



**Bradford (Brad) Hesse, PhD**

#### Biographical Sketch

Bradford (Brad) Hesse received his degree in social psychology from the University of Utah in 1988 with an accompanying internship in the nascent field of medical informatics. After completing his degree, he served as a postdoctoral fellow within the Department of Social and Decision Sciences at Carnegie Mellon University after which he ran a user-centered design program in Palo Alto for the American Institutes for Research. Dr. Hesse was recruited to the Behavioral Research Program within the National Cancer Institute in 2003 and has since been focusing his energies on bringing the power of evidence-based health communication to bear on the problem of eliminating death and suffering from cancer. During his tenure as NCI Branch Chief for the Health Communication and Informatics Research Branch, he worked extensively with the SBM membership to cultivate a forward-facing research portfolio in the areas of health communication and behavioral informatics. He also directed NCI's Health Information National Trends Survey (HINTS), a program that has produced over 400 publications on data contributed from over 40,000 research participants archived within an open-science architecture. From 2014 to 2016, he worked with SBM technology leader David Ahern as co-chair on a series of public meetings that would culminate in a report to the President of the United States titled "Improving Cancer-Related Outcomes through Connected Health." He presents routinely at the annual SBM conference and has been invited by program leadership to participate on plenary panels and in the master lecture series. In 2009, he was invited to join the SBM Board as a Communication Adviser and continued in that role until 2017. During his tenure on the Board, he was instrumental in updating the Society's digital communication footprint, participating in integration efforts with other professional societies, visioning, and supporting the formation of the Board's Digital Health Council. He has authored or co-authored close to 200 publications, including peer-reviewed articles, technical reports, books, and book chapters. In 2009, his coauthored book titled "Making Data Talk: Communicating Public Health Data to the Public, Policy Makers, and the Press" was named Book of the Year by the American Journal of Nursing, while in 2017 his co-edited volume "Oncology Informatics: Using Health Information Technology to Improve Processes and Outcomes

in Cancer” was given the prestigious “PROSE Award” (Professional and Scholarly Excellence) for “Best Book in Clinical Medicine: 2016” by the Association of American Publishers. He was awarded SBM Fellow status in 2012.

### Personal Statement

#### Thriving in a Time of Acceleration

In 2016, journalist Thomas Friedman observed that due to a convergence of technological, economic, and social factors we have entered a period hallmarked by a “supernova of accelerations.” For many, this period of rapid change is creating a sense of paralyzing vertigo, while for others it heralds a time of unparalleled opportunity. The SBM membership, I believe, has the combined skill set to buttress us from the former, while serving as a beacon of hope in the latter. Take, for example, our contributions in healthcare. Changes prompted by healthcare reform legislation at the beginning of the decade have begun to shift the practice of healthcare irrevocably away from industrial, fee-for-service care to an evolution of strategies based on value, population health management, prevention, and personal health empowerment. These are areas of study and practice that may feel unfamiliar to many of our biomedical colleagues; yet, our professional society has no fewer than five Special Interest Groups (SIGS) dedicated to driving equity in and among populations. Or, take the market rush of new consumer technologies that change the ways in which we all work, play, and stay healthy. Through our behavioral informatics and methodology SIGs, we are learning how to extend our reach by embedding evidence-based behavioral support functions into a burgeoning array of consumer-facing “smart devices,” but to do so with the progressive data analytic approaches that will help us move forward in both rigorous and agile ways. Through our clinical SIGs, we are providing behavioral wrap-around services to accompany the explosion of fundamental discoveries in precision medicine, immunotherapy, and neuroscience. This path for acceleration within the biomedical sciences was catalyzed further by passage of the 21st Century Cures Act in December of 2016. This is the legislation that funded the Cancer Moonshot, for which the stated objective was to “accomplish in five years what would otherwise take ten.” This is also the legislation that strengthened mental health parity laws; that facilitated data interoperability; and that quickened FDA review of consumer-facing medical devices. The time is propitious, not only for taking stock on how to improve our own progress but in continuing our extended reach for collaborative impact with sister Societies. I look forward to working with SBM membership on initiatives to quicken our impact, while never relenting on the scientific rigor needed to achieve the goal of improving the health and quality of life of individuals, equitably, at scale.