

Brian J. Zikmund-Fisher, Ph.D.
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Health Behavior & Health Education
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Education and Training

- 6/1991 B.A., Swarthmore College, Swarthmore, PA, *High Honors* (Economics)
12/1996 M.S., Carnegie Mellon University, Pittsburgh, PA (Behavioral Decision Making and Economics).
5/2002 Ph.D., Carnegie Mellon University, Pittsburgh, PA (Behavioral Decision Theory) "*Continue or Quit Decisions in Sequential Trial Situations*"
Committee: Robyn Dawes (chair), Baruch Fischhoff, Mark Kamlet
9/2002-8/2004 Post-Doctoral Fellow, Program for Improving Health Care Decisions, VA Health Services Research & Development Center of Excellence, VA Ann Arbor Healthcare System, Ann Arbor, MI. (*Mentor: Peter A. Ubel, M.D.*)

Academic and Administrative Appointments

Academic Appointments

- 7/1997-1/1999 Coordinator of TA Support, Eberly Center for Teaching Excellence, Carnegie Mellon University, Pittsburgh, PA.
11/2004-8/2007 Research Investigator, Division of General Medicine, Department of Internal Medicine, University of Michigan, Ann Arbor, MI.
9/2007-present Research Assistant Professor, Division of General Medicine, Department of Internal Medicine, University of Michigan, Ann Arbor, MI.
9/2009-present Assistant Professor, Department of Health Behavior and Health Education, University of Michigan, Ann Arbor, MI.

Academic Affiliations

- 8/2004-present Core Investigator, Center for Behavioral and Decision Sciences in Medicine, VA Ann Arbor Healthcare System & University of Michigan, Ann Arbor, MI.
1/2008-present Core Faculty, Robert Wood Johnson Clinical Scholar Program, University of Michigan, Ann Arbor, MI.
9/2008-present Director, Internet Survey Lab, Center for Behavioral and Decision Sciences in Medicine, VA Ann Arbor & University of Michigan, Ann Arbor, MI.

Government Positions

- 8/2004-8/2009 Research Health Science Specialist, VA Health Services Research & Development Center of Excellence, VA Ann Arbor Healthcare System, Ann Arbor, MI.

Corporate Positions

7/1991-1/1993 Research Assistant, National Economic Research Associates, New York, NY.
1/1993-7/1993 Research Associate, National Economic Research Associates, New York, NY.

Research Interests

- Communication of quantitative information (e.g., risk estimates, test results) in ways that facilitate recall, understanding, and use in health decision making and behavior change
- Design of visual displays to make risk statistics more concrete
- Individual differences in health numeracy
- How patient decision making processes vary across different medical conditions
- Cognitive biases in medical and health decision making, including self-other discrepancies, information evaluability biases, and omission tendencies.
- Cancer survivorship, especially perceptions of risks of recurrence and decision making about surveillance care
- Development of patient decision aids

Grants

Present and Active

Foundation for Informed Medical Decision Making; 3/1/2006-6/30/2010; “National Survey of Medical Decisions;” MP Couper, PI; **BJ Zikmund-Fisher, Co-I**; \$686,976 (direct).

American Cancer Society; 7/1/2006-6/30/2011; “Cancer Risk Perceptions: Highlighting Changes and Time in the Picture” (MRS-06-130-01-CPPB); **BJ Zikmund-Fisher, PI**; \$675,000 (direct).

National Cancer Institute; 9/30/2007-7/31/2012; “Identifying and Reducing Cognitive Biases Created by Decision Aids” (R01 CA087595); PA Ubel, PI; **BJ Zikmund-Fisher, Co-I**; \$1,486,398 (direct).

National Cancer Institute; 9/1/2008-8/31/2013; “Promoting Shared Decision Making Through a Tailored Decision Aid;” PA Ubel, PI; A Fagerlin, co-PI; **BJ Zikmund-Fisher, Co-I**; \$1,099,640 (direct). Project 3 of the Michigan Center for Health Communications Research II Program Grant (P50 CA101451), V Strecher, PI.

Foundation for Informed Medical Decision Making; 10/1/2008-9/30/2010; “Learning By Doing: Improving Risk Communication Through Active Processing of Interactive Pictographs”; **BJ Zikmund-Fisher, PI**; \$85,470 (direct).

Foundation for Informed Medical Decision Making; 10/1/2009-9/30/2010; “Bang for the Buck: Assessing the Impact of Different Features of a Web-Based Decision Aid to Improve Decision Making for Asymptomatic Carotid Disease”; EA Halm, PI; **BJ Zikmund-Fisher, Co-I**; \$134,456 (direct).

National Institute of Environmental Health Sciences (NIEHS), 7/16/2009-6/30/2011; “Risk Communication for Environmental Exposure” (R01 ES016306); EA Parker, PI; **BJ Zikmund-Fisher, Co-I**; \$499,505 (direct)

U.S. Department of Veterans Affairs, Health Services Research and Development Service; 11/01/2009-05/31/2013; “Preparing to Discuss Genetic Test Results for Colorectal Cancer Risk” (IBD-09-105); A Fagerlin, PI; **BJ Zikmund-Fisher, Co-I ***; \$831,000 (direct). (* *Dr. Zikmund-Fisher was the Principal Investigator as of proposal submission and review. PI role*

was transferred to Dr. Fagerlin as a result of Dr. Zikmund-Fisher's departure from VA on 08/31/2009.)

U.S. Department of Veterans Affairs, Health Services Research and Development Service; 12/1/2009-11/30/2012; "Incorporating Genomics into Routine Clinical Care for Veterans with Colon Cancer" (IIR 09-350-1); SJ Knight, PI; **BJ Zikmund-Fisher, Consultant**; \$863,000 (direct).

Previous

Russell Sage Foundation, New York, NY; 1994-1996; "Behavioral Explanations of the Popularity of Renting to Own" (RSF 98-94-05); **BJ Zikmund-Fisher, co-PI**; \$5,000 (direct).

U.S. Department of Veterans Affairs; 2003; "Assessing Evaluability and Outcome Presentation Mode Biases in Physician Decision-Making" (LIP 41-105); **BJ Zikmund-Fisher, PI**; \$3,000 (direct).

National Cancer Institute; 2/1/2002-9/30/2007; "Identifying and Reducing Cognitive Biases Created by Decision Aids;" (R01 CA87595); PA Ubel, PI; **BJ Zikmund-Fisher, Co-I**; \$1,479,858 (direct).

National Cancer Institute; 7/1/2003-8/31/2008; "Risk Communication: A Tamoxifen Prophylaxis Decision Aid;" PA Ubel, PI; **BJ Zikmund-Fisher, Co-I**; \$1,458,810 (direct). Project 3 of Michigan Center for Health Communication Research Program Grant (P50 CA101451), V Strecher, PI.

U.S. Department of Veterans Affairs; 3/1/2004-2/29/2008; "Addressing Barriers to Translation for Treatment of Hypertension" (IIR 02-225); E Kerr, Co-PI; TP Hofer, Co-PI; **BJ Zikmund-Fisher, Co-I**; \$1,256,563 (direct).

U.S. Department of Veterans Affairs, Health Services Research and Development Service; 3/1/2008-9/30/2009; "Health Services Research in Genomics Program" (DNA-08-133); **BJ Zikmund-Fisher, PI**; P Schoenfeld, Co-PI; \$217,005 (direct).

Honors and Awards

1991	Phi Beta Kappa, Swarthmore College.
1994	Honorable Mention, National Science Foundation Graduate Research Fellowships.
1994	Selected Participant, Summer Institute in Behavioral Economics, Behavioral Economics Roundtable of the Russell Sage Foundation.
1997	Phi Kappa Phi, Carnegie Mellon University.
1997	Graduate Student Teaching Award, Carnegie Mellon University.
2001	Lee B. Lusted Student Prize Award (First Prize), Society for Medical Decision Making.

Memberships in Professional Societies

1993-present	Society for Judgment and Decision Making.
2000-present	Society for Medical Decision Making.

Editorial Positions, Boards, and Peer-Review Service

Editorial Positions

2007-present Editorial Board Member, *Medical Decision Making*

Ad Hoc Grant Reviewer

2007 HSOD Study Section, National Institutes of Health
Anthony Marchionne Foundation Small Grants Program
2009 Foundation for Informed Medical Decision Making

Ad Hoc Manuscript Reviewer

2003-2008 Medical Decision Making (x9)
Organizational Behavior and Human Decision Processes (x6)
Journal of Behavioral Decision Making (x4)
Judgment and Decision Making (x2)
Patient Education and Counseling (x2)
Journal of Health Communication (x2)
BMC Medical Informatics and Decision Making (x2)
Health Psychology (x2)
Risk Analysis (x2)
Social Science and Medicine
Journal of General Internal Medicine (x2)
Breast Cancer Research and Treatment (x2)
Journal of Adolescent Health
Psychology and Health
Journal of Economic Behavior and Organization
Journal of Economics and Business (x3)
Journal of Applied Business Research
2009 Journal of Health Psychology
Social Science and Medicine (x2)
Journal of Behavioral Decision Making
Patient Education and Counseling
Medical Decision Making
Health Expectations

Teaching

Educational Development

9/1995-7/1997 Teaching Fellow, Eberly Center for Teaching Excellence, Carnegie Mellon
University, Pittsburgh, PA.
7/1997-1/1999 Coordinator of TA Support, Eberly Center for Teaching Excellence, Carnegie
Mellon University, Pittsburgh, PA.

Mentoring

Junior Faculty Mentoring

5/2009-present Sameer Saini, MD (U. Michigan / Ann Arbor VA: Gastroenterology)

Fellow Research Mentoring

7/2007-6/2008 Willie Parker, MD (U. Michigan: Family Planning / OB-GYN)
7/2008-present Donna Zulman, MD (U. Michigan: RWJ Clinical Scholar, Internal Medicine)

8/2009-present Holly Witteman, PhD (U. Michigan: CBDSM post-doctoral fellow in Human Factors Engineering)

Graduate Student Mentoring

9/2002-4/2003 Nicholas Johnson, MS (U. Michigan: Human Computer Interaction)
9/2007-4/2008 Aaron Pearlman, MS (U. Michigan: Human Computer Interaction)
8/2009-present Sarah Lillie, MPH (U. Michigan: Health Behavior/Education PhD program)
8/2009-present Maureen Mork (U. Michigan: Genetic Counseling MS program)

Medical Student Research Mentoring

5/2009-present Eunice Yu (U. Michigan: Medical School)

Teaching

Semester Courses

1. Teaching Assistant, 88-220: Policy Analysis I. Department of Social & Decision Sciences, Carnegie Mellon University, Pittsburgh, PA, Fall 1993, Fall 1994, Fall 1995, & Fall 1996.
2. Teaching Assistant, Regulatory Processes. Department of Social & Decision Sciences, Carnegie Mellon University, Pittsburgh, PA, Spring 1994.
3. Co-instructor, 88-221: Policy Analysis II. Department of Social & Decision Sciences, Carnegie Mellon University, Pittsburgh, PA, Spring 1995, Spring 1996, & Spring 1997.
4. Instructor, HBEHED662: Risk Communication: Theory, Methods, and Applications in Health. Department of Health Behavior and Health Education, University of Michigan, Ann Arbor, MI, Winter 2010.

Short (1-Day) Courses

1. Short Course Faculty, Risk Communication in Medical Decision Making. Annual Meeting of the Society for Medical Decision Making, Chicago, IL, October 13, 2003.
2. Short Course Co-Director, Improving Patient Decision Making. Annual Meeting of the Society for Medical Decision Making, Pittsburgh, PA, October 21, 2007.

Lectures & Other Teaching

1. "Emergent Expectations of Failure and Invulnerability." *PSYCH808: Decision Consortium Seminar*, University of Michigan, Ann Arbor, MI, February 6, 2003.
2. "Decision Making Issues: An Overview." *SI502: Choice and Learning*, School of Information, University of Michigan, Ann Arbor, MI, February 10 & 13, 2004.
3. "Communicating How Health Risks Change and Accumulate." *General Medicine Research Conference*, Division of General Medicine, University of Michigan, Ann Arbor, MI, September 9, 2004.
4. "Decision Making Issues: An Overview." *SI502: Choice and Learning*, School of Information, University of Michigan, Ann Arbor, MI, January 28 & February 1, 2005.
5. "Some Thoughts On: Risk Communication, Framing, and Numeracy." *HBHE668: Health Communications for Public Health*, School of Public Health, University of Michigan, Ann Arbor, MI, November 7, 2005.

6. "Misperceiving the Risk Reduction Achievable with Incomplete Behavior Change." *General Medicine Research Conference*, Division of General Medicine, University of Michigan, Ann Arbor, MI, November 9, 2005.
7. "Decision Making Issues: An Overview." *SI502: Choice and Learning*, School of Information, University of Michigan, Ann Arbor, MI, January 20 & 24, 2006.
8. "Misperceiving the Risk Reduction Achievable with Incomplete Behavior Change." *PSYCH808: Decision Consortium Seminar*, University of Michigan, Ann Arbor, MI, January 26, 2006.
9. "Survey Design I." *HHCR711: Robert Wood Johnson Clinical Scholars Program Methods Course*, School of Medicine, University of Michigan, Ann Arbor, MI, February 15, 2006.
10. "Some Thoughts on People's Misperceptions of the Risk Reduction Achievable with Incomplete Behavior Change." *Research Seminar*, VA Ann Arbor Health Services Research & Development Center of Excellence, Ann Arbor, MI, April 19, 2006.
11. External Honors Examiner, *Thinking, Judgment, and Decision Making and Behavioral Economics*. Swarthmore College, Swarthmore, PA, May 19-20, 2006.
12. "Issues and Approaches to Communicating Changes in Risk." *Center for Health Communications Research Seminar*, University of Michigan, Ann Arbor, MI, September 8, 2006.
13. "Some Thoughts On: Risk Communication, Framing, and Numeracy." *HBHE668: Health Communications for Public Health*, School of Public Health, University of Michigan, Ann Arbor, MI, October 30, 2006.
14. "Some Reflections on How Medical Decisions Made for Others May Differ From Those Made for Ourselves." *General Medicine Research Conference*, Division of General Medicine, University of Michigan, Ann Arbor, MI, December 13, 2006.
15. "Some Reflections on How Medical Decisions Made for Others May Differ From Those Made for Ourselves." *PSYCH808: Decision Consortium Seminar*, University of Michigan, Ann Arbor, MI, January 25, 2007.
16. "Decision Making Issues: An Overview." *SI502: Choice and Learning*, School of Information, University of Michigan, Ann Arbor, MI, January 26 & 30, 2007.
17. "Survey Design I." *HHCR711: Robert Wood Johnson Clinical Scholars Program Methods Course*, School of Medicine, University of Michigan, Ann Arbor, MI, February 21, 2007.
18. "When Clarifying the Answer May Confuse the Issue: Labeling Prenatal Screening Test Results as 'Positive' or 'Negative.'" *Children's Health Services Research Seminar*, Division of General Pediatrics, University of Michigan, Ann Arbor, MI, March 13, 2007.
19. "The National Survey of Medical Decisions (DECISIONS)." *Robert Wood Johnson Clinical Scholars Program Seminar*, School of Medicine, University of Michigan, Ann Arbor, MI, September 19, 2007.
20. "How Often, and How, Nine Common Medical Decisions Are Made: The National Survey of Medical Decisions (DECISIONS)." *Research Seminar*, Survey Research Center, Institute for Social Research, University of Michigan, October 30, 2007.
21. "Some Thoughts On: Risk Communication, Framing, and Numeracy." *HBHE668: Health Communications for Public Health*, School of Public Health, University of Michigan, Ann Arbor, MI, November 5, 2007.

22. "Some Thoughts On: Risk Communication, Framing, and Numeracy." *NURS842: Health Care Decision Making: Theory and Research Methods*, School of Nursing, University of Michigan, Ann Arbor, MI. November 7, 2007.
23. "The National Survey of Medical Decisions (DECISIONS)." *General Medicine Research Conference*, Division of General Medicine, University of Michigan, Ann Arbor, MI, December 12, 2007.
24. "The National Survey of Medical Decisions (DECISIONS)." *PSYCH808: Decision Consortium Seminar*, University of Michigan, Ann Arbor, MI, January 10, 2008.
25. "Words, Numbers, or Graphs: Numeracy and Other Design Challenges for Patient Information Developers." *HBHE641: Materials and Methods in Health Education*, School of Public Health, University of Michigan, Ann Arbor, MI. March 7, 2008.
26. "Survey Design I." *HHCR711: Robert Wood Johnson Clinical Scholars Program Methods Course*, School of Medicine, University of Michigan, Ann Arbor, MI. March 20, 2008.
27. "Communicating Risk to the Public." *ENVIRON 320: Environmental Journalism: Reporting About Science, Policy, and Public Health*, University of Michigan, Ann Arbor, MI. October 31, 2008.
28. "Some Thoughts On: Risk Communication, Framing, and Numeracy." *HBHE668: Health Communications for Public Health*, School of Public Health, University of Michigan, Ann Arbor, MI. November 24, 2008.
29. "Decision Research Needed for Implementation of Genomic Medicine in Primary Care." *General Medicine Research Conference*, Division of General Medicine, University of Michigan, Ann Arbor, MI, January 28, 2009.
30. "Communicating Risk: Some Basic Principles and Issues." *COMM 488: Special Topics in Media Effects: Health Communication and Health Behavior Change*, University of Michigan, Ann Arbor, MI. February 4, 2009.
31. "Survey Design I." *HHCR711: Robert Wood Johnson Clinical Scholars Program Methods Course*, School of Medicine, University of Michigan, Ann Arbor, MI. February 11, 2009.
32. "Words, Numbers, or Graphs: When, Why, and How Quantitative Data Is Best Used in Health Communications." *HBHE641: Materials and Methods in Health Education*, School of Public Health, University of Michigan, Ann Arbor, MI. April 3, 2009.
33. "How People Think About Health Risks", Part of *Public Health in the Spotlight: Communicating Health Risks*. University of Michigan Center for Public Health Preparedness, Ann Arbor, MI. August 26, 2009.
34. "Some Thoughts On: Risk Communication, Framing, and Numeracy." *HBHE668: Health Communications for Public Health*, School of Public Health, University of Michigan, Ann Arbor, MI. November 9, 2009.

Committee, Organizational, and Volunteer Service

Institutional Service

2006-2008 Cancer Survivorship Steering Committee, University of Michigan
Comprehensive Cancer Center.

National Organization Service

2004-2007 Educational Committee Member, Society for Medical Decision Making.

10. Fagerlin A, **Zikmund-Fisher BJ**, Ubel PA, Smith DM. Measuring numeracy when people hate math tests. Oral presentation to the Society for Medical Decision Making, Chicago, Ill., October 22, 2003.
11. Fagerlin A, **Zikmund-Fisher BJ**, Ubel PA. Does communicating the lifetime risk of breast cancer create unjustifiable optimism? Oral presentation to the Society for Medical Decision Making, Chicago, Ill., October 22, 2003.
12. **Zikmund-Fisher BJ**, Fagerlin A, Ubel PA. Evaluability biases: why presenting patients with treatment options one at a time versus together can lead to preference reversals. Oral presentation to the Society for Medical Decision Making, Chicago, Ill., October 22, 2003.
13. **Zikmund-Fisher BJ**, Baron J, Fagerlin A, Ubel PA. Losing the last 25 pounds is worth more than the first: risk reductions are perceived in relative, not absolute, terms. Poster presentation to the Society for Medical Decision Making, Chicago, Ill., October 22, 2003.
14. Fagerlin A, **Zikmund-Fisher BJ**, Ubel PA. Get it out of me: The role of context in omission and action biases. Poster presentation to the Society for Judgment and Decision Making, Vancouver, BC, November 9, 2003.
15. **Zikmund-Fisher BJ**, Fagerlin A, Ubel PA. Evaluability issues affect patients' preferences for doctors, but are physicians any better? Poster presentation to the Society for Judgment and Decision Making, Vancouver, BC, November 9, 2003.
16. **Zikmund-Fisher BJ**, Roberts TR, Fagerlin A, Derry HA, Ubel PA. Highlighting "additional risk" yields more consistent interpretations of side effect risk communications. Oral presentation to the Society for Medical Decision Making, Atlanta, Ga., October 18, 2004. (*Plenary Abstract Session*)
17. Damschroder LJ, **Zikmund-Fisher BJ**, Roberts TR, Ubel PA. Refusals to make trade-offs: task context and emotion matter. Oral presentation to the Society for Medical Decision Making, Atlanta, Ga., October 18, 2004.
18. Fagerlin A, **Zikmund-Fisher BJ**, Ubel PA. "If I'm better than you, then I'm OK": comparative information biases beliefs about risk prevention strategies. Oral presentation to the Society for Medical Decision Making, Atlanta, Ga., October 19, 2004.
19. **Zikmund-Fisher BJ**, Fagerlin A, Ubel PA. Viewers of survival graphs often ignore time axis labels, biasing perceptions of treatment effectiveness. Oral presentation to the Society for Medical Decision Making, Atlanta, Ga., October 19, 2004.
20. Sarr B, **Zikmund-Fisher BJ**, Fagerlin A, Ubel PA. "I'll choose for you, you choose for me": Proxy effects, anticipatory emotions, and medical treatment decisions. Poster presentation to the Society for Judgment and Decision Making, Minneapolis, Minn., November 21, 2004.
21. **Zikmund-Fisher BJ**, Roberts TR, Fagerlin A, Derry HA, Ubel PA. Highlighting "additional risk" in side effect risk communications. Poster presentation to the U.S. Department of Veterans' Affairs HSR&D National Meeting, Washington, D.C., February 17, 2005.
22. **Zikmund-Fisher BJ**, Hofer TM, Ubel PA, Kerr EA. Getting to goal isn't everything: seeing risk reductions in absolute rather than relative terms. Poster presentation to the U.S. Department of Veterans' Affairs HSR&D National Meeting, Washington, D.C., February 17, 2005.
23. Fagerlin A, Derry HA, **Zikmund-Fisher BJ**, Smith DM, Sarr B, Ubel PA. What does order have to do with it?: The role of risk/benefit order in shaping risk perception. Oral presentation to the International Conference of Shared Decision Making, Ottawa, Canada, June 14-16, 2005.

24. Damschroder LJ, Ubel PA, **Zikmund-Fisher BJ**, Kim SYH, Johri M. Randomized trial of a web based deliberation exercise: Improving the quality of healthcare allocation preference surveys. Oral presentation to the Society for Medical Decision Making, San Francisco, Calif., October 23, 2005.
25. Damschroder LJ, **Zikmund-Fisher BJ**, Kulpa J, Ubel PA. Considering adaptation in preference elicitation. Oral presentation to the Society for Medical Decision Making, San Francisco, Calif., October 23, 2005.
26. Kulpa JJ, **Zikmund-Fisher BJ**, Fagerlin A, Ubel PA. Give me colostomy or give me death: Attempting to improve internal consistency of treatment choice. Oral presentation to the Society for Medical Decision Making, San Francisco, Calif., October 23, 2005.
27. Fagerlin A, Nair V, **Zikmund-Fisher BJ**, Smith DM, Ubel PA. Using fractional factorial designs to untangle the effects of patient decision aids. Poster presentation to the Society for Medical Decision Making, San Francisco, Calif., October 24, 2005.
28. Fagerlin A, **Zikmund-Fisher BJ**, Kulpa JJ, Hawley ST, Shah P, Couper M, Ubel PA. People's preferences for graphical ways of presenting risk/benefit information. Oral presentation to the Society for Medical Decision Making, San Francisco, Calif., October 24, 2005.
29. Greene SM, Ubel PA, McClure JB, Johnson KE, **Zikmund-Fisher BJ**, Derry HA, Stark A, Claud SL, Fagerlin A. Translating research into practice? Unforeseen hurdles in the implementation of a decision aid research project in a healthcare setting. Poster presentation to the Society for Medical Decision Making, San Francisco, Calif., October 24, 2005.
30. **Zikmund-Fisher BJ**, Fagerlin A, Ubel PA. Asymmetric perceptions of the consequences of increasing versus decreasing risky behavior. Oral presentation to the Society for Medical Decision Making, San Francisco, Calif., October 24, 2005.
31. **Zikmund-Fisher BJ**, Fagerlin A, Ubel PA. Lightning may not strike twice, but my cancer will: The special status of cancer recurrence risks. Oral presentation to the Society for Medical Decision Making, San Francisco, Calif., October 24, 2005.
32. **Zikmund-Fisher BJ**, Sarr B, Fagerlin A, Ubel PA. Giving advice to others reduces omission biases in treatment decision making. Poster presentation to the Society for Judgment and Decision Making, Toronto, Ontario, Canada, November 13, 2005.
33. Klamerus ML, Hofer TP, **Zikmund-Fisher BJ**, Heisler M, Kerr EA. Knowledge of blood pressure targets and blood pressure self-monitoring among patients with diabetes. Poster presentation to the U.S. Department of Veterans' Affairs HSR&D National Meeting, Washington, D.C., February 16, 2006.
34. Fagerlin A, Smith DM, **Zikmund-Fisher BJ**, Derry HA, Jankovic A, Pitsch RK, McClure JB, Greene SM, Stark A, Ubel PA. Decision aid design decisions had significant impact on patients' knowledge, risk perceptions, and behavior. Oral presentation to the Society for Medical Decision Making, Cambridge, MA, October 16, 2006. (*Plenary Abstract Session*)
35. **Zikmund-Fisher BJ**, Fagerlin A, Ubel PA. Enhancing temporal consistency in perceptions of treatment effectiveness: comparing mortality and survival graphs. Oral presentation to the Society for Medical Decision Making, Cambridge, MA, October 16, 2006.
36. **Zikmund-Fisher BJ**, Fagerlin A, Ubel PA. Adding qualitative labels to test results can create diagnostic momentum: When clarifying the answer may confuse the issue. Oral presentation to the Society for Medical Decision Making, Cambridge, MA, October 16, 2006.

37. Dillard AJ, Ubel PA, Smith DM, **Zikmund-Fisher BJ**, Derry HA, McClure J, Greene S, Fagerlin A. Affective and behavioral consequences of comparative risk perceptions of breast cancer. Poster presentation to the Society for Personality and Social Psychology, Memphis, TN, January 25, 2007.
38. Keeton K, Fagerlin A, **Zikmund-Fisher BJ**, Ubel PA, Fenner DE. Predicting parity as a prerequisite for cesarean delivery on maternal request: Does a woman know how many children she will have? Poster presentation to the Society for Maternal-Fetal Medicine, San Francisco, CA, February 8, 2007.
39. Kerr EA, **Zikmund-Fisher BJ**, Klamerus ML, Subramanian U, Hofer TP. Prevalence and causes of apparent clinical inertia among patients with diabetes and hypertension. Poster presentation to the U.S. Department of Veterans' Affairs HSR&D National Meeting, Washington, D.C., February 22, 2007.
40. **Zikmund-Fisher BJ**, Hofer TP, Klamerus ML, Kerr EA. Tolerance of current medication regimes predicts whether patients have a problem adding new blood pressure medications. Poster presentation to the U.S. Department of Veterans' Affairs HSR&D National Meeting, Washington, D.C., February 22, 2007.
41. Fagerlin A, Dillard A, **Zikmund-Fisher BJ**, Derry HA, Smith DM, McClure J, Greene S, Ubel PA. "Just tell me if I'm above or below average": The role of comparative risk information in medical decision-making. Oral presentation to the International Shared Decision Making Conference, University of Freiburg, Germany, May 30- June 1, 2007.
42. Fagerlin A, **Zikmund-Fisher BJ**, Derry HA, Smith DM, Ubel PA. A decision aid for tamoxifen prophylaxis. Demonstration presented at the 4th International Shared Decision Making Conference, University of Freiburg, Germany, May 30- June 1, 2007.
43. **Zikmund-Fisher BJ**, Ubel PA, Smith DM, Derry HA, McClure JB, Stark A, Pitsch RK, Fagerlin A. Pictographs correct biases that reduce patient knowledge of side effect risks: Results from an RCT of a tamoxifen decision aid. Oral presentation to the Society for Medical Decision Making, Pittsburgh, PA, October 20-24, 2007.
44. Fagerlin A, **Zikmund-Fisher BJ**, Smith DM, Derry HA, McClure JB, Greene SM, Alford SH, Ubel PA. What I said isn't what I did: The inconsistency between post-decision aid intentions and actual behaviors. Poster presentation to the Society for Medical Decision Making, Pittsburgh, PA, October 20-24, 2007.
45. Dillard AJ, Ubel PA, **Zikmund-Fisher BJ**, Pitsch RK, Fagerlin A. Effects of tailored and personalized communications in a hypothetical decision aid. Poster presentation to the Society for Medical Decision Making, Pittsburgh, PA, October 20-24, 2007.
46. Klamerus ML, Kerr EA, **Zikmund-Fisher BJ**, Subramanian U, Hofer TP. Treatment decisions for complex patients: Differences between primary care physicians and mid-level providers. Accepted for oral presentation to U.S. Department of Veterans' Affairs HSR&D National Meeting, Baltimore, MD, February 14, 2008
47. Lewis C, Couper MP, Levin CA, Pignone M, **Zikmund-Fisher BJ**. Plans to Stop Cancer Screening Tests: Results from a Nationally Representative Survey. Poster presentation to the Society for General Internal Medicine, Pittsburgh, PA, April 9, 2008
48. Subramanian U, Kerr EA, Klamerus ML, **Zikmund-Fisher BJ**, Hofer TP. Treatment decisions for complex patients: differences between primary care physicians and mid-level providers. Oral presentation to the Society for General Internal Medicine, Pittsburgh, PA, April 10, 2008.
49. **Zikmund-Fisher BJ**, Couper MP, Singer E, Levin C, Fowler FJ, Ziniel S, Ubel PA, Fagerlin A. Prevalence of nine common medical decisions in the United States: Results

- from the DECISIONS survey. Poster presentation to the Society for General Internal Medicine, Pittsburgh, PA, April 11, 2008.
50. **Zikmund-Fisher BJ**, Couper MP, Singer E, Ubel PA, Ziniel S, Fowler FJ, Levin C, Fagerlin A. How do people make common medical decisions? Reports from the DECISIONS survey. Oral presentation to the Society for General Internal Medicine, Pittsburgh, PA, April 12, 2008.
 51. Wiese C, Greene S, McClure J, Westbrook E, Oliver K, Anderson J, Pardee R, Couper MP, Ubel PA, Pitsch RK, Alford S, Krajenta R, Nowak M, **Zikmund-Fisher BJ**, Smith DM, Derry HA, Fagerlin A. Impact of pre-incentives on a web-based follow up survey. Poster presented at the 14th Annual HMO Research Network Conference, Minneapolis, MN, April 14-16, 2008.
 52. Ratanawongsa N, **Zikmund-Fisher BJ**, Couper MP, Levin CA, Powe NR. The role of race and ethnicity in shared decision making for cardiovascular disease risk reduction treatment. Oral presentation to the American Academy on Communication in Healthcare, Madison, WI, October 19, 2008.
 53. Hoffman RM, Barry M, **Zikmund-Fisher BJ**, McNaughton-Collins MF, Levin CA, Couper MP. Prostate cancer screening decision making: the DECISIONS survey. Poster presentation to the Society for Medical Decision Making, Philadelphia, PA, October 20, 2008.
 54. Fagerlin A, Sepucha KR, Couper MP, Levin CA, Ubel PA, Singer E, **Zikmund-Fisher BJ**. Deficits and predictors of adults' knowledge about nine common health care decisions: Results from a national survey. Oral presentation to the Society for Medical Decision Making, Philadelphia, PA, October 20, 2008.
 55. **Zikmund-Fisher BJ**, Fagerlin A, Ubel PA. Simpler risk graphics can improve understanding of the incremental benefit of adjuvant chemotherapy. Oral presentation to the Society for Medical Decision Making, Philadelphia, PA, October 20, 2008.
 56. **Zikmund-Fisher BJ**, Couper MP, Singer E, Ubel PA, Ziniel S, Fowler Jr. FJ, Levin CA, Fagerlin A. Prevalence and process of medical decision making in the US: Reports from the DECISIONS survey. Poster presentation to the Society for Medical Decision Making, Philadelphia, PA, October 21, 2008.
 57. Sepucha KR, Fagerlin A, Couper MP, Levin CA, Ubel PA, Singer E, **Zikmund-Fisher BJ**. How does feeling informed relate to actually being informed? Oral presentation to the Society for Medical Decision Making, Philadelphia, PA, October 21, 2008.
 58. Richardson CR, Janney AW, Buis LR, Hess ML, Fortlage LA, Resnick PJ, **Zikmund-Fisher BJ**, Strecher VJ, Piette JD. Online community increases retention in an internet-mediated walking program. Poster presentation to the North American Primary Care Research Group, Rio Grande, Puerto Rico, November 15-19, 2008.
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