

**Brian J. Zikmund-Fisher, Ph.D.**

Research Assistant Professor  
CBDSM – Internal Medicine  
University of Michigan  
300 North Ingalls, #7C27  
Ann Arbor, MI 48109-5429  
734-936-9179  
bzikmund@med.umich.edu

**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.

***Academic Affiliations***

- 8/2004-present Research 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.

***Government Positions***

- 8/2004-present Research Investigator, 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

- Risk communication (especially via graphical displays) and its effect on treatment decision making (e.g., adjuvant therapies)
- How patient decision making processes vary across different medical conditions
- Cognitive biases in medical decision making, including self-other discrepancies, information evaluability biases, and omission tendencies.
- Prioritization of effort among multiple health concerns by patients and practitioners
- Perceptions of success or failure when efforts to reduce health risks are incomplete
- Development of patient decision aids

## Grants

### *Present and Active*

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 (5 P50 CA101451), V Strecher, PI.

Foundation for Informed Medical Decision Making; 3/1/2006-6/30/2008; “National Survey of Medical Decisions;” M 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” (MRSG-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” (2 R01 CA087595); PA Ubel, PI; **BJ Zikmund-Fisher, Co-I**; \$1,486,398 (direct).

U.S. Department of Veterans Affairs; 3/1/2008-9/30/2008; “Health Services Research in Genomics Program;” **BJ Zikmund-Fisher, PI**; P Schoenfeld, Co-PI; \$144,670 (direct).

### *Pending*

National Cancer Institute; 7/1/2008-6/30/2010; “Assessing the Impact of a New Risk Communication Intervention on CRC Screening;” B Ling, PI; **BJ Zikmund-Fisher, Co-I**; \$275,000 (direct); submitted October 2007.

National Cancer Institute; 9/1/2008-8/31/2013 “Promoting Shared Decision Making through a Tailored Decision Aid”; PA Ubel, Co-PI; A Fagerlin, Co-PI; **BJ Zikmund-Fisher, Co-I**; \$1,061,998 (direct). Project 3 of the Michigan Center for Health Communication Research II, V Strecher, PI; submitted March 2008.

Foundation for Informed Medical Decision Making; 10/1/2008-9/30/2009; “Learning By Doing: Improving Risk Communication Through Active Processing of Interactive Pictographs”; **BJ Zikmund-Fisher, PI**; \$85,470 (direct); submitted April 2008.

### *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;” (NIH 1 R01 CA87595); PA Ubel, PI; **BJ Zikmund-Fisher, Co-I**; \$1,479,858 (direct).
- 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).

## 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

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

### *Ad Hoc Manuscript Reviewer*

- 2003-2006 Medical Decision Making (x2)  
Journal of General Internal Medicine  
Journal of Health Communication  
Risk Analysis (x2)  
Social Science and Medicine  
Journal of Adolescent Health  
Health Psychology  
Psychology and Health

- Organizational Behavior and Human Decision Processes (x5)  
 Journal of Behavioral Decision Making (x2)  
 Journal of Economic Behavior and Organization  
 Journal of Economics and Business  
 Journal of Applied Business Research
- 2007 Organizational Behavior and Human Decision Processes  
 Medical Decision Making (x3)  
 Health Psychology  
 Journal of Behavioral Decision Making  
 Journal of Economics and Business  
 BMC Medical Informatics and Decision Making  
 Patient Education and Counseling
- 2008 Medical Decision Making (x2)  
 Journal of Economics and Business  
 BMC Medical Informatics and Decision Making  
 Journal of General Internal Medicine  
 Patient Education and Counseling  
 Judgment and Decision Making

## 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*

#### Fellow Research Mentoring

- 7/2007-6/2008 Willie Parker, MD (U. Michigan: Family Planning / OB-GYN)

#### Research Staff 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)

## 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.

### 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.

## **Committee, Organizational, and Volunteer Service**

### ***Institutional Service***

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

### ***National Organization Service***

2004-2007     Educational Committee Member, Society for Medical Decision Making.  
2004-2006     Annual Meeting Abstract Reviewer, Society for Medical Decision Making  
                    2005-2006 Category Co-Chair  
2004-2006     Student Poster Competition Judge, Society for Judgment and Decision Making

## **Visiting Professorships, Seminars, and Extramural Invited Presentations**

### ***Presentations at Academic Conferences***

1. Parker AM, **Zikmund-Fisher BJ**. Behavioral explanations for the popularity of renting-to-own. Poster presentation at the Society for Judgment & Decision Making, Los Angeles, Calif., November 13, 1995.
2. Zikmund-Fisher BJ, Parker AM. Low-income consumer choices and the rent-to-own phenomenon: A behavioral economic perspective. Oral presentation to the Economic Science Association, Tucson, Ariz., October 19, 1996.
3. Parker AM, **Zikmund-Fisher BJ**. Rent-to-own revisited. Poster presentation to the Society for Judgment & Decision Making, Chicago, Ill., November 3, 1996.
4. **Zikmund-Fisher BJ**, Miller MD. When is a dictator's gift a gift? Oral presentation to the Economic Science Association / Public Choice Society, San Francisco, Calif., March 22, 1997.
5. **Zikmund-Fisher BJ**. Connecting the dots: Teaching the steps of policy analysis through visual maps and in-class exercises. Poster presentation to the American Economic Association, New York, NY, January 4, 1999.
6. **Zikmund-Fisher BJ**. A bias towards early suspension of sequential treatment attempts. Poster presentation to the Society for Medical Decision Making, San Diego, Calif., October 23, 2001. (*First Prize winner, Lee B. Lusted Student Prize Competition*)
7. **Zikmund-Fisher BJ**. Continue or quit decisions: Type II gambler's fallacies and de-escalation. Oral presentation to the Society for Judgment and Decision Making, Orlando, Fla., November 19, 2001.
8. Amsterlaw J, **Zikmund-Fisher BJ**, Fagerlin A, Ubel PA. Can fear of complications lead to bad decisions. Poster presentation to the Society for Medical Decision Making, Chicago, Ill., October 19, 2003.
9. Damschroder LD, **Zikmund-Fisher BJ**, Ubel PA. Quality of life values change when people are primed to think about how they adapt to difficult situations. Oral presentation to the Society for Medical Decision Making, Chicago, Ill., October 20, 2003.
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 elicitations. 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.

## Bibliography

### *Peer-Reviewed Journals and Publications*

1. **Zikmund-Fisher BJ**, Parker AM. Demand for rent-to-own contracts: A behavioral economic explanation. *Journal of Economic Behavior and Organization* 1999;38:199-216.
2. **Zikmund-Fisher BJ**, Fagerlin A, Ubel PA. “Is 28% good or bad?”: Evaluability and preference reversals in health care decisions. *Medical Decision Making* 2004;24:142-148.
3. **Zikmund-Fisher BJ**. De-escalation after repeated negative feedback: Emergent expectations of failure. *Journal of Behavioral Decision Making* 2004;17(5):365-379.
4. Fagerlin A, **Zikmund-Fisher BJ**, Ubel PA. How making a risk estimate can change the feel of that risk: Shifting attitudes toward breast cancer risk in a general public survey. *Patient Education and Counseling* 2005 Jun;57(3):294-299.
5. Damschroder LJ, **Zikmund-Fisher BJ**, Ubel PA. The impact of considering adaptation in health state valuation. *Social Science and Medicine* 2005;61(2):267-277.
6. Johri M, Damschroder LJ, **Zikmund-Fisher BJ**, Ubel PA. The importance of age in allocating health care resources: Does intervention-type matter? *Health Economics* 2005;14(7):669-678.
7. **Zikmund-Fisher BJ**, Fagerlin A, Ubel PA. What’s time got to do with it? Inattention to duration in interpretation of survival graphs. *Risk Analysis* 2005;25(3):589-595. DOI: 10.1111/j.1539-6924.2005.00626.x.
8. Fagerlin A, **Zikmund-Fisher BJ**, Ubel PA. Cure me even if it kills me: Preferences for invasive cancer treatment. *Medical Decision Making* 2005;25(6):614-619. DOI: 10.1177/0272989X05282639.
9. **Zikmund-Fisher BJ**, Sarr B, Fagerlin A, Ubel PA. A matter of perspective: Choosing for others differs from choosing for yourself in making treatment decisions. *Journal of General Internal Medicine* 2006; 21:618–622. DOI: 10.1111/j.1525-1497.2006.00410.x.
10. Amsterlaw J, **Zikmund-Fisher BJ**, Fagerlin A, Ubel PA. Can avoidance of complications lead to biased healthcare decisions? *Judgment and Decision Making* 2006; 1(1): 64-75. Available online at <http://journal.sjdm.org/jdm06008.pdf>.
11. **Zikmund-Fisher BJ**, Fagerlin A, Ubel PA. Mortality versus survival graphs: Improving temporal consistency in perceptions of treatment effectiveness. *Patient Education and Counseling* 2007; 66(1):100-107. doi:10.1016/j.pec.2006.10.013
12. Damschroder LJ, Roberts TR, **Zikmund-Fisher BJ**, Ubel PA. Why people refuse to make tradeoffs in person tradeoff elicitation: A matter of perspective? *Medical Decision Making* 2007; 27; 266-280. DOI: 10.1177/0272989X07300601
13. **Zikmund-Fisher BJ**, Smith DM, Ubel PA, Fagerlin A. Validation of the subjective numeracy scale (SNS): Effects of low numeracy on comprehension of risk communications and utility elicitation. *Medical Decision Making* 2007;27(5):663-671.
14. Fagerlin A, **Zikmund-Fisher BJ**, Ubel PA, Jankovic A, Derry HA, Smith DM. Measuring numeracy without a math test: Development of the subjective numeracy scale (SNS). *Medical Decision Making* 2007;27(5):672-680.

15. Fagerlin A, Ubel PA, Smith DM, **Zikmund-Fisher BJ**. Making numbers matter: Present and future research in risk communication. *American Journal of Health Behavior* 2007;31(Suppl. 1):S47-S56.
16. **Zikmund-Fisher BJ**, Fagerlin A, Keeton K, Ubel PA. Does labeling prenatal screening test results as negative or positive affect a woman's responses? *American Journal of Obstetrics and Gynecology* 2007;197:528.e1-528.e6. doi: 10.1016/j.ajog.2007.03.076
17. Fagerlin A, **Zikmund-Fisher BJ**, Ubel PA. "If I'm better than average, then I'm ok?": Comparative information influences beliefs about risk and benefits. *Patient Education and Counseling* 2007;69:140-144. doi:10.1016/j.pec.2007.08.008
18. Subramanian U, Hofer TP, Klamerus ML, **Zikmund-Fisher BJ**, Heisler M, Kerr EA. Knowledge of blood pressure targets among patients with diabetes. *Primary Care Diabetes* 2007;1: 195–198. doi:10.1016/j.pcd.2007.09.001
19. **Zikmund-Fisher BJ**, Fagerlin A, Roberts TR, Derry HA, Ubel PA. Alternate methods of framing information about medication side effects: Incremental risk versus total risk of occurrence. *Journal of Health Communication* 2008;13(2):107-24. doi:10.1080/10810730701854011
20. Damschroder LJ, **Zikmund-Fisher BJ**, Kulpa JJ, Ubel PA. Considering adaptation in preference elicitation. *Health Psychology* (In Press, 2007).
21. **Zikmund-Fisher BJ**, Lacey HP, Fagerlin A. The potential impact of decision role and patient age on end-of-life treatment decision making. *Journal of Medical Ethics* (In Press, 2007).
22. Kerr EA, **Zikmund-Fisher BJ**, Klamerus ML, Subramanian U, Hogan MM, Hofer TP. Clinical inertia or clinical uncertainty?: Factors associated with lack of medication intensification in response to elevated blood pressure. *Annals of Internal Medicine* (In Press, 2008).

#### ***Non-Peer-Reviewed Articles***

1. Caskey JP, **Zikmund BJ**. Pawnshops: the consumer's lender of last resort. *Federal Reserve Bank of Kansas City Economic Review* 1990;(March/April):5-18.

#### ***Manuscripts In Submission***

1. **Zikmund-Fisher BJ**, Ubel PA, Smith DM., Derry HA, McClure JB, Stark A, Pitsch RK, Fagerlin A. Communicating side effect risks in a tamoxifen prophylaxis decision aid: The debiasing influence of pictographs. In submission.
2. Fagerlin A, **Zikmund-Fisher BJ**, Smith DM, Nair V, Derry HA, McClure JB, Greene S, Stark A, Hensley Alford S, Lantz P, Hayes DF, Wiese C, Claud Zweig S, Pitsch RK, Janovic A, Ubel PA. Patients' decisions regarding tamoxifen for breast cancer prevention: Responses to a tailored decision aid. In submission.
3. Dillard A, Ubel PA, Smith DM, **Zikmund-Fisher BJ**, Nair V, Derry HA, Zhang A, Pitsch RK, Hensley Alford S, McClure JB, Fagerlin A. The influence of comparative risk perceptions on the decision to take a breast cancer prevention medication. In submission.

4. **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. In submission.
5. **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. In submission.
6. Hawley ST, **Zikmund-Fisher BJ**, Ubel PA, Jancovic A, Lucas T, Fagerlin A. The impact of the format of graphical presentation on health-related knowledge and treatment choices. In submission.
7. **Zikmund-Fisher BJ**, Fagerlin A, Ubel PA. Improving understanding of adjuvant therapy options via simpler risk graphics. In Submission.
8. Johri M, Damschroder LJ, Kim S, **Zikmund-Fisher BJ**, Ubel PA. Randomised trial of an intervention to improve response quality to surveys of healthcare priorities. In submission.
9. Keeton K, **Zikmund-Fisher BJ**, Ubel PA, Fenner DE, Fagerlin A. Predicting parity as a prerequisite for cesarean delivery on maternal request: How often does a woman underestimate her final parity? In submission.

### ***Abstracts***

1. **Zikmund-Fisher BJ**. A bias towards early suspension of sequential treatment attempts. *Medical Decision Making* 2001;21:533.
2. Amsterlaw J, **Zikmund-Fisher BJ**, Fagerlin A, Ubel PA. Can fear of complications lead to bad decisions? *Medical Decision Making* 2003;23:549.
3. Damschroder LD, **Zikmund-Fisher BJ**, Ubel PA. Quality of life values change when people are primed to think about how they adapt to difficult situations. *Medical Decision Making* 2003;23:563.
4. Fagerlin A, **Zikmund-Fisher BJ**, Ubel PA, Smith DM. Measuring numeracy when people hate math tests. *Medical Decision Making* 2003;23:560.
5. Fagerlin A, **Zikmund-Fisher BJ**, Ubel PA. Does communicating the lifetime risk of breast cancer create unjustifiable optimism? *Medical Decision Making* 2003;23:585.
6. **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. *Medical Decision Making* 2003;23:585.
7. **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. *Medical Decision Making* 2003;23:583.
8. **Zikmund-Fisher BJ**, Roberts TR, Fagerlin A, Derry HA, Ubel PA. Highlighting “additional risk” yields more consistent interpretations of side effect risk communications. *Medical Decision Making* 2005;25(1):E2.
9. Damschroder LJ, **Zikmund-Fisher BJ**, Roberts TR, Ubel PA. Refusals to make trade-offs: task context and emotion matter. *Medical Decision Making* 2005;25(1):E8.

10. 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. *Medical Decision Making* 2005;25(1):E14.
11. **Zikmund-Fisher BJ**, Fagerlin A, Ubel PA. Viewers of survival graphs often ignore time axis labels, biasing perceptions of treatment effectiveness. *Medical Decision Making* 2005;25(1):E12.
12. 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. *Medical Decision Making* 2006;26(1):E10.
13. Kulpa JJ, **Zikmund-Fisher BJ**, Fagerlin A, Ubel PA. Give me colostomy or give me death: Attempting to improve internal consistency of treatment choice. *Medical Decision Making* 2006;26(1):E12.
14. Damschroder LJ, **Zikmund-Fisher BJ**, Kulpa J, Ubel PA. Considering adaptation in preference elicitations. *Medical Decision Making* 2006;26(1):E18.
15. **Zikmund-Fisher BJ**, Fagerlin A, Ubel PA. Asymmetric perceptions of the consequences of increasing versus decreasing risky behavior. *Medical Decision Making* 2006;26(1):E20.
16. **Zikmund-Fisher BJ**, Fagerlin A, Ubel PA. Lightning may not strike twice, but my cancer will: The special status of cancer recurrence risks. *Medical Decision Making* 2006;26(1):E24.
17. 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. *Medical Decision Making* 2006;26(1):E25.
18. 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. *Medical Decision Making* 2006;26(1):E57.
19. Fagerlin A, Nair V, **Zikmund-Fisher BJ**, Smith DM, Ubel PA. Using fractional factorial designs to untangle the effects of patient decision aids. *Medical Decision Making* 2006;26(1):E73.
20. Keeton K, Fagerlin A, **Zikmund-Fisher BJ**, Ubel P, Fenner D. Predicting parity as a prerequisite for cesarean delivery on maternal request: Does a woman know how many children she will have? *American Journal of Obstetrics and Gynecology* 2006;195(6S):S103.
21. **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. *Journal of General Internal Medicine* 2008;23(Suppl 2): 317.
22. Lewis C, Couper MP, Levin CA, Pignone M, **Zikmund-Fisher BJ**. Plans to Stop Cancer Screening Tests: Results from a Nationally Representative Survey. *Journal of General Internal Medicine* 2008;23(Suppl 2): 370.

23. **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. *Journal of General Internal Medicine* 2008;23(Suppl 2): 378-9.
24. 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. *Journal of General Internal Medicine* 2008;23(Suppl 2): 426.