

CENTER FOR **BIOETHICS &**

SOCIAL SCIENCES IN MEDICINE

UNIVERSITY OF MICHIGAN

Introducing CBSSM

The Center for Bioethics and Social Sciences in Medicine (CBSSM) was established in 2010 by the merger of the Bioethics Program and the Center for Behavioral and Decision Sciences in Medicine (CBDSM). CBSSM is a multidisciplinary unit that integrates bioethics with key social science disciplines, bringing together in one entity research, education, policy work, and service. CBSSM is situated in the Division of General Medicine and is sponsored by the U-M Medical School and the Ann Arbor VA.

CBSSM serves as a gateway for investigators and clinicians with an interest in bioethics and social science research, creating an opportunity for new synergies. CBSSM supports the collaborative work of bioethicists, behavioral scientists, and clinicians in better understanding health education, health behavior, and decision making, with the goal of improving health care policy and practice.

A fundamental priority for CBSSM is education and training. Areas of focus include medical education curriculum, as well as the training and mentoring of post-doctoral scholars and junior faculty.

CBSSM is co-directed by **Drs. Scott Kim** and **Angela Fagerlin**. **Kim** studies research ethics policy, the ethics of high-risk research, and ethical issues in industry-academia relations. Recent work uses deliberative democratic consultation methods to inform policies regarding surrogate consent for research.

Fagerlin's primary research focus is testing methods for communicating the risks and benefits of treatment to patients. Her other research interests include studying cognitive biases involved in medical decision making and the use of living wills at the end of life.

The leadership team includes Fagerlin and Kim, along with colleagues **Raymond De Vries**, **Susan Goold**, and **Brian Zikmund-Fisher**. **Nancy Adair Birk** is the Center Manager, supported by **Sandra Moing**, Senior Administrator.

Visit www.cbssm.org. Check out links to studies, papers, and our interactive Decision of the Month series.

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In this issue:

| | |
|--------------------------------------|---|
| <i>Introducing CBSSM</i> | 1 |
| <i>CBSSM Research Program Themes</i> | 2 |
| <i>CBSSM Faculty</i> | 3 |
| <i>CBSSM Fellowship Program</i> | 4 |
| <i>Research Spotlight</i> | 5 |
| <i>CBSSM Events</i> | 6 |
| <i>CBSSM People</i> | 7 |
| <i>Historical Snapshot</i> | 8 |

CBSSM Co-Directors



CBSSM is co-directed by Drs. Scott Kim and Angela Fagerlin.

Kim is an Associate Professor in Psychiatry.

Fagerlin is an Associate Professor in Internal Medicine.



CBSSM is a joint program sponsored by the University of Michigan Medical School and the Ann Arbor VA.

CBSSM Research Program Themes

Program in Clinical and Research Ethics

Led by [Dr. Scott Kim](#), research in this programmatic area includes topics such as

- research ethics;
- clinical ethics;
- end-of-life issues;
- transplantatation ethics;
- IRB reform;
- conflicts of interest;
- ethical issues in biobanking; and
- patient-physician relationship.

Program in Medicine and Society

Led by [Dr. Ray De Vries](#), research in this programmatic area includes

- social and cultural aspects of disease and illness
- social organization of medical care
- medical and premedical education
- childbirth and reproductive technologies
- women in medicine and health care
- complementary and alternative medicine
- cultural and social dimensions of bioethics
- social ecology of health care
- faith, healing, and medicine
- integrity in medical research; and
- globalization of bioethics.



Program in Health Communication and Decision-Making

Led by [Dr. Angela Fagerlin](#), research in this programmatic area includes topics such as

- risk communication and perception;
- health communication and education;
- development and testing of decision aids;
- patient education materials;
- numeracy and literacy;
- clinical decision-making;
- cognition and motivation;
- psychology in health policy; and
- utility and survey methods.

Program in Health, Justice, and Community

Led by [Dr. Susan Goold](#), research in this programmatic area includes

- justice and allocation of resources;
- ethical issues in public health;
- community-based participatory research;
- public deliberations in health policy and bioethics; and
- improving health equity.

Program in Genomics, Health, and Society

Led by [Dr. J. Scott Roberts](#), research in this programmatic area includes

- psychological and behavioral impact of genetic test results;
- communication of genomic risk information;
- healthcare provider education in genomics;
- public understanding of genomics; and
- ethical and policy implications of genomic discoveries.

CBSSM Faculty

CBSSM welcomes faculty involvement across the institution. Faculty affiliated with CBSSM come not only from the Medical School but also from the School of Public Health, the School of Public Policy, the Law School, the College of Literature, Science and the Arts, and the Institute for Social Research.

CBSSM provides key benefits for faculty whose interests overlap with its mission. Because bioethics and social science research cuts across departments and disciplines, CBSSM is uniquely positioned to provide support in a way that no single department can. The advantages of affiliation with CBSSM are many for faculty and for departments.

Faculty affiliated with CBSSM agree to be listed on our website and permit CBSSM to publicize their work. We hope that faculty will actively participate in CBSSM activities, to the extent that involvement is positive and productive.

Depending upon the needs and interests of individual faculty members, CBSSM provides support along a spec-

trum, from serving as a primary intellectual home to being an important resource in understanding bioethics and/or social science issues in research. Faculty may make use of the following resources offered by CBSSM, to varying degrees:

- Co-location, if desired
- Mentorship and guidance by seasoned faculty
- Assistance with development of projects/grants
- Availability of experienced research staff, along with HR support
- Well-developed research infrastructure, including an internet survey lab and special interest group meetings
- Program/conference/workshop events management infrastructure
- Exposure to cutting edge scholarship
- Content and methodological expertise
- Educational resources (lectures, seminars, etc)
- Public relations
- And more!

Selected Faculty Highlights for 2010-11

Dr. Scott Kim was quoted in the *New York Times* on high-risk classification of electroshock devices and in *Neurology Today* on the ethics of clinical trial randomization.

Dr. Angela Fagerlin was quoted recently in the *LA Times* and the *New York Times* regarding the use of tamoxifen and raloxifene by women at higher risk of developing breast cancer.

Dr. Ray De Vries was featured in the *New York Times* on cameras in the delivery room and was interviewed by local TV station WDIV. **De Vries** also began a joint appointment at Maastricht University.

Dr. Brian Zikmund-Fisher was guest editor for a special supplement of *Medical Decision Making* on the DECISIONS study, a nationwide survey of common medical decisions (see p. 5).

Dr. Naomi Laventhal received a Holden Research Fund Award to study off-label use of therapeutic hypothermia in the NICU.

Dr. Susan Goold and **Dr. Jennifer Walter** wrote a commentary in a Hastings Center Report for a case study entitled, "Conjectural Mixed Motives." **Goold** was also interviewed by *HealthDay* about a study of conflicts of interest and meta-analyses recently published in *JAMA*.

Dr. Michael Volk, Dr. Scott Kim, Dr. Peter Ubel and other colleagues wrote a commentary entitled, "Contracts with Patients in Clinical Practice" that will appear in an upcoming edition of *The Lancet*.

Dr. J. Scott Roberts received R01 awards for a study on the genetic risk assessment for developing Alzheimer's disease and for a study on the impact of direct-to-consumer genetic testing.

Dr. Kathryn Moseley received an R01 award for a study on improving the self-efficacy of African American parents in infant supine sleep.

Dr. Susan Goold received a grant from the Greenwall Foundation for a project entitled, "Doctors as Stewards."

CBSSM Fellowship Program

CBSSM has an active program of training and education for Post-doctoral Research Fellows. Previous Fellows have included scholars whose research in health care decisions and policy has been approached using theories from social cognition, motivation and emotion, risk communication, ethics, and economics.

Fellows conduct independent research with an emphasis on study inception, manuscript writing, and proposal preparation. CBSSM's resources and col-

laborative support enable the Fellows to build their research programs.

Each year, CBSSM recruits one or more new Post-doctoral Research Fellows. Dr. Angela Fagerlin serves as the Director of the Fellowship Program.

The Fellowship Program is quite competitive. For the 2011-12 academic year, CBSSM received very strong applications and will announce the selected Fellows very soon.

Current CBSSM Post-Doc Fellows

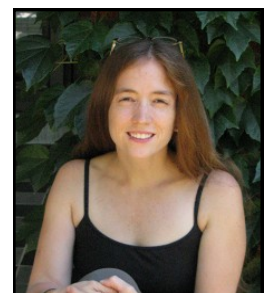
Holly Witteman studied mathematics and engineering at Queen's University in Ontario, and worked in industry before pursuing a Ph.D. in human factors engineering at the University of Toronto. Her research interests focus on how people use online sources of information when making health decisions, looking at the design parameters of online health websites and decision aids, particularly those with user-generated content and interactive elements. With support from the Foundation for Informed Medical Decision Making, Holly has engaged in developing interactive tools for values exploration in treatment decisions.



Following work at the Reproductive Endocrinology and Infertility Clinic at Stanford University, **Andrea Fuhrel-Forbis** pursued a PhD in social psychology at the University of Connecticut. While there, she researched HIV prevention and health disparities. General research interests include social cognition, decision-making in medical contexts, risk communication and patient-provider communication, tailoring behavioral interventions, reduction of health disparities, program evaluation, ecological momentary interventions, and HLM. Andrea is currently studying whether and how physicians tailor language to patient literacy levels.



Laura Scherer obtained her Ph.D. in social psychology in 2010 from Washington University. Her research focuses on the differences between judgments and attitudes that are spontaneous (e.g. "gut" reactions), versus judgments that are deliberative and controlled. Currently, she is exploring how these issues can affect patient decision making, as well as the quality of communication between doctors and patients. Laura recently received a grant from the Foundation for Informed Medical Decision Making to explore the use of intuitive cues versus deliberative thinking in prostate cancer decisions.



Research Spotlight: The DECISIONS Study

CBSSM investigator **Brian Zikmund-Fisher, PhD**, is the featured guest editor for a special supplement to *Medical Decision Making* (published September/October 2010) highlighting the DECISIONS study, a nationwide survey of US adults aged 40 years and over regarding 9 common medical decisions, supported by The Foundation for Informed Medical Decision Making (FIMDM). The special supplement contains papers written by Zikmund-Fisher and colleagues, including CBSSM investigators **Angela Fagerlin, PhD**, and **Mick Couper, PhD**, and former CBDSM director **Peter Ubel, MD**, now at Duke University.

The DECISIONS study, or the National Survey of Medical Decisions, is the first effort in systematically gathering data on multiple common medical decisions using a consistent survey methodology and a nationally representative sample. Zikmund-Fisher and his colleagues collected data on a focused set of common medical decisions that represent a spectrum of health considerations that are regularly faced by adults in the US. Using probability sampling, interviews were conducted with 3010 adults over 40 by telephone using random-digit-dialing methods from November 2006 through May 2007.

The study identified a number of key findings:

- Patients don't always learn why they should not have a procedure or medication. For example, only 20% of patients considering breast cancer screening and 49% of patients considering blood pressure medication reported hearing about the cons of those actions.



Brian Zikmund-Fisher is an Assistant Professor in the Health Behavior & Health Education Department in the School of Public Health at the University of Michigan

- Health care providers don't always ask patients what they want to do. Only 50% of patients thinking about cholesterol medication reported being asked whether they wanted to take them.
- Most patients don't use the Internet to help them make common medical decisions; health care professionals remain the most important information source.
- Patients often don't know as much as they think they do. Many patients feel well informed even when they don't know key facts that could help them make a better decision. Researchers found that feeling well informed about medication and screening decisions is associated with lower education and lower income, in addition to trust in the doctor.
- African Americans and Hispanics were less knowledgeable than other patients about medications to treat high cholesterol and more likely to say that their doctor made decisions about cholesterol medications for them.
- Most patients overestimate the likelihood of getting cancer, and overestimate the accuracy of cancer screening tests.
- Men and women think about cancer risks differently. Women are more active participants in cancer screening decisions regardless of their beliefs about cancer risks, whereas men tend to seek cancer screening only if they believe they are at greater risk of cancer.

The study reveals that individuals who have recently made medical decisions often do so without the benefit of knowledge of key facts that are necessary to be fully informed. Patients rely on the information doctors provide in time-limited clinical interactions, in which patients are seldom provided with the risks of various treatments.

Results of the study published in the special supplement point to the need for more effective ways of improving knowledge around important medical decisions. The use of decision aids has been found in many clinical trials to improve patient understanding. The Patient Protection and Affordable Care Act has many provisions aimed to ensure patients are active partners in medical decision making, provisions that include making decision aids more widely available for common medical issues to help doctors and clinicians better inform patients about their options.

CBSSM Events 2010-11

Public Deliberation, Ethics & Health Policy Symposium, Sept. 10-11, 2010

Jointly sponsored with the Centre for Health Economics and Policy Analysis at McMaster University in Ontario, the **Public Deliberation, Ethics and Health Policy Symposium** was held on the U-M campus in Ann Arbor on September 10-11, 2010.

The purpose of the inaugural symposium was to reflect on questions about the rationale, methods, and use of public deliberation for addressing complex and morally challenging health policy problems, while strengthening international research networks.

Dr. Susan Goold, together with McMaster University and the University of Washington, coordinated the event. CBSSM co-director **Scott Kim** and CBSSM faculty **Raymond De Vries** were invited participants.

Bishop Lectureship in Bioethics Thursday, May 19, 2011

The U-M Medical School received funds to establish the Ronald C. and Nancy V. Bishop Lectureship in Bioethics. Both Ronald and Nancy were graduates of the U-M Medical School, Class of '44.

The featured speaker is **Dr. John Lantos**, Director of the Bioethics Center at Children's Mercy Hospital in Kansas City. Dr. Lantos is a leading voice in bioethics, having served as president of the American Society of Law, Medicine, and Ethics, as well as the American Society of Bioethics and Humanities. Author of *"Do We Still Need Doctors? A Physician's Personal Account of Practicing Medicine Today,"* Dr. Lantos served on President Clinton's health reform task force in 1993 and has appeared on *Larry King Live*, *Oprah*, and *Nightline*.

The Bishop Lecture will take place at **4:30 pm, Thursday, May 19**, in the **Alumni Center**. A reception will follow the lecture.

CBSSM Seminar Series 2010-2011

Continuing the tradition established by the Bioethics Program and CBSSM, twice-monthly seminars are sponsored by CBSSM on a variety of relevant topics. Seminars are held 3:30-5:00 at 300 N. Ingalls, Rm. 7C09. See www.cbssm.org/events for details.

15th Annual Waggoner Bioethics Lecture

CBSSM co-sponsored the 15th Annual Waggoner Bioethics Lecture on November 3, 2010, sponsoring a breakfast in honor of the speaker, Dr. Bernard Lo, Director of the Program in Medical Ethics at UCSF. The Waggoner lecture is sponsored by the Department of Psychiatry in honor of Dr. Raymond Waggoner, chair of the department from 1937 to 1970.

2nd Annual Bioethics Colloquium Friday, May 20, 2011

The second annual Bioethics Research Colloquium will be held **Friday, May 20, 2011**, at the **Alumni Center**. The Colloquium is jointly sponsored by CBSSM and the Center for Ethics in Public Life.

The majority of the colloquium will be devoted to presentations of research in or about bioethics conducted by U-M faculty, fellows, and students.

8:30-9:00 Check in, refreshments
 9:00-9:15 Opening remarks
 9:15-10:45 Presentations (U-M faculty, students)
 10:45-11:00 Morning break, poster viewing
 11:00-12:30 Presentations (U-M faculty, students)
 12:30-2:00 Lunch, keynote address
 2:00-3:30 Presentations (U-M faculty, students)
 3:30-4:00 Refreshments, poster viewing

Registration and colloquium details can be found at www.cbssm.org/events.

CBSSM People

CBSSM Staff Updates

Karis Crawford and **Chris DeVries** left CBSSM in 2010 to pursue other opportunities at U-M. Thanks to both of you for your service to the Center — we wish you the best!

Congratulations to **Julie Tobi** on completing her master's degree in counseling and on her wedding in October 2010 and also to **Sonali Parnami** on her wedding in August 2010.

Rachel Tocco traveled to France in the fall of 2010 for a delightful vacation.

WELCOME, NEW CBSSM STAFF:

Lisa Holtzman, MPH, joined CBSSM in May 2010 as a research associate, working with Brian Zikmund-Fisher and Angie Fagerlin. She obtained her master's degree in Health Behavior and Health Education in the School of Public Health at U-M.

Kerry Ryan joined the CBSSM team in July 2010, working with Scott Kim. Kerry earned a BA in History (Kalamazoo College) and an MA in Sociology (U-M). Kerry previously worked as a research assistant and an academic advisor. Kerry loves to travel and has lived in Ireland, England, and Germany.

Nancy Adair Birk, PhD, joined CBSSM in July 2010 as Center Manager. She earned a PhD in Higher & Postsecondary Education at U-M, and holds a master's degree in Guidance & Counseling and a bachelor's degree in Psychology. Nancy previously coordinated IRB educational programs.

Dana Sambuco came to CBSSM in August 2010 as a research associate for Reshma Jagsi. Dana earned a bachelor's degree in English at Goucher College and a master's degree in public policy and administration at UMass-Amherst.

Sandra Moing joined CBSSM in September 2010 to serve as senior administrative assistant. Sandra has worked for U-M for over 20 years and brings a wealth of experience to the role. Sandra enjoys sewing and is married with three children; her oldest is currently serving in the United States Marines.

Students at CBSSM

WELCOME BACK!

We'd like to welcome back student work studies **Brenna Smith** and **Erinn Smith**. Brenna has launched her graduate work in Biomedical Engineering and Erinn continues her studies as an undergraduate student in the School of Nursing. Both will graduate in the spring of 2011.

NEW STUDENT STAFF AT CBSSM:

Joe Jasperse is a first-year student in the MPH program at the School of Public Health and hails from Grand Rapids. Joe earned a BA in Health (Psychology minor) from Grand Valley State University. Post-graduation found him working community health development and earthquake relief in Haiti. He loves traveling, backpacking, biking, and all things outdoors.

Sara Nagy is a new work study student at CBSSM. She is an undergraduate student majoring in Psychology and is a very hard-working, cheerful member of the team. Sara is a Michigan native from the Grand Rapids area. Welcome, Sara!

Rachel Raines is a student in Sociology Undergraduate Research Opportunity (SURO), working with Ray De Vries at CBSSM for academic credit. In her spare time, Rachel enjoys watching foreign and independent films. Welcome, Rachel!

Agata Dabrowska is a new student work study with Reshma Jagsi. Agata is an MPH student in the Dietetics Program in the School of Public Health. Agata is a UM alum (Psychology and Women's Studies) and is from Sterling Heights, MI. She likes to run and she enjoys babysitting. Welcome, Agata!

Shelley Jazowski is another new student work study with Jagsi's group. She is an MPH candidate in the Health, Management and Policy Department in the School of Public Health. She is originally from New Jersey, and has also lived in North Carolina. Shelley earned a bachelor's degree in Biology and English from Lafayette College in Easton, PA. Welcome, Shelley!



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TAKE NOTE!



Call **734-615-8377** to reach CBSSM by phone. If you call the Bioethics Program number (734-936-5222), you will reach CBSSM, but only for a little while longer. That number will be phased out within the next few months. **Please update your records.**

CBSSM Historical Snapshot

PIHCD, est. 2000

Program for Improving Health Care Decisions (PIHCD) — led by **Dr. Peter Ubel** and funded by the National Institutes of Health, the Department of Veterans Affairs, and the State of Michigan.

Bioethics Program, est. 2000

The **Bioethics Program** was established in 2000, led by **Dr. Susan Gould**, Professor of Internal Medicine.

CBDSM, est. 2005

PIHCD became the **Center for Behavioral and Decision Sciences in Medicine (CBDSM)**, led by **Dr. Ubel** and jointly sponsored by the University of Michigan Medical School and the VA Ann Arbor Health System.

CBSSM, est. 2010

CBDSM merged with the Bioethics Program and became the **Center for Bioethics and Social Sciences in Medicine (CBSSM)**, co-directed by **Drs. Scott Kim** and **Angela Fagerlin**. CBSSM is jointly sponsored by the UM Medical School and the VA Ann Arbor Health System.