor's degree in Mechanical Engineering from Kettering University. While working in the biomechanical industry, Elise discovered their love for data and decided to pursue a career in public health and policy research. Elise is interested in ways new technologies can assist social justice and the rights of minoritized groups.



Paul Beatty, PhD | US Census Bureau

Paul Beatty is Chief of the Center for Behavioral Science Methods at the U.S. Census Bureau. In that capacity he directs an interdisciplinary team of social and statistical scientists who conduct research on the quality of survey and social measurement, and apply behavioral science insights to the development of emerging methods to enhance or supplement more traditional survey data. His research interests focus on the design of complex survey questions, survey evaluation methods, and evaluation of social media data for measuring public opinion.

Prior to working at Census, he was Chief of the Ambulatory and Hospital Care Statistics Branch at the National Center for Health Statistics, and for 15 years was a behavioral scientist in their Office of Research and Methodology. Altogether he has 30 years of experience with surveys in both methodological and production contexts. He is current Past-President of the American Association for Public Opinion Research (AAPOR), and earned his Ph.D. in Sociology from the University of Michigan, Ann Arbor.



MeLisa Creamer, PhD | National Institute on Drug Abuse

Dr. MeLisa Creamer is the Deputy Branch Chief and Program Official in the Epidemiology Research Branch. Her program area includes trends in new and emerging psychoactive substances, tobacco use in marginalized populations, and general epidemiology and etiology research of tobacco, nicotine products, and substance use and misuse. Dr. Creamer also is a member of the Population Assessment of Tobacco and Health (PATH) Study team, which is an ongoing longitudinal cohort study on tobacco use behavior, attitudes and beliefs, and tobacco-related health outcomes, conducted as a collaboration between NIDA and the Center for Tobacco Products (CTP), Food and Drug Administration (FDA).

Prior to joining NIDA, Dr. Creamer was an ORISE Fellow in the Office on Smoking and Health at the Centers for Disease Control and Prevention, where she focused on surveillance of tobacco products among youth and adults. She specifically worked on the National Youth Tobacco Survey team, and contributed to the 2020 Surgeon General's Report on Smoking Cessation. From 2014-2018 Dr. Creamer was an Assistant Professor at the University of Texas School of Public Health in Austin and co-investigator on the Texas Tobacco Center of Regulatory Science on Youth and Young Adults. There she focused on transitions and trajectories of tobacco use among youth and young adults, including an emphasis on cognitive and affective factors related to tobacco use. She served as one of the Senior Scientific Editors of the 2016 Surgeon General's Report on E-cigarette Use Among Youth and Young Adults. Dr. Creamer earned her B.A. in Sociology from American University, and her M.P.H and Ph.D. in Epidemiology from the University of Texas School of Public Health in Austin.



Machell Town, PhD | Centers for Disease Control and Prevention

Dr. Machell Town is Chief of the Population Health Surveillance Branch in the Division of Population Health at the Centers for Disease Control and Prevention (CDC). Dr. Town joined CDC's Division of Adult and Community Health in November of 1999 as a mathematical statistician in the Behavioral Surveillance Branch. Today, Dr. Town provides expertise in sample designs and weighting for the Behavioral Risk Factor Surveillance System (BRFSS). In her current position, she leads the Branch responsible for BRFSS, which is the nation's largest state-based population survey that uses telephones to collect data on numerous health indicators, risk behaviors, issues in health-care access, and use of preventive services. She advocates for survey questions that will help quantify levels of Health Equity across the country. She is a leader in oversampling of special populations and local communities for RDD surveys. Dr. Town has been consulted on sample design and weighting for special surveys throughout the United States and globally. She oversees research to improve data-collection methods for the BRFSS Survey. The research focuses on improving RDD telephone sampling; improving response rate/item nonresponse; and collecting data through web surveys, internet panels, and electronic health records. She has published more than 50 peer-reviewed articles on survey methods research and epidemiologic research on chronic disease and risk factors. Dr. Town earned her BS and MS degrees in statistics from the University of Georgia (UGA) and her PhD in Public Health with a concentration in Epidemiology from Walden University. Upon graduating from UGA, Dr. Town accepted a position as a mathematical statistician at the US Census Bureau in the Decennial Division. She worked at the Census Bureau for 9 years, where she specialized in sampling, data quality, questionnaire development, weighting, variance estimators, and small-area estimation.



Aaron Maitland, PhD | National Center for Health Statistics

Aaron Maitland received his PhD from the Joint Program in Survey Methodology at the University of Maryland. He is currently the Chief of the Survey Planning and Special Surveys Branch (SPSSB) in the Division of Health Interview Statistics at the National Center for Health Statistics (NCHS) where he leads staff who conduct the annual planning for the National Health Interview Survey. SPSSB is also developing the Rapid Surveys System using commercial online web panels to collect data on a quarterly basis to address time sensitive data needs of CDC programs. Prior to working at NCHS, he was a Senior Survey Methodologist in the Survey Methods Unit at Westat where he worked on methodological projects for a variety of federal surveys. He has published research on the causes and consequences of nonresponse error and the use of question evaluation methods to reduce measurement error.



Michelle Mollica, PhD | National Cancer Institute

Michelle Mollica, PhD, MPH, RN, OCN, serves as deputy director of the NCI Office of Cancer Survivorship. In this role, Dr. Mollica is responsible for developing, supporting, and promoting research efforts focused on cancer survivorship. Dr. Mollica also holds a secondary appointment as a program director in the Outcomes Research Branch (ORB) of the Healthcare Delivery Research Program, where she manages a research portfolio of grants focused on cancer survivorship and healthcare delivery across the lifecourse, from childhood through older adulthood. Dr. Mollica has served as scientific lead for several recent funding opportunity announcements focused on specific aspects of survivorship care, including primary care, transitions in care, metastatic cancer survivorship, and informal cancer caregiving.



Jereme Corbin, BA | National Cancer Institute

Jereme Corbin is currently pursuing a masters in Integrative Medicine and Health Sciences at Georgetown University after graduating from Davidson College this past spring as a political science major on the pre-med track. Jereme is currently a special volunteer for NCI after completing an internship as a part of the NIH Summer Internship Program, working in the Infections and Immunoepidemiology branch. Recent publications include “Human papillomavirus-associated cancer incidence by disaggregated Asian American, Native Hawaiian, and other Pacific Islander ethnicity” published in February 2023 in JNCI Cancer Spectrum. Current research interests include cancer care, cancer biology, and Asian American and Pacific Islander health disparities.



Whitney E. Zahnd, PhD | University of Iowa

Whitney Zahnd, PhD, is a tenure-track assistant professor in the Department of Health Management and Policy in the College of Public Health at the University of Iowa. Her research employs health services research and social epidemiological approaches to address rural cancer disparities across the continuum and to ameliorate disparities in access to health care services. Currently, she serves as the deputy director of the RUPRI Center for Rural Health Policy Analysis, co-chair of the Cancer Prevention and Control Research Network's rural cancer workgroup, secretary of the Iowa Rural Health Association board, and chair of the Journal of Rural Health editorial board. She is a full member of the Holden Comprehensive Cancer Center and leads the Advancing Cancer and Rural Equity (ACRE) lab. Prior to joining the University of Iowa faculty, Dr. Zahnd completed post-doctoral training and served as research faculty at the Rural & Minority Health Research Center at the University of South Carolina and worked as a master's trained researcher at Southern Illinois University School of Medicine. She has extensive rural health services research experience working in both schools of medicine and public health settings. She received her bachelor's degree in microbiology and master's and doctoral degrees in community health, all from the University of Illinois Urbana-Champaign.



Kristin Maki, PhD | Wayne State University School of Medicine

Kristin Maki, PhD, is an Assistant Professor in the Department of Oncology at Wayne State University School of Medicine, and a Community Outreach and Engagement (COE) Scientist for the Office of Cancer Health Equity and Community Engagement at Karmanos Cancer Institute. Dr. Maki's research focuses on improving disparities in cancer screening and decision-making. Prior to joining the faculty at Wayne State University, she completed postdoctoral training in Behavioral Science and Health Services Research at MD Anderson Cancer Center.



Christopher Wheldon, PhD | Temple University

Christopher Wheldon is a behavioral scientist working on reducing cancer disparities in underserved and vulnerable populations. Central to this focus is his consideration of how individual, interpersonal, and organizational factors influence cancer-related risk such as tobacco use, preventive health behaviors like HPV vaccination, and survivorship care. Currently, Dr. Wheldon is an Assistant Professor of Public Health at Temple University. Before joining the faculty at Temple, Chris was a Cancer Prevention Fellow in the Behavioral Research Program and the National Cancer Institute. He received his Ph.D. in Community and Family Health from the College of Public Health at the University of South Florida.



Heather D'Angelo, PhD | National Cancer Institute

Heather D'Angelo, Ph.D., M.H.S., is a Program Director in the Health Communication and Informatics Research Branch (HCIRB) of the Behavioral Research Program (BRP) at NCI. She earned her doctorate in Health Behavior from the University of North Carolina at Chapel Hill, Gillings School of Global Public Health. Dr. D'Angelo's research broadly focuses on reducing cancer health disparities by understanding the role of the social, built, communication, and policy environments in influencing health behaviors related to cancer risk.



Aisha T. Langford, PhD | NYU Grossman School of Medicine

Aisha Langford, PhD, MPH is a public health professional and behavioral scientist. Broadly, Dr. Langford studies how health communication can improve individual decision making and reduce population health disparities for conditions or behaviors that lead to preventable mortality and morbidity. Historically, she has done work in cancer prevention and clinical trial participation in community-based settings. More recently, her research has expanded to include cardiovascular disease broadly, with a particular interest in hypertension-related decision making. She is a trustee for the Society for Medical Decision Making and an active member of the Society of Behavioral Medicine, American Society of Preventive Oncology, and Academy of Communication in Healthcare. She has been evaluating HINTS data since 2009.



Kristin E. Schrader, MA | University of Tennessee

Ms. Kristin E. Schrader is a doctoral candidate at the University of Tennessee, Knoxville. Her research focuses on health information seeking and evaluation within rural communities. Ms. Schrader's dissertation research examines the efficacy of public health messaging in rural communities using a communication infrastructure context approach. Part of this research involves analysis of the HINTS data to examine differences in health information seeking between urban and rural communities.

Additionally, Ms. Schrader's recent work as Senior Study Director with Westat, Inc., has focused on complex data analysis using quantitative and qualitative research methods. Highlights of this work include analysis of COVID-19 vaccine efficacy, examination of cancer information seeking among Spanish-language speakers, and review of human capital planning metrics; each done in consultation with federal agency stakeholders. Ms. Schrader recently branched into network analysis and attended the ICPSR Summer Program in 2022 for network analysis training.



Abigail Muro, BS | National Cancer Institute

Abigail Muro, B.S., is a Cancer Research Training Award Fellow in the Health Communication and Informatics Research Branch (HCIRB) of the Behavioral Research Program. Ms. Muro's research interests include environmental health, cancer epidemiology, and health equity. She earned a Bachelor of Science degree in Community Health with high honors from the University of Maryland at College Park in December 2022. During her final semester, she interned with HCIRB where she enjoyed working on projects related to climate change and cancer.



Katerina Andreadis, MS | NYU Grossman School of Medicine

Katerina is a doctoral student in the Department of Population Health at NYU Grossman School of Medicine. She holds a BA in psychology from Hunter College and an MS in healthcare policy and research from Cornell University. Katerina's research interests center on leveraging digital health interventions to bridge gaps in care, enhance patient-provider communication, and promote inclusivity and accessibility.



Lijian Xiao, PhD | Wright State University

Lijian Xiao is currently a Senior Data Scientist at NielsenIQ, specializing in the analysis and interpretation of customer-centric data. She holds a PhD in Industrial and Human Factor Engineering from Wright State University in the USA.

During her academic and professional career, Lijian has focused on various areas, including physical stores with last-mile delivery and store layout optimization, as well as scheduling problems such as course scheduling and staff scheduling. Her expertise lies in leveraging statistics, mathematics, and econometrics to develop advanced predictive models. She is now focusing on accessing, analyzing, and interpreting customer-centric data to build advanced predictive models leveraging statistics, mathematics, and econometrics to support solutions such as product assortment optimization, retail price optimization, B2B price optimization, personalized marketing, promo effectiveness, marketing mix optimization, and floor space optimization.



Tracy Onega, PhD | Huntsman Cancer Institute/ University of Utah

Tracy Onega, PhD MA MS MPAS, a clinical epidemiologist and health services researcher, received her B.S. cum laude from Vanderbilt University in 1989, her MA in Geography from University of Vermont in 1997, her MPAS (Physician Assistant) from University of Iowa in 2000, an MS in Health Informatics from Northeastern University in 2012, and her PhD in Clinical Epidemiology from Dartmouth Medical School in 2007. Having served as Associate Director for Community Outreach and Engagement and Program Lead for Cancer Control at the Dartmouth Cancer Center, as well as Chair of the Division of Biomedical Informatics in the Geisel School of Medicine at Dartmouth until 2020, Dr. Onega is now Senior Director for Population Sciences at the Huntsman Cancer Center. She holds the Huntsman Cancer Institute Presidential Endowed Chair in Cancer Research and is Professor in the Department of Population Health Sciences at the University of Utah.

The Onega Team is dedicated to and focused on understanding access to cancer care, especially in rural and frontier populations, with a special interest in health equity for screening and early detection. Working across the cancer control continuum, and using geospatial and health informatics methodologies, Dr. Onega aims to have a population-level impact by improving access to care through new care delivery models, effective care teams, and multimodal services. Dr. Onega is passionate about understanding how place shapes individuals, their health, and healthcare trajectories. In the era of telemedicine, the Onega Team continues to work in the geospatial realm to develop advanced hybrid measures of access to care in the physical and virtual worlds of healthcare. With over 16 years in the national Breast Cancer Surveillance Consortium (BCSC), Dr. Tracy Onega continues her work to bring quality cancer care to rural and frontier populations in the Mountain West through mobile mammography screening. Prior to pursuing her Ph.D, Tracy practiced as a primary care physician assistant, and still enjoys opportunities to work with clinical teams and communities to advance health care delivery interventions.



Kang Namkoong, PhD | University of Maryland

Dr. Namkoong's research focuses on the interrelationships between emerging media and health communication, with areas of focus including web- and mobile-based eHealth system effects, cancer communications, health promotion, occupational health and safety, and nutrition education. His research program consists of two interrelated lines of inquiry that concern treatment-oriented health interventions and prevention-oriented health campaigns. The former concern the effect of interactive communication technologies on patients' physical and psychological health benefits. The latter concern the potential of ICTs in addressing health outcome disparities among underserved populations.

Dr. Namkoong has over 30 peer-reviewed articles published in such prestigious journals as Journal of National Cancer Institute Monographs, Cancer, Health Psychology, Journal of Health Communication, and Health Communication. For his emerging media and health communication research, Dr. Namkoong has secured several extramural grants from government funding agencies, including the Center for Disease Control (CDC) and the U.S. Department of Agriculture (USDA).



Juan R. Albertorio-Diaz, MA | National Center for Health Statistics

Juan R. Albertorio-Diaz is the senior research advisor at the US Foundation for Social Connection (F4SC) and the listserv editor of the Social Isolation and Loneliness Working Group. Albertorio is also an NCHS Social Isolation and Loneliness (SIL) Interagency Committee member. In his free time, Mr. Albertorio participates as the senior research advisor for the U.S. Foundation for Social Connection and as a cycling without age program pilot.

Mr. Albertorio holds an M.A. in psychology from the University of Puerto Rico, Rio Piedras campus, and earned an educational epidemiological background at the London School of Hygiene and Tropical Medicine. In the last 20 years, Mr. Albertorio has provided technical assistance to the US-Mexico Border Health Commission. During the same period, he also functions as the NCHS's U.S. liaison subject matter expert for the OECD Statistics Working Party under the Office of Global Affairs.



Robin Vanderpool, DrPH | National Cancer Institute

Robin C. Vanderpool, DrPH, is chief of the Health Communication and Informatics Research Branch in the Division of Cancer Control and Population Sciences at the National Cancer Institute (NCI). As branch chief, Dr. Vanderpool leads the development of health communication research initiatives in areas such as cancer communication surveillance, patient-centered communication, connected health, and online health information. Dr. Vanderpool also collaborates with the NCI Office of Cancer Centers on community outreach and engagement initiatives across NCI-designated cancer centers. Prior to joining NCI, Dr. Vanderpool was a professor in the College of Public Health at the University of Kentucky (UK) and associate director for community outreach and engagement at the UK Markey Cancer Center where she led several federally funded research initiatives supported by NCI and CDC. Dr. Vanderpool earned a DrPH in Health Behavior from UK; an MPH in Public Health Education from Western Kentucky University; and a BS in Psychobiology from Centre College.



Richard Moser, PhD | National Cancer Institute

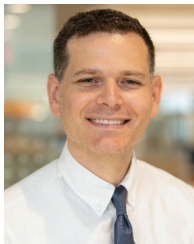
Richard Moser has been at the National Cancer Institute (NCI) for over 20 years and serves in several roles. He is the research methods coordinator within the Behavioral Research Program (BRP) at the NCI and conducts his own research and supports BRP staff in accessing and analyzing data. He is the senior methodologist for the Health Information National Trends Survey (HINTS) and directs the Group-Evaluated Measures (GEM) project, a web-based portal to promote the use of standardized health research measures and data sharing. Lastly, he serves as the training director for the Division of Cancer Control and Population Sciences (DCCPS) and leads a program that contains approximately 60 fellows and mentors several of his own fellows. His interests include conducting and promoting integrative data analysis, which involves merging or linking independent data sets and analyzing them to help build a cumulative knowledge base and answer novel research questions. In addition, he is interested in big data and the application of data science methods to behaviorally focused cancer research. He received the NCI's Outstanding Mentor Award in 2019. He is an author or co-author on more than 95 peer-reviewed journal articles and several book chapters spanning a range of topics including survey methodology, analytic procedures, health behaviors, and innovative uses of data.

Prior to joining the NCI, Richard conducted research at the Menlo Park VA Hospital, taught statistics at several Bay Area graduate schools, and performed trainings for the statistical program SPSS. Richard received his PhD in Clinical Psychology from Palo Alto University in 1996.



Andrew Caporaso, MS | Westat

Andrew Caporaso is a senior survey methodologist at Westat with 15 years of experience designing, conducting and evaluating social science research. Andrew has been the lead methodologist on HINTS since HINTS5; in this role he assists HINTS champions in writing questions and oversees cognitive testing prior to each data collection cycle. Andrew also contributes to HINTS experimental design, sampling, weighting and other post-data collection processing tasks. Andrew's happy to be presenting and attending his 3rd HINTS data users conference!



Andrew Seidenberg, PhD | Truth Initiative

Andrew B. Seidenberg, PhD, MPH is a Research Director at Truth Initiative. Prior to joining Truth Initiative, Dr. Seidenberg was a Cancer Prevention Fellow in the Behavioral Research Program at the National Cancer Institute. Dr. Seidenberg received a Doctorate in Health Behavior from the Gillings School of Global Public Health at the University of North Carolina at Chapel Hill and a Master's in Public Health from the Yale School of Public Health.



Maria Rincon, PhD | National Cancer Institute

Maria Rincon, Ph.D., M.P.H., is a Cancer Research Training Award Fellow (CRTA) in the Office of the Associate Director of the Behavioral Research Program. Under the mentorship of Dr. Richard Moser, Maria's work will focus on assessments and methods, particularly involving the Health Information National Trends Survey (HINTS), and HINTS-related resources, including HINTS-SEER (Surveillance, Epidemiology, and End Results), and the HINTS Data Linkage Project. Maria will also contribute to NCI-supported objectives for Healthy People 2030, and dissemination and engagement efforts of the Group-Evaluated Measures (GEM), a site supporting use of previously evaluated measures. Maria earned her Ph.D. in Social and Behavioral Sciences from Temple University. For her dissertation, Maria assessed the eHealth Literacy Questionnaire (eHLQ) in a low-income, urban minority population of cancer patients in Philadelphia, PA. Prior to her doctoral studies, Maria completed a 2-year internship in health communications in the Outcomes Research Branch with DCCPS' Healthcare Delivery Research Program. Maria received a Master of Public Health in epidemiology from the Yale School of Public Health. She holds a bachelor's degree in biology from the University of South Florida.



Marc T. Kiviniemi, PhD | University of Kentucky

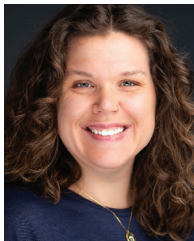
Marc Kiviniemi is the Development Dimensions International Endowed Professor of Health, Behavior and Society in the College of Public Health at the University of Kentucky. Dr. Kiviniemi's research focuses on understanding how people make decisions about engaging in health-related behaviors, how individuals process and respond to health risk communications and other information about their health, and how to communicate that information most effectively.

Dr. Kiviniemi is the Senior Co-Chair of the Techniques and Theories for Health Behavior Change Special Interest group in the Society for Behavioral Medicine and is a Fellow in the society. Dr. Kiviniemi received his BA in Psychology from the University of North Carolina at Asheville in 1995 and his PhD in Social Psychology from the University at Minnesota in 2001.



Kaiyi Wen, MA | Binghamton University

Kaiyi Wen is a fourth-year Ph.D. candidate at State University of New York at Binghamton. He received his master's degree in Economic Policy from Boston University. His current research interests include the effect of noise pollution, environmental justice, and sorting models.



Ashley B. Murray, PhD | RTI International

Ashley B. Murray is a research survey methodologist in the Data Practice Area at RTI International. Her main areas of expertise are within health surveys (e.g., physical activity, nutrition, health communication, HPV vaccination), sexual orientation and gender identity (SOGI) measurement, experimental design and measuring implicit associations.



Celeste Campos-Castillo, PhD | Michigan State University

Dr. Celeste Campos-Castillo is currently an Associate Professor in the Department of Media and Information at Michigan State University. Her research examines how information and communication technologies may widen or narrow existing inequalities, with a focus on how outcomes are dependent on how well the design and implementation addresses digital divides, trust, and privacy concerns. The technologies she examines include social media, telehealth, patient portals, and electronic health records. The inequalities she examines are those along ethnoracial lines and gender, particularly among high school aged adolescents and older adults. She is a methodologist and uses a range of research methods, including experiments, surveys, archives, interviews, and focus groups. Her research appears in academic journals such as Annual Review of Sociology, Health Affairs, Journal of Adolescent Health, Journal of the American Medical Informatics, Journal of Medical Internet Research, Journals of Gerontology, and Sociological Theory. Her research has received funding from Meta Research, National Endowment for the Arts, National Science Foundation, and Technology and Adolescent Mental Wellness program. She received a PhD in Sociology from the University of Iowa in 2012 and from 2012 to 2014 she was a post-doctoral research fellow in the Institute for Security, Technology, and Society at Dartmouth College.



Wen-Ying Sylvia Chou, PhD | National Cancer Institute

Dr. Wen-Ying Sylvia Chou is a Program Director in the Behavioral Research Program at the National Cancer Institute. A prolific health communication scholar with over 100 peer-reviewed publications, Dr. Chou has led a number of NIH initiatives on the impact of the evolving communication landscape on public health. Dr. Chou's research interests include patient-centered communication, social media and health, end-of-life care, and use of mixed methods in health research. In her role as a Program Director since 2009, she has guided numerous scholars working in health communication research exploring funding opportunities. Dr. Chou's current research centers on understanding and addressing the spread of health misinformation, having served as an editor for an American Journal of Public Health theme issue on misinformation and leading related funding initiatives. Dr. Chou holds MS and PhD degrees in Linguistics from Georgetown University, and an MPH from UC Berkeley.



Ming Wang, PhD | University of Nebraska-Lincoln

Ming (Bryan) Wang is an associate professor of advertising and public relations in the College of Journalism & Mass Communications at the University of Nebraska-Lincoln. His research interest focuses on studying the impact of new communication technologies (such as social media and AI-driven algorithms) on health communication. He has also been researching health misinformation about vaccine, cancer, and e-cigarettes. His research has been published in leading communication and health marketing journals, such as *Communication Research*, *Journal of Communication*, and *Health Marketing Quarterly*.



Anna Gaysynsky, MPH | National Cancer Institute/ICF Next

Anna Gaysynsky, MPH, is a Senior Associate at ICF Next, providing programmatic support to the Health Communication and Informatics Research Branch at the National Cancer Institute. In this role she collaborates on various projects focused on social media, health communication, and misinformation. She also provides logistical support to the Health Information National Trends Survey (HINTS) management team.

Ms. Gaysynsky holds a master's degree in public health and health promotion from Columbia University and a bachelor's degree in media, culture and communication from New York University. Prior to joining NCI as a contractor, she worked at The Corkery Group, a health-focused PR firm that provides communications support to clients in the public health, nonprofit, and pharmaceutical fields.



Yonaira M. Rivera, PhD | Rutgers University School of Communication & Information

Yonaira M. Rivera is an Assistant Professor in the Department of Communication at Rutgers University's School of Communication & Information. Dr. Rivera's scholarship focuses on reducing health inequities and improving the well-being of Latino/a/x and underserved communities through health communication initiatives. Her work uses qualitatively-driven, mixed methods and community-based participatory research in English and Spanish. She specifically studies how engagement with health (mis) information on social media can impact health decisions and how to use social media as a tool to communicate with and mobilize communities. Dr. Rivera is an Associate Member of the Cancer Institute of New Jersey's Cancer Prevention & Control Program and a member of the Rutgers Global Health Institute. Prior to her doctoral work, Dr. Rivera was a community health educator through the U.S. National Cancer Institute's Center for Reducing Cancer Health Disparities. Dr. Rivera has a Ph.D. in Social & Behavioral Sciences from Johns Hopkins School of Public Health and an MPH in Behavioral Sciences & Health Education from Emory University.



Prathyusha Galinkala, BE | Michigan State University

Prathyusha Galinkala is currently pursuing a master's degree in the Department of Media and Information at Michigan State University. Her academic pursuits are driven by an unwavering determination to comprehend the intricate dynamics between users and digital interfaces, with a focus on forging empathetic connections that elevate user experiences to unparalleled heights. Upon the successful completion of her undergraduate education in Mechanical Engineering from Maharaj Vijayaram Gajapati Raj College of Engineering in India, she accepted a position at Tata Consultancy Services. Over the course of eight fruitful years, she received several accolades for her work as a UI/UX designer.

Her passion for leveraging education and expertise to serve older adults has led her to focus on making a difference in the lives of individuals affected by dementia. Consequently, she has directed her thesis towards a comprehensive examination of the challenges faced by nurses who provide care for these individuals, with a particular emphasis on developing tools to support their mental well-being. Additionally, she is currently a research assistant working alongside Professor Celeste Campos-Castillo. Their research seeks to design an anti-racist chatbot, which identifies instances of cyberbullying among racially and ethnically diverse adolescents and offers appropriate support. In essence, her multidimensional background as a UI/UX designer and social scientist enables her to approach challenges with an inquisitive mindset, a solid scientific foundation, and a flair for artistic innovation. Her long-term goal is to create a transformative impact on the digital realm by infusing it with empathy, creativity, and collaboration—one pixel at a time. Her aspiration is to leave behind a lasting legacy of user-centric design that enriches lives and fosters genuine connections.



Adaeze Aroh, DrPH | Slippery Rock University

Dr. Adaeze Aroh is an Assistant Professor at the Department of Public Health, College of Health Professions at Slippery Rock University. She earned her Doctor of Public Health (DrPH) and Master of Public Health in Health Management and Policy from the University of Kentucky and Master of Science degree in Health Informatics from Northern Kentucky University.

Dr. Aroh is a health policy management scientist and digital health transformation strategist with over 15 years of global public health, financial services, health services research, information technology, and project management expertise. She has extensive experience using community based participatory research methodologies to reduce disparities and improve outcomes in underserved populations and communities.

Her research interest and experience are in the areas of chronic disease prevention (cancer, heart diseases, obesity, and Type 2 diabetes), health information technology, and application of mobile health technologies in population health.

Dr. Aroh is a member of the American Public Health Association (APHA), Health Information and Management Systems Society (HIMSS), and American Association for Cancer Research (AACR).



Jeremy Martinez, MPH | Harvard Medical School

Jeremy Martinez is a 4th year student at Harvard Medical School and recent graduate of the Master in Public Health program at the Harvard T.H. Chan School of Public Health. Jeremy's research interests lie in epidemiology, health econometrics, and health disparities, three areas which he believes can be leveraged to improve identification of emerging health trends and mitigate health inequalities. Jeremy also has a strong interest in mentorship, leading advising for First-Generation, Low Income (FGLI) students at Winthrop House in Harvard College.



Mark A Fiala, PhD | Washington University School of Medicine

Dr Mark Fiala began working as a research coordinator at the Siteman Cancer Center at Washington University in St Louis in 2007 and spent 8 years working as part of a care team. This time spent working closely with patients helped him gain a firsthand perspective of what people face as they undergo their battle cancer. Most notably, he saw how a person's characteristics, their race, gender, socioeconomic status, etc. could influence the treatments they received and the prognosis of their disease. It was this experience that led him to continue his education and devote his career to the understanding and elimination of cancer disparities.

Dr Fiala received his Masters of Social Work in 2017 followed by his PhD in Social work in 2022. He has been a faculty researcher at Washington University School of Medicine since 2018. His research interests focus on the understanding and elimination of cancer disparities. He is interested in how social determinants of health, such as race, socioeconomic status, and insurance coverage, impact what treatment people with cancer receive and their health outcomes. His goal is to improve the care of underserved communities and develop interventions to eliminate disparities. In addition, he collaborates on numerous studies involving cancer epidemiology, biomarkers, and treatments.