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Resume

Diane Bloom is a qualitative researcher from Chapel Hill NC who specializes in project planning and in conducting and analyzing in-depth interviews and focus groups. She is fluent in Spanish and can conduct qualitative research with Hispanic populations.

One of Diane's specialties is designing topic guides and fostering brainstorming activities to obtain a deeper level of understanding of the perceptions and beliefs that influence peoples' behavior. She has studied at the Creative Problem Solving Institute (CPSI), and The Tavistock Institute for Leadership and has taken workshops with the Qualitative Research Consultants Association to enhance these skills. In addition, she completed a yearlong program at the North Carolina Psychoanalytic Society to develop techniques to foster deeper levels of thought, emotion and discussion during the group process.

Diane tailors reports to the clients' needs. Her reports have consistently received praise from clients for their understandability and usefulness, and she is the recipient if two NIH Clear Language awards for her report writing.

Diane has also taught Qualitative Research Methods to doctoral students at the School of Public Health at the University of North Carolina at Chapel Hill, and conducts training workshops around the country on how to plan and conduct successful focus groups. She holds a B.A.with honors; an MA in Curriculum Development; an MPH in Health Policy and Administration and a Ph.D. in Human Development and Psychology.

She has worked with a wide range of organizations including:

- The National Cancer Institute
- The Cancer Treatment Centers of America
- The National Institute of Environmental Health Sciences
- The Duke University Comprehensive Cancer Center
- Duke University Medical Center

- AMC Cancer Research Center
- The NC Advisory Committee on Cancer Coordination and Control
- The University of North Carolina School of Medicine
- The University of North Carolina School of Public Health
- The Centers for Disease Control
- The Robert Wood Johnson Foundation
- Pew Charitable Trusts
- The Annie E. Casey Foundation
- The John Rex Endowment
- The Environmental Protection Agency
- The American College of Cardiology
- The University of North Carolina College of Education, Departments of Curriculum and Biostatistics
- The Duke University School of Medicine
- The Durham Public Library System
- Telluride Mountain School
- The American Banking Association
- The Colorado State Health Department
- The North Carolina State Health Department
- Planned Parenthood of Wake County
- The Sutton Social Marketing Group
- Many pharmaceutical companies including Roche, Novartis, Pharmacia, Abbott, Glaxo Smith Klein, Pfizer and Bayer
- Orange Water and Sewer Authority
- The Town of Chapel Hill North Carolina
- The Town of Hot Springs Arkansas
- Robert Denney Inc., Strategic Planning for Law Firms
- Porter/Novelli Communications Research Firm
- The North Carolina Department of Environment Health and Natural Resources
- The American College of Physicians
- AARP
- OCLC
- Columbus Ohio Public Library System
- The American Academy of Facial and Reconstructive Surgeons
- Johnston Zabor, McManus Marketing Research Firm/ Phoenix Marketing

The following list presents a cross section of the studies she has conducted:

"How Newly Diagnosed Breast Cancer Patients Make Treatment Decisions."

An in-depth interview study conducted for the Cancer Treatment Centers of America.

"Receiving Experimental Cancer Treatment Outside of a Clinical Trial: What Do Patients and Oncologists Think?" A focus group study conducted for Duke University Medical Center.

"The General Public's Perception of Cancer and the Environment " A focus group study produced for the National Cancer Institute and National Institute for Environmental Health Sciences for creating a booklet on cancer and the environment.

"Pretesting the Booklet Cancer and the Environment: What You Need to Know; What You Can Do." A focus group study produced for the National Cancer Institute and the National Institute of Environmental Health Sciences.

"Why Some Breast Cancer Patients Delay Seeking a Medical Opinion or Refuse Conventional Treatment: Overcoming the Barriers." In-depth interview study for Cancer Treatment Centers of America.

"I Wish Someone Had Told Me... Cancer Patients Discuss What They Wish They Had Known When They Were First Diagnosed." A focus group study conducted for the NC Advisory Committee on Cancer Coordination and Control (A committee established by the NC State Legislature).

"Smoking and Cervical Cancer -- A Focus Group Study." Produced for Duke University Comprehensive Care Center.

"Physicians' Knowledge, Attitudes and Behaviors Concerning Mammography: An In-depth Interview Study." Produced for the National Cancer Institute.

Women's Knowledge, Attitudes and Behavior Concerning Breast and Cervical Cancer Screening -- A Focus Group Study." Produced for AMC Cancer Research Center and the Colorado State Health Department.

“The Mammography Guidelines Controversy: What do Women Think?” A focus group study produced for the National Cancer Institute.

“How the Public Processes and Interprets Cancer Risk Information: Findings from Focus Group Research with the General Public.” A focus group study produced for the National Cancer Institute.

“How Women Think about Cancer Risk and Their Reactions to a Risk Communication Piece on the New NCI Guidelines for Mammography.” A focus group study produced for the Office of Cancer Communications of the National Cancer Institute.

“Evaluation of the Patient Education Network -- An In-depth Telephone Interview Study.” Produced for the National Cancer Institute.

“Evaluation of the Health Watch Pilot Program -- An in-depth Telephone Interview Study.” Produced for the American Association of Retired Persons.

“To Patent or Not to Patent?” An in-depth interview study of intramural scientists at the National Institutes of Health, evaluating the NIH patenting process and generating ideas on changing the process. Produced for the National Cancer Institute.

“Physician Involvement in End-of-Life Care.” A large focus group study of physicians for the Robert Wood Johnson Foundation and Northwestern University Medical School.

“What Kinds of Alternative Therapies and Programs Would Help Heart Failure Patients?” A Focus Group Study produced for Duke Center for Integrative Medicine.

“Communicating Risk Information to Senior EPA Policy Makers.” A focus group and in-depth interview study produced for the U.S. Environmental Protection Agency.

Teens' Perceptions about Reproductive Health Issues, Planned Parenthood, and a Proposed New Teen Clinic. A focus group study for Planned Parenthood of Wake County of a wide cross-section of Raleigh adolescent teens.

“What makes Pacific University Unique?” A focus group study of students and faculty, produced for the Admissions Office of Pacific University for design of their view book.

"An evaluation of enrollment and re-enrollment materials for the North Carolina 'Covering Kids' program for health insurance for children." A focus group study for the Covering Kids Program.

"Message Testing of Materials for a study of Hemophilia A." A focus group and in-depth interview study produced for the School of Public Health of the University of North Carolina at Chapel Hill.

"Factors Affecting the Voting Behaviors of State Legislators Regarding Smoking Control Legislation." A focus group study conducted for the School of Medicine of the University of North Carolina at Chapel Hill.

"Barriers for Poor, Young Mothers in North Carolina to Providing Food for their Families?" A state-wide focus group study for the Childhood Hunger Identification Project, for the Department of Nutrition at the School of Public Health, University of North Carolina with women who are using services and organizations for help to provide food for their families.

"Long-Term Care Decision-Making by the Elderly: 50 Stories." An in-depth personal interview study produced for the SPRY Foundation, funded by the Robert Wood Johnson Foundation.

"Why People Volunteer for Human Subjects Experiments on Air Pollution." A focus group and in-depth interview study produced for the U.S. Environmental Protection Agency.

"How Health Researchers Can Work With Communities to Solve Environmental Problems." A focus group study conducted with professors and community activists for the University of North Carolina School of Public Health.

"Perceptions of Pediatricians and Family Physicians of Routine STD Screening for Adolescent Girls." A focus group study conducted for the NC Department of Health and the UNC School of Medicine.

"Why Do College Students and Young Adults Volunteer Internationally or Within Their Own Communities?" A focus group study of students at Lewis and Clark College, Seattle University, University of North Carolina, Duke University and Peace Corps volunteers, produced for the Pew Charitable Trusts.

"What Types of Services Do Members of the American College of Cardiology Want over the Next 5 years?" A focus group study produced for the American College of Cardiology.

“What are the Barriers to Dietary Change for People At-risk for Cardiovascular Disease?” A focus group study on nutritional perceptions of low literate/low income individuals produced for the Health Behavior/Health Education Department of the School of Public Health, University of North Carolina.

“Continuing Medical Education Needs.” A focus group study produced for the American College of Cardiology

“Attitudes and Perceptions of Patients, Family Members and Physicians to Telemedicine (Interactive Video) Encounters.” Produced for The Program on Aging at the Department of Medicine, University of North Carolina at Chapel Hill.

“Recognition for a Job Well Done: What Forms of Appreciation do DEHNR State Employees want?” A focus group study produced for the Employee Development and Support Team of the Department of Environment Health and Natural Resources

“Problems Experienced by Couples in Which One Partner is a Cystic Fibrosis Carrier.” A focus group and in-depth interview study produced for the School of Public Health of the University of North Carolina at Chapel Hill.

“Reactions of Smokers to a Humorous Quit-Smoking Audio Tape.” Produced for the American Lung Association.

Numerous in-depth client interviews and reports evaluating law firm performance for Robert Denney and Associates, Strategic Planning for Law Firms.

Education

Ph.D. Human Development and Cognitive Psychology, with a major concentration in learning theory and mother-infant attachment, University of Maryland, College Park, MD. (Graduated with a 4.0 average)

- Honors: Elected to Phi Kappa Phi honorary society; Awarded the prestigious Maryland Fellowship for three years.
- Dissertation Title: The Effects of Congenital Strabismus on Maternal Perceptions, Attitudes, and Behaviors. Research supported by a grant from the Children's National Eye Care Foundation.

MPH in Health Policy and Administration, with a major concentration in Environmental Management and Policy, University of North Carolina, Chapel Hill, NC.

M.A. in Education, Supervision and Curriculum, University of Maryland, College Park, MD. with a concentration in Educational Media and Technology. (Graduated with a 4.0 average)

BA with honors, Spanish, Beaver College, Glenside, PA.

Selected Publications and Presentations

- Sean D. Pokorney, MD, MBA; Christopher B. Granger, MD; Diane Bloom, MA, MPH, PhD; Kevin L. Thomas, MD; Sana M. Al-Khatib, MD, MHS; John Anderson, Jr, MD; Mitchell T. Heflin, MD; Bradi B. Granger, RN, MSN, PhD. Treatment of Arrhythmias: Pharmacologic II. "Provider Rather than Patient Misperceptions Appear to be the Most Common Barriers to Oral Anticoagulation Use for Stroke Prevention in Atrial Fibrillation." Accepted for Poster Presentation: Tu November 15, 2016 1:30PM. Control number 12882.
- Wheeler SB, Roberts MC, Bloom D, Reeder-Hayes KE, Espada M, Peppercorn J, Golin CE, Earp JA. Oncology providers' perspectives on endocrine therapy prescribing and management. *Patient Preference and Adherence*. In press 2016.
- Diane Bloom, "Parental Decision-Making about Enrolling Children in Clinical Trials: An In-Depth Interview Study." Presentation at The Clinical Trials Transformation Initiative Expert Meeting, April 5, 2016.
- Diane Bloom, "The Use of Antibacterial Drugs Developed Via Streamlined Approaches: Perspectives of Patients, Caregivers and Healthy People A Focus Group Study." Presentation given at the Clinical Trials Transformation Initiative Expert Meeting, March 1, 2016.
- Wheeler S, Roberts MC, Bloom D, Reeder-Hayes KE, Peppercorn JM, Golin C, and Earp JA. "Oncology providers' perspectives on endocrine therapy prescribing and management." ASCO Quality Care Symposium, February 2016.
- Wheeler S, Reeder-Hayes K, Roberts M.C., Bloom D, Peppercorn J, Earp JA, Golin C, and Weinberger, M. "Understanding Barriers and Facilitators to Endocrine Therapy Use: A Qualitative Study of Racially Diverse Breast Cancer Patients and Providers." *AcademyHealth*, Annual Research Meeting, June 2014.
- Brandon A, Song L, Deal A, Gellin M, Bloom D, Sherwood E, Doernberg A, Manning M, Young M, Rosenstein DL. *Telemedicine and e-Health* 2015 Oct; 21 (10): 793-800. Doi: 10.1089/tmj.2014.0208.

- Citrin D, Bloom D, Grutch J, Mortensen S, Lis, C. "Beliefs and Perceptions of Women with Newly Diagnosed Breast Cancer Who Refused Conventional Therapies, Opting for Alternative Medicine as Primary Cancer Treatment." *The Oncologist*, Vol 17: 2012, pp 607-612.
- J.M. Peppercorn, D. Bloom, K. Weinfurt, G.E. Henderson, "Patient and Physician Perspectives on Access to Off-Protocol Cancer Therapy." *Journal of Clinical Oncology* 29: 2011 (suppl; abstract 16588).
- Dennis Citrin, Diane Bloom, Christopher Lis, Sara Mortensen & James Grutsch, "Factors Influencing Treatment Choices of Patients with Breast Cancer." Presentation at the IPOS (International Psycho Oncology Society) 12th World Congress, Quebec City, Canada, May 2010.
- Dennis Citrin, Diane Bloom, Christopher Lis, Sara Mortensen & James Grutsch, "Understanding Women's Decisions about Breast Cancer Treatment." Poster presentation to the MASCC (Multinational Association of Supportive Care in Cancer), Vancouver, Canada, June 2010.
- Keynote speaker at AOL presenting and leading a diversity program on the documentary she directed and produced: *An Unlikely Friendship*, Jan. 2008.
- Keynote speaker at OCLC (Online Computer Library Center) Spectrum Scholarship Dinner with the documentary she directed and produced: *An Unlikely Friendship*, June 2007.
- Keynote speaker at APPLE, San Francisco CA, presenting and leading a discussion with the documentary she directed and produced: *An Unlikely Friendship*, September, 2006.
- Kimberly Thompson and Diane Bloom, "Communication of Risk Assessment Information to Risk Managers." *Journal of Risk Research*, 3 (4), 333-352 (2000).
- "Presenting Risk So The Public Will Listen" Presented to The Center for Risk Analysis, School of Public Health, Harvard, May 1999.
- "Communicating Cancer Risk to the Public," presentation given to the Cancer Information Service, NCI 1997.
- N. Callanan, D. Bloom, J. Sorenson, B. DeVellis, & B. Chevront, (1995). "CF Carrier Testing: Experiences of Relatives," *American Journal of Genetic Counseling*, 4, 83-95.

- Sharyn Sutton, Ellen Eisner, Diane Bloom, and Paul Bloom, "Using Qualitative Research to Understand Decisions About Mammography." *Advances in Consumer Research*, Vol 21, 1994, pp 387-391.
- D. Bloom and D. Byrne, "Toward Successful Public Meeting: Strategies for Communicating Risk and Managing Opposition." Presentation at the annual meeting of the Society for Risk Analysis, Savannah, GA, December 1993.
- D. Bloom, D. Byrne, and J. Andresen, "Communicating Risk to Senior EPA Policy Makers: A Focus Group Study," Paper no. 93-FA-168.01, 86th Annual Conference of The Air and Waste Management Association, Denver, CO, June, 1993.
- D. Bloom and D. Byrne, "Communicating Risk to Senior Risk Managers," presented at the annual meeting of the Society for Risk Analysis, San Diego, CA, December 1992.
- Sharyn Sutton, Ellen Eisner, Diane Bloom, and Paul Bloom. "Using Qualitative Research to Understand Decisions about Mammography," Association for Consumer Research Conference, Vancouver, BC, October 1992.