

Curriculum Vitae
Brian K. Hensel, PhD, MSPH

henselbk@health.missouri.edu
573.884.6929

CE 732 CS&E Bldg, One Hospital Drive
Columbia, MO 65212

FACULTY POSITIONS

**Instructor, Health Management and Informatics, School of Medicine,
University of Missouri-Columbia** **Jan 2014 – present**

**Assistant Professor of Health Services Administration, Beacom School of Business,
University of South Dakota, Vermillion** **Jan 2010 – Dec 2013**

Interim Director, Health Services Administration Department,
Beacom School of Business, University of South Dakota, Vermillion
(1/2012 – 6/2012)

POSTDOCTORAL FELLOWSHIPS

Health and Aging Policy Fellow, Office of US Senator Jay Rockefeller
Oct 2008 – Dec 2009

Funded by The Atlantic Philanthropies and part of the American Political Science Association
Congressional Fellowship Program. <http://www.healthandagingpolicy.org>

- Worked on health reform legislation in long-term care, end-of-life care, and health information technology

**Postdoctoral Fellow in Health Informatics, National Library of Medicine
Biomedical and Health Informatics Research Training Program;
University of Missouri-Columbia.** **Aug 2005 – Oct 2008**

- Collaborated in interdisciplinary research with scholars in health communication, health informatics, medicine, nursing, and social work. Member of University of Missouri's Tiger Place research team that was developing and evaluating use of sensors in independent living facility apartments to detect health problems earlier and respond to health emergencies, within an Aging in Place model.

Summer Trainee, NLM Rotation for Health Informatics Trainees,
Lister Hill National Center for Biomedical Communications;
National Institutes of Health, Bethesda, Maryland (Jun and Jul 2007)

- Completed research project that culminated in final report, *Point-of-care computers, Rx for Information, and patient education in a community health center*, and pursuing another in collaboration with NLM scientist that examines physician uses of handheld technologies and associated attitudes toward SMS/text messaging.

Consulting as Postdoctoral Fellow

Missouri Department of Health and Senior Services (12/2007 – 4/2008)

- Conducted and analyzed focus groups with youth aimed at informing media campaign to impact childhood obesity.

Missouri Department of Health and Senior Services (Spring 2007)

- Conducted data analysis of telephone and background research for message strategy for media campaign to impact screening and health behaviors in prevention, early detection, and management of chronic disease.

EDUCATION

**Ph.D. in Journalism (Health Communication focus), University of Missouri -
Columbia — Jul 2005**

- Dissertation: *Capacity-of-care and experiential attributes: A study of hospital ads using the Elaboration Likelihood Model*

**M.S. in Public Health (Health Services Management focus), University of Missouri -
Columbia — 1987**

(Graduate coursework in Gerontology from University of Nebraska-Omaha — 1984)

**B.S. in Education (History and Political Science minors), University of Nebraska -
Lincoln — 1983**

Consulting as Doctoral Student

Kansas Health Foundation, Wichita, Kansas; through School of Journalism,
University of Missouri-Columbia (Academic year 2001 – 2002)

- Measured and analyzed impact of advertisements and grassroots efforts in selected Kansas communities to encourage adults to “Take a Second, Make a Difference” in the lives of local youth.

Doctoral Research Assistantships

Research Assistant, National Institute on Disability and Rehabilitation Research grant through Missouri Arthritis Rehabilitation Research and Training Center; School of Journalism, University of Missouri-Columbia (Apr 2004 – Aug 2005)

- Developed Web site content on available support programs and resources for children with juvenile arthritis and their families.

Research Assistant, National Science Foundation research grant; School of Journalism, University of Missouri-Columbia (Academic year 2002-2003 and Fall Semester 2003)

- Examined media and public health department communications about potential cancer clusters.

PROFESSIONAL POSITIONS

Administrative positions at Hays Medical Center (HMC); Hays, Kansas. (160 bed medical/surgical hospital)

Jul 1997 – Aug 2001

(entered doctoral program Aug 2001)

Director, Market & Regional Development. (7/2000 –8/2001)

Marketing and service development for all hospital and physician services to hospitals and physicians in smaller surrounding communities.

- Served as point person for hospital's community health improvement initiatives. Received and applied extensive training in community health improvement from Voluntary Hospitals of America.
- Staffed (lead) update of hospital strategic plan.

Administrative Director, HMC Continuing Care Services. (6/1999 –7/2000)

Operational, budgetary, and marketing oversight of eight departments: Home Health & Hospice; Skilled Nursing Unit; Rehabilitation Services; Discharge Planning and Utilization Review; Cardiac Rehabilitation; Outpatient Behavioral Health; Pain Management; and Occupational Health.

Administrator, HMC Home Health & Hospice Center. (7/1997 – 6/1999)

Overall operational, budgetary, and marketing responsibilities.

- Agency served as Beta-site for Cerner Corporation in development of its home health and hospice clinical software.
- Presented on telehomecare initiative at National Telecommunications and Information Administration (NTIA) and other conferences. Project funded by U.S. Department of Commerce.

Director, Amicare Home Healthcare; Muskegon, Michigan.

1992 – 1997

(Services included nursing; physical/occupational/speech therapy; infusion therapy; respiratory therapy; private duty support; and home medical equipment. Member facility of Sisters of Mercy Health System; Farmington Hills, Michigan.)

Overall operational, budgetary, and marketing responsibilities.

- Led significant growth of agency.
- Led integration efforts with local sister hospital and with sister home health agency in nearby city.
- Received and applied extensive training in continuous quality improvement principles and techniques.

Director of Member Services, Hospital Council of Western Michigan; Grand Rapids. (Regional hospital association serving 30 hospitals)

1990 – 1992

Lead staff for governmental affairs, media communications, member education programming, and group purchasing.

- Led successful public release of hospital-specific price information (by DRG) and aggregate area cost information (such as expense per admission).
- Coordinated advocacy efforts against proposed budget cuts in State Medicaid program.
- Staffed (lead) strategic planning process, culminating in Board retreat and two-year corporate plan.

President & CEO, St. Anne Center, Rockford, Illinois.

1987 – 1990

(120 bed long-term care facility. Member facility of ServantCor Health System, which also owned Mercy Hospital – below. Promoted from Administrative Fellow.)

Overall operational, budgetary, and marketing responsibilities.

- Supported strategic planning process that ultimately resulted in addition of attached independent living facility.
- Led significant increase in community volunteer hours.
- Supported successful foundation fundraising efforts.

Master’s Fellowship, Externship, and Assistantship

Administrative Fellow, Mercy Hospital, Urbana, Illinois — 1987

(260 bed medical/surgical hospital. Member facility of ServantCor Health System; Kankakee, Illinois.)

Shadowed CEO in his daily responsibilities.

- Coordinated successful public campaign of opposition to competitor hospital’s CON to begin third separate open-heart surgery program in city.

Administrative Extern, Heartland Centre, St. Joseph, Missouri — Summer, 1986

(160 bed long-term care/rehabilitation facility. Member of Heartland Health System.)

Worked closely with Administrator in operational, planning, and special project activities.

Graduate Assistant to Associate Chairperson, Department of Family & Community Medicine, University of Missouri-Columbia School of Medicine — Academic Year 1985-1986

Organized seminars in practice management for Residents.

MEMBERSHIPS

American College of Healthcare Executives

AcademyHealth

American Association of Medical Informatics

Association for Education in Journalism & Mass Communication

Gerontological Society of America

International Communication Association

INVITED PRESENTATIONS

Annual presentations to medical students, University of South Dakota-Vermillion; 2010 to present. "Understanding the PPACA."

Dean's Distinguished Lecture Series, University of South Dakota-Vermillion; April 2013. Panel discussion, including hospital executives, discussing Time magazine article, *Bitter Pill: Why Medical Bills Are Killing Us*.

Dean's Distinguished Lecture Series, University of South Dakota-Vermillion; September 2009. "The Health Care Reform Debate and Process: Observations of a Health Policy Fellow."

Health Care Communication in the New Media Landscape. University of Missouri-Columbia; June 2007. Presentation with co-author of upcoming book chapter: "New Media Research in Health Care Settings: The Sociotechnical Model of Technology-Mediated Health Communication."

16th Annual Caring for the Frail Elderly Conference. University of Missouri-Columbia; August 2006. Panel discussant for session: “Sensor Technologies in Retirement Communities for Older Adults: Promoting Health and Independence.”

Telepower 2000, Fort Hays State University, Hays Kansas; October 2000. Panel discussant for session: “Telemedicine and e-Health.”

North Dakota Telecommunications Technology Symposium. North Dakota State University, Fargo; May 1999. Demonstrated Hays Medical Center’s NTIA telehomecare initiative.

Plenipotentiary Conference of the International Telecommunication Union (ITU). Minneapolis; October 1998. Demonstrated Hays Medical Center’s NTIA telehomecare initiative.

SERVICE

Member of University of South Dakota’s Strategic Planning Committee (2011 to present)

Faculty Advisor to student group of South Dakota Chapter of American College of Healthcare Executives (2009 to present)

Fellow, University of Missouri Interdisciplinary Center on Aging (2008-present)

Member, Vermillion Rotary (2011-present)

Member of Beacom School of Business, Curriculum & Instruction Committee (2011-present)

Member of Vermillion Prevention Coalition (to reduce binge drinking among university students) (2011-2013)

Board member, Kansas Association of Hospices (1999-2001)

Preceptor, Graduate Program in Hospital and Health Administration, Xavier University, Cincinnati, Ohio (1989). (When President & CEO of St. Anne Center, served as Preceptor for Administrative Fellow from Xavier.)

TEACHING

Courses Taught

Graduate

Health Care Strategy and Marketing (MHA, Residential and Executive Programs)

Introduction to the US Health Care System (MHA, Residential and Executive Programs)

Health Care Decision Making (MHA, Executive Program)

Health Care Strategy (MBA)

Health Care Management (MBA)

Long-Term Care Strategy (Graduate Certificate)

Coordinated and managed student practicums (MBA)

Undergraduate

Health Policy

Population Health and Epidemiology for Managers

Evidence-Based Health Care and Public Health (Honors Course)

Long-Term Care and Gerontology

Coordinated and managed student practicums

Student Research Supervised

Committee Member, Undergraduate Honors Thesis, examining student use of nutrition health apps (projected completion Spring 2013)

Chair, Undergraduate Honors Thesis, *Analysis Of The South Dakota Trauma System* (completed Fall Semester 2012)

Chair, Undergraduate Honors Thesis, *Effectiveness Of South Dakota Diabetes Coalition Public Awareness Messaging* (completed Spring Semester 2011)

RESEARCH

Peer-Reviewed Publications

Journal Articles

Hinrichsen, G. A., Kietzman, K. G., Alkema, G. E., Bragg, E. J., **Hensel, B. K.**, Miles, T. P., et al.. Influencing Public Policy to Improve the Lives of Older Americans. *The Gerontologist* (2010).

Hensel, B.K., Parker-Oliver, D., Demiris, G., & Rantz M. A comparison of video-based resident-family communication in a nursing home and a congregate living facility. *Journal of the American Medical Directors Association* (2009); 23(1):106-115.

Demiris G., **Hensel B.K.** “Smart homes” for patients at the end of life. *Journal of Housing For the Elderly* (2009); 23(1):106-115.

Demiris G., **Hensel B.K.** Technologies for an aging Society: A systematic review of “smart home” applications. *International Medical Informatics Association Yearbook 2008*; 33-40.

Demiris G., Parker-Oliver D., **Hensel B.K.**, Dickey G., Rantz M., & Skubic M. Use of videophones to enrich the distant caregiving experience for family members of long term care facility residents. *Journal of Gerontological Nursing* (Jul 2008); 34(7):50-5.

Demiris G., **Hensel B.K.**, Skubic M., & Rantz M. Senior residents’ perceived need of and preferences for “smart home” sensor technologies. *International Journal of Technology Assessment in Health Care* (2008); 24(1):102-124.

Courtney, K. L., Demiris, G., & **Hensel, B. K.** Obtrusiveness of information-based assistive technologies as perceived by older adults in residential care facilities: A secondary analysis. *Medical Informatics and the Internet in Medicine* (2007); 32(3):241-249.

Day, M., Demiris, G., Parker-Oliver, D., Courtney, K.L., & **Hensel, B.K.** Exploring underutilization of videophones in hospice settings. *Telemedicine and e-Health* (2007); 13(1):25-32.

Hensel, B.K., Parker-Oliver, D., & Demiris, G. Videophone communication between residents and family: A case study. *Journal of the American Medical Directors Association* (Feb 2007); 8(2):123-127.

Parker-Oliver, D., Demiris, G., & **Hensel, B.K.** A promising technology to reduce social isolation of nursing home residents. *Journal of Nursing Care Quality* (Oct-Dec 2006); 21(4):302-305.

Hensel, B.K., Demiris, G., & Courtney, K.L. Defining obtrusiveness in home telehealth technologies: A conceptual framework. *Journal of the American Medical Informatics Association* (Jul/Aug 2006); 13(4):428-431.

Book Chapters

Rantz, M., Skubic, M., Burks, K., Yu, J., Demiris, G., **Hensel, B.K.**, Alexander, G.L., He, Z., Tyrer, H.W., Hamilton, M., Lee, J., Brown, M. Functional assessment and technology. In Majd Alwan, & Robin A. Felder, Eds., *Eldercare Technology For Practitioners*, Humana Press, Totowa, NJ. (2008); 5-32.

Hensel, B.K., Boren, S.A., Cameron, G.T., Greetings between cognate fields: Health communication and biomedical informatics. In Jerry C. Parker, & Esther Thorson, Eds., *Health Care Communication in the New Media Landscape*, Springer Publishing Company, New York (2008); 395-416.

Grants and Contracts

Contract to assist Avera Health System (Sioux Falls, SD) in developing instruments to measure medical specialist accessibility and patient, staff, and physician satisfaction in expanding e-consult telemedicine service. Administered through University of South Dakota Graduate Research Bureau. (\$7,000) (Awarded January 2011).

Lead for contract to assist South Dakota's Regional Extension Center (REC) support of rural hospitals in achieving meaningful use of electronic health records as part of HITECH Act federal incentive program (\$215,000; Dec 2010). Contracted to develop instrument to measure readiness of Critical Access and other rural hospitals and to assist the REC in hospital-specific work plans based on these data.

Principal Investigator for National Library of Medicine pilot project contract award (\$35,000) - *Comprehensive resource to enhance consumer health informatics evaluation research* (October 2009). Administered through University of Missouri Health Communication Research Center. Renewed in 2010 and 2011 for same amount.

- Development of content for Web-based resource of health communication variables and associated measures, for use in academic and practitioner research.

Peer-Reviewed Conference Presentations

Conference Papers

Kapp, J., **Hensel B.K.**, Schnoring, K. Is Twitter a forum for disseminating research to policy-makers?, AcademyHealth Annual Research Meeting. Minneapolis (June 2015)

Giger, J.T., **Hensel, B.K.**, & Luken, R. In-home health monitoring of adults with serious mental illness: informal caregiver attitudes and perceptions, *University of South Dakota School of Health Sciences Research Conference*. Vermillion, SD. (April 2012)

Alexander, G.L., **Hensel, B.K.** An analysis of skin integrity alerts to monitor nursing home residents, *12th International Health (Medical) Informatics Congress, Medinfo*. Brisbane, Australia. (August 2007)

Grinfeld, M.J., **Hensel, B.K.**, & Hoecker, R. Advocacy oriented behavior and health care access: A conceptual model of health communication used in coordinating care for children with juvenile arthritis, *Association for Education in Journalism and Mass Communication 89th Annual Convention*. San Francisco. (August 2006)

Hensel, B.K. The conceptual overlap in “promotion” between marketing and marketing communications: Does it extend to an overlap in research? *Association for Education in Journalism and Mass Communication 87th Annual Convention*. Toronto (August 2004)

Hensel, B.K. Harry Truman’s reluctance in “going public” for national health insurance, *International Communication Association Annual Conference*. New Orleans (May 2004)

Hensel, B.K. Harry Truman’s fight for national health insurance: His responses to the opposing arguments and one newspaper’s coverage, *Missouri Conference on History*. Jefferson City (April 2004)

Hensel, B.K. A second-level agenda-setting study of arguments for and against Harry Truman’s national health insurance plan, *Midwest Association for Public Opinion Research Annual Conference*. Chicago (November 2003)

Conference Abstracts

Hensel, B.K., Fontelo, P. Physician Attitudes Toward SMS/Text Messaging in Medicine. Poster presentation at the *American Medical Informatics Association Annual Meeting*. Washington DC. (November 2008)

Courtney, K.L., Demiris G., & **Hensel B.K.**, Demiris G. Describing obtrusiveness for telehealth and smart home technologies. Podium presentation at the *13th Annual International Meeting of the American Telemedicine Association (ATA)*. Seattle. (April 2008)

Dickey, G., Demiris, G., Parker-Oliver, D., & **Hensel, B.K.** Use of Technology to Address Feelings Associated with Institutional Placement for Older Residents and their Family Members. Poster presentation at the *Gerontological Society of America*, San Francisco. (November 2007)

Dickey, G., Demiris, G., Parker-Oliver, D., & **Hensel, B.K.** Use of Technology to Address Feelings Associated with Institutional Placement for Older Residents and their Family Members. Poster presentation at the *17th Annual Caring for the Frail Elderly Conference*. University of Missouri-Columbia. (August 2007)

Hensel, B.K., Demiris, G., & Courtney, K.L. Content Validity of Obtrusiveness Model of Home Telehealth Technologies. Podium presentation at the *National Library of Medicine Informatics Training Conference*. Stanford University. (June 2007)

Hensel, B.K., Parker-Oliver, D., Demiris, G. Does Greater Communication Bandwidth Increase Perceived Social Presence in Videophone Communication? Poster presentation at the *12th Annual International Meeting of the American Telemedicine Association (ATA)*. Nashville. (May 2007)

Parker-Oliver D., Demiris G., **Hensel B.K.** A Videophone Intervention with In-hospice caregivers: Clinical Outcomes. *Telemedicine and e-health* 2007; 13(2): 172. Podium presentation at the *12th Annual International Meeting of the American Telemedicine Association (ATA)*. Nashville. (May 2007)

Grinfeld, M.J., **Hensel, B.K.**, Cassidy, J.T., Walker, S.E., & Parker, J.C. A new media solution for coordination of care for juvenile arthritis: The JAHelp.org advocacy-oriented health care access project. Poster presentation at *American College of Rheumatology/ Association of Rheumatology Health Professionals Annual Scientific Meeting*. Washington DC. (November 2006)

Hensel, B.K., Parker-Oliver, D., Demiris, G., & Willis, L. A telehealth case study of videophone use between family members. Poster presentation at the *American Medical Informatics Association Annual Meeting*. Washington DC. (November 2006)

Hensel, B.K., Parker-Oliver, D., Demiris, G. "It was almost like being in the same room": Videophone communication between a nursing home resident and family member. Poster presentation at the *16th Annual Caring for the Frail Elderly Conference*. University of Missouri-Columbia. (August 2006)

Grinfeld, M.J., & **Hensel, B.K.** JAHelp to the rescue: Online coordination of care for juvenile arthritis. Poster presentation at the *Bridging the Quality Gap in Mid-America: Measuring and Promoting Excellence Across the Continuum of Care*. University of Missouri Center for Health Care Quality. Columbia, MO. (April 2006)