

Grace M. Hildenbrand

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EDUCATION

Ph.D. in Health Communication

Purdue University, West Lafayette, IN: Expected graduation date, August 2021 (Currently ABD)

Advisor: Dr. Evan K. Perrault (Brian Lamb School of Communication)

Committee: Dr. Maria Venetis (Brian Lamb School of Communication/Rutgers University)

Dr. Bart Collins (Brian Lamb School of Communication) &

Dr. Philip Keller (Indiana University School of Medicine)

M.A. in Communication Studies

Certificate in Corporate Communication and Training

Texas State University, San Marcos, TX: May 2014

GPA: 4.0

Comprehensive Exam Committee: Dr. Melinda Villagran (Dept. of Communication) &
Dr. Marian Houser (Dept. of Communication)

B.A. in Corporate Communication

Minor in Leadership Studies

Washburn University, Topeka, KS: May 2012

GPA: 4.0, Summa cum laude

ACADEMIC EXPERIENCE

Teaching Assistant:

COM 304—Quantitative Methods for Communication Research, Fall 2018-Spring 2019, Purdue

COM 1310—Fundamentals of Human Communication, Fall 2012-Summer 2013, Texas State

Instructor of Record:

COM 217—Science Writing & Presentation, Summer 2019-Summer 2020, Purdue

COM 378—Health Communication, Fall 2019-Spring 2020, Purdue

COM 114—Fundamentals of Presentational Speaking, Fall 2017-Spring 2018, Purdue

COM 150—Public Speaking, Fall 2015-Spring 2017, Washburn

COM 1310—Fundamentals of Human Communication, Fall 2013-Spring 2014, Texas State

Communication Consultant:

Purdue University Human Resources, Fall 2017-present

- Wrote application for Indiana AchieveWell 5 Star Certification, and the certification was granted in Summer 2019.
- Wrote case studies about happenings related to health benefits and collected and analyzed benefits handbooks from Power 5 schools.
- Collect and analyze survey data from faculty and staff regarding benefits communication and create annual report for Human Resources on employee survey results related to benefits communication.

PUBLICATIONS

- Hildenbrand, G. M.**, Perrault, E. K., & Devine, T. M. (accepted). You may call me professor: Professor form of address in email communication and college student reactions to not knowing what to call their professors. *Journal of Communication Pedagogy*.
- Hildenbrand, G. M.** & Houser, M. L. (2020). An investigation of college student learner orientation impact on perceptions of instructor behavior alteration techniques/messages. *Educational Research Quarterly*. 43(3), 3-23.
- Perrault, E. K., & **Hildenbrand, G. M.** (2020). The buffering effect of healthcare provider video biographies when viewed in combination with negative reviews: "You can't fake nice." *Journal of Medical Internet Research*. 22(4), e16635. <https://doi.org/10.2196/16635>
- Perrault, E. K., **Hildenbrand, G. M.**, Loew, T. F., & Evans, W. G. (2020). Evaluation of a university's smart partying social norms campaign including emoji-style messaging. *Journal of Communication in Healthcare*, 13(1), 35-45. <https://doi.org/10.1080/17538068.2020.1753471>
- Perrault, E. K., **Hildenbrand, G. M.**, McCulloch, S. P., Schmitz, K. J., & Lambert, N. J. (2020). Online information seeking behaviors of breast cancer patients before and after diagnosis: From website discovery to improving website information. *Cancer Treatment and Research Communications*, 23. <https://doi.org/10.1016/j.ctarc.2020.100176>
- Perrault, E. K., **Hildenbrand, G. M.**, & Rnoh, R. H. (2020). Employees' refusals to participate in an employer-sponsored wellness program: Barriers and benefits to engagement. *Compensation & Benefits Review*, 52(1), 8-18. <https://doi.org/10.1177/0886368719899209>
- Inderstrod, J., Perrault, E. K., Hintz, E. A., & **Hildenbrand, G. M.** (2019). Addressing health disparities in America: An analysis of community health improvement plans across the United States. *Nursing Research*, 68(5), 405-412. <https://doi.org/10.1097/NNR.0000000000000364>
- Perrault, E. K., & **Hildenbrand, G. M.** (2019). Breaking down benefits: Employee understanding of benefits, and readability levels of university benefits handbooks. *Compensation & Benefits Review*, 51(1), 13-26. <https://doi.org/10.1177/0886368719863532>
- Perrault, E. K., & **Hildenbrand, G. M.** (2019). Development of a Benefits Ambassadors programme to leverage coworker relationships to increase employee knowledge. *Knowledge Management Research & Practice*, 17(3), 306-315. <https://doi.org/10.1080/14778238.2019.1609342>
- Perrault, E. K., **Hildenbrand, G. M.**, McCulloch, S. P., Schmitz, K. J., & Dolick, K. N. (2019). Hashtag health: College health on social media and students' motivations to follow, interact, and share their social media content. *Health Promotion Practice*, 20(5), 721-729. <https://doi.org/10.1177/1524839919853820>
- Perrault, E. K., **Hildenbrand, G. M.**, & Nyaga, R. G. (2019). Epigeneti-what? Approaches on translating research for primary breast cancer prevention. *Frontiers in Oncology*, 9, 1-6. <https://doi.org/10.3389/fonc.2019.00267>

Perrault, E. K., Schmitz, K. J., **Hildenbrand, G. M.**, & McCullock, S. P. (2019). Preventive/office visit patient knowledge, and their insurance information gathering perceptions. *The American Journal of Managed Care*, 25(12), 588-593.

Perrault, E. K., & **Hildenbrand, G. M.** (2018). Primary care confusion—Public knowledge of NP and PA duties and their information gathering behaviors. *Journal of General Internal Medicine*, 33(11), 1857-1858. <https://doi.org/10.1007/s11606-018-4580-x>

Manuscripts Under Review & In Revision

Hildenbrand, G. M. (under review). The influence of physician immediacy on patient liking for physician, motivation, and recall. *Communication Quarterly*.

Hildenbrand, G. M., Perrault, E. K., & Keller, P. E. (revise & resubmit). Evaluating a health literacy communication training for medical students: Speaking in plain language. *Journal of Health Communication*.

Hildenbrand, G. M., Perrault, E. K., & Rnoh, R. H. (under review). Patients' perceptions of healthcare providers' dismissive communication. *Communication Reports*.

McCullock, S. P., **Hildenbrand, G. M.**, Schmitz, K. J., & Perrault, E. K. (2020). The state of health communication: A content analysis of articles published in *Journal of Health Communication* and *Health Communication* (2010-2019). *Journal of Health Communication*.

Nyaga, R., **Hildenbrand, G. M.**, Mattson, M., Collins, W. B., & Lumala, M. (under review). Does perceived privacy influence patient satisfaction among college students? A comparative study of students at a Kenyan university and those at a large American midwestern university. *Journal of Communication in Healthcare*.

Perrault, E. K., Barton, J. A., **Hildenbrand, G. M.**, McCullock, S. P., Lee, D., & Adu Gyamfi, P. (under review). When doctors swear, do patients care? An experiment examining physicians cursing in the presence of patients. *Social Science and Medicine*.

Perrault, E. K., McCullock, S. P., **Hildenbrand, G. M.**, & Schmitz, K. J. (under review). Including Safe Zone badges in online biographies to promote positive perceptions of healthcare providers. *Journal of Applied Communication Research*.

Perrault, E. K., McCullock, S. P., Lee, D., **Hildenbrand, G. M.**, & Mikkelsen, D. G. (revise & resubmit). College student gratitude: A silver lining to a largely non-significant yearlong bathroom stall messaging campaign. *Journal of American College Health*.

COMPETITIVELY SELECTED SCHOLARLY POSTERS & PRESENTATIONS

Hildenbrand, G. M. (2020, November). *The influence of physician immediacy on patient liking for physician, motivation, and recall* [Paper presentation]. National Communication Association Conference, Indianapolis, IN.

Hildenbrand, G. M., & Perrault, E. K. (2020, November). *Evaluating a health literacy communication training for medical students: Speaking in plain language* [Paper presentation]. National Communication Association Conference, Indianapolis, IN.
***Top paper panel for the training and development division**

Perrault, E. K., Barton, J. B., **Hildenbrand, G. M.**, McCulloch, S. P., Lee, D., & Adu Gyamfi, P. (2020, November). *When doctors swear, do patients care? An experiment examining physicians cursing in the presence of patients* [Poster presentation]. National Communication Association Conference, Indianapolis, IN.

McCulloch, S. P., **Hildenbrand, G. M.**, Schmitz, K. J., & Perrault, E. K. (2020, May). *A content analysis of articles published in Journal of Health Communication and Health Communication (2010-2019)* [Poster presentation]. International Communication Association Conference, Gold Coast, Australia. (conference was virtual due to COVID-19)

Benedict, B. C., & **Hildenbrand, G. M.** (2020, April). *Variation in depression and use of social media and information and communication technologies among individuals with a cancer diagnosis* [Paper presentation]. Central States Communication Association Conference, Rosemont, IL. (conference was cancelled due to COVID-19)
***Top paper panel for the health communication division**

Hildenbrand, G. M., Perrault, E. K., & Rnoh, H. R. (2020, April). *Employees' refusals to participate in an employer-sponsored wellness program: Barriers and benefits to engagement* [Poster presentation]. Kentucky Conference on Health Communication, Lexington, KY. (conference was virtual due to COVID-19)

Hildenbrand, G. M., & Perrault, E. K. (2019, November). *You can call me professor: Professor form of address in email communication* [Paper presentation]. National Communication Association Conference, Baltimore, MD.

Nyaga, R., **Hildenbrand, G. M.**, Mattson, M., Collins, W. B., & Lumala, M. (2019, November). *Does perceived privacy influence patient satisfaction among college students? A comparative study of students at a Kenyan university and those at a large American midwestern university* [Paper presentation]. National Communication Association Conference, Baltimore, MD.

Perrault, E. K., & **Hildenbrand, G. M.** (2019, November). *Breaking down benefits: Employee understanding of benefits, and readability levels of university benefits handbooks* [Paper presentation]. National Communication Association Conference, Baltimore, MD.

Perrault, E. K., & **Hildenbrand, G. M.** (2019, November). *The buffering effect of healthcare provider video biographies when viewed in combination with negative reviews: "You can't fake nice"* [Paper presentation]. National Communication Association Conference, Baltimore, MD.

Perrault, E. K., **Hildenbrand, G. M.**, McCulloch, S. P., Schmitz, K. J., & Dolick, K. N. (2019, November). *Hashtag health: College health on social media and students' motivations to follow, interact, and share their social media content* [Paper presentation]. National Communication Association Conference, Baltimore, MD.

Schmitz, K. J., **Hildenbrand, G. M.**, & McCulloch, S. P. (2019, November). *Preventive/office visit patient knowledge, and their insurance information gathering perceptions* [Paper presentation]. National Communication Association Conference, Baltimore, MD.

Perrault, E. K., **Hildenbrand, G. M.**, Loew, T. F., & Evans, W. G. (2019, May). *Emojis and social norms: An evaluation of a university's smart partying campaign* [Paper presentation]. International Communication Association Conference, Washington, D.C.

Perrault, E. K., Dolick, K. N., **Hildenbrand, G. M.**, McCulloch, S. P., & Schmitz, K. J. (2019, April). *Social media fail: Active but unpopular accounts of student health centers nationwide: A content analysis*. [Poster presentation]. 2019 D.C. Health Communication Conference in Fairfax, VA.

Hildenbrand, G. M. (2018, November). *Speaking in "plain language:" Training for medical students in communicating with patients who have limited health literacy* [Paper presentation]. National Communication Association Convention, Salt Lake City, UT.
***Top paper panel for the student section**

Perrault, E. K., & **Hildenbrand, G. M.** (2018, November). *"This is not a sexy or exciting topic"—Development of a benefits ambassadors program to leverage coworker relationships to increase employee awareness* [Paper presentation]. National Communication Association Convention, Salt Lake City, UT.

Waldbuesser, C. E., **Hildenbrand, G. M.**, Bryant, L. E., Ward Sr., M., & Romo, S. (2018, November). *Expanding the view of instructional communication: Alternative educational contexts* [Panel presentation]. National Communication Association Convention, Salt Lake City, UT.

Perrault, E. K., & **Hildenbrand, G.** (2018, April). *Benefits ambassadors: Leveraging coworker relationships to encourage participation in university workplace wellness initiatives* [Poster presentation]. Kentucky Conference on Health Communication, Lexington, KY.

Hildenbrand, G., & Houser, M. L. (2017, November). *Impacts of student learner orientation on perceptions of instructor behavior alteration techniques* [Paper presentation]. National Communication Association Convention, Dallas, TX.

Hildenbrand, G. (2017, June). *Examining tensions between the biomedical and psychosocial models in physician communication training* [Poster presentation]. Communication, Medicine, and Ethics (COMET) Conference, Indianapolis, IN.

Hildenbrand, G. (2013, March). *Angela Davis and the prison metaphor* [Paper presentation]. New Voices, New Perspectives Student Research Conference, Denton, TX.

GRANT FUNDING

College of Liberal Arts Purdue Research Foundation XR (Research) Grant—Purdue University (2020-2021) – "Physicians' Use of Analogies to Enhance Patient Understanding." Submitted a proposal to the Brian Lamb School of Communication Graduate Advisory Committee who nominated the request to move forward to the College of Liberal Arts Purdue Research Foundation Grant Selection Committee to fund the project.
Outcome: Funded \$25,000, August 2020

Lamb School Doctoral Grant –Purdue University (2020) – “Physician Facial Expressions on Patient Perceptions of Physician.”

Submitted a \$6,000 funding proposal to the Brian Lamb School of Communication Graduate Advisory Committee to fund the project.

Outcome: Funded \$6,000, February 2020

Lamb School Doctoral Grant –Purdue University (2019) – “The Influence of Physician Immediacy on Patient Recall.”

Submitted a \$1,000 funding proposal to the Brian Lamb School of Communication Graduate Advisory Committee to fund the project.

Outcome: Funded \$1,000, March 2019

INVITED PRESENTATIONS

Guest Speaker for First Year Foundations of Clinical Practice 1 Medical Student Course – Indiana University School of Medicine – West Lafayette Campus

- Presented 1-2 hour training I designed on using nonverbal immediacy when communicating with patients in August 2019 and August 2020
- Presented 1 hour training I designed with advisor on communicating with patients who have low health literacy in August 2018

Facilitator for University Communication Student Learning Outcome Assessment Training - Washburn University

- Presented rubric over language and organization in May 2016

Facilitator for Student Leadership Council Retreat - Washburn University

- Presented session on Communication in Leadership in August 2015

Trainer for Use of Social Media in an Academic Setting - Washburn University

- Presented with three peers on use of Voice and Tone, and Facebook in February 2015

Facilitator for Public Speaking Workshop on Organization - Texas State University

- Conducted for Texas State Faculty and Staff in April 2014

Trainer for Organizational Change Training Session - Central Texas Medical Center

- Created and delivered training with two peers for top leadership in March 2014

Trainer for Use of Supportive Communication in the Workplace Training - Texas State University

- Prepared and delivered with two peers for managers at Texas State University in October, 2013

SERVICE ACTIVITIES

Departmental:

- Faculty Committee Liaison, Communication Graduate Student Association, Fall 2019- Spring 2020, Purdue University
- Volunteer, College of Liberal Arts STEM event, Fall 2019, Purdue University

- Graduate student representative on two search committees: Clinical PR Assistant Professor and PR/Health Tenure Track Assistant Professor, Fall 2019, Purdue University
- Buddy to incoming student, Brian Lamb School of Communication Welcome Weekend, Spring 2018-Spring 2020, Purdue University
- Mentor, Teaching Mentor Program, Fall 2018-Spring 2020, Purdue University
- Rater, Assessment for Fundamentals of Presentational Speaking Course, Fall 2018, Purdue University
- Vice President of Administration, Communication Graduate Student Association, Fall 2018-Spring 2019, Purdue University
- Assisted with 4 Boiler Gold Rush (Freshman Orientation) Events, Fall 2018, Purdue University
- Served on Logistics Committee, Communication Graduate Student Association Conference, 2018, Purdue University
- Judge, Nall Speak-Off Bi-Annual Public Speaking Competition, Fall 2015-Spring 2017, Washburn University

University:

- Rater, University Communication Student Learning Outcome Assessment, 2015-2016, Washburn University
- Social Media Committee, 2014-2017, Washburn University
- Scorer, Leadership 100 Course Presentations, Fall 2015, Washburn University
- Scorer, Quest Quiz Bowl Competition, Fall 2015, Washburn University
- Judge, Leadership Challenge Event, Spring 2015-Spring 2016, Washburn University

Discipline:

- Reviewer for *Health Communication*, May 2020
- Reviewer for the Health Communication Division of the *National Communication Association* Conference, April 2020
- Reviewer for *Patient Education and Counseling*, January-March 2020
- Reviewer for *The American Journal of Managed Care*, January-March 2020
- Elite Reviewer for *Health Promotion Practice*, February 2019-present
- Reviewer for *Communication Teacher*, 2015-2016

CONTINUED EDUCATION AND PROFESSIONAL DEVELOPMENT

Ask a Postdoc Panel, July 2020, Purdue University

Negotiation Workshop, September 2019, Purdue University

Scholars & Social Media Workshop, March 2019, Purdue University

Failing Forward Workshop, March 2019, Purdue University

Foundations in College Teaching Certificate, October 2018, Purdue University

NIH 101 Workshop, September 2018, Purdue University

Qualtrics and Amazon Mechanical Turk Workshop, March 2018, Purdue University

Academic Writing Workshop, October 2017, Purdue University

Fundamentals of Public Speaking Teaching Training, Fall 2017, Purdue University

Engaging Qualitatively with Healthcare Discourse Data Masterclass, June 2017, COMET Conference in Indianapolis, IN

Student Learning Outcome Course Success Group Participant, 2016, Washburn University

EduWeb Digital Summit Marketing Conference, August 2016, Denver, CO

Adjunct Faculty Institute, August 2016, Washburn University Center for Teaching Excellence and Learning

Lean Six Sigma White Belt, October 2015, Center for Organizational Excellence at Washburn University

Leadership Washburn Professional Development Program, September 2015-April 2016, Washburn University

Social Media Training, February 2015, Digital Media Task Force at Washburn University

Ally Training, January 2014, Office of Student Diversity and Inclusion at Texas State University

Time Management Training, January 2014, Texas State University

Teaching and Learning Academy (teaching training), Fall 2012-Spring 2013, Texas State University

RECOGNITION AND AWARDS

Brian Lamb School of Communication Service Award, 2020, Purdue University

Charles J. Stewart Doctoral Fellowship Award, 2020, Brian Lamb School of Communication, Purdue University

Top Paper Panel Awards

- Health Communication Division, 2020, Central States Communication Association
- Training & Development Division, 2020, National Communication Association
- Student Section, 2018, National Communication Association

Nominated for Bruce Kendall Award for Excellence in Teaching, 2019, Brian Lamb School of Communication, Purdue University

Chi Omega Favorite Professor Tea, 2013, Texas State University

First Year Outstanding Graduate Student Award, 2013, Communication Studies Department, Texas State University

Star Among Stars Award, 2012, Stormont-Vail HealthCare

Sibberson Award, 2012, highest academic award at Washburn University

Communication Capstone Award, 2012, Communication Studies Department, Washburn University

Who's Who Among College Students, 2012, Washburn University

Communication Studies Outstanding Student Award, 2012, Washburn University

INDUSTRY EXPERIENCE

Communications Coordinator/Dean's Assistant, Topeka, KS November 2014-August 2017
College of Arts and Sciences, Washburn University

- Managed Facebook account and posted updates, and managed and updated the College's website and assisted with updating 19 department websites.
- Designed and created print materials including brochures, flyers, and the College's newsletters.

Support Analyst, Kansas City, KS August 2014-November 2014
Cerner Corporation

- Built new elements of medical software for clients and analyzed issues with the software.

Corporate Trainer, San Marcos, TX August 2013-April 2014
Texas State University

- Conducted training session along with two peers on use of supportive messages in the workplace for Texas State University Professional Development Program on Management.
- Created task analysis, needs assessment, and training proposal for Central Texas Medical Center for a five-hour training on organizational change and presented it in March 2014.

Nonprofit Consultant, Austin, TX June-July 2013
Texas Association of Nonprofit Organizations

- Compiled and designed their first Principles and Practices for Nonprofit Excellence document, and provided suggestions for making the document interactive using technology and social media.

Marketing Intern, Topeka, KS February-August 2012; May-July 2013
Stormont-Vail HealthCare

- Designed and created flyers, brochures, and press releases for community events.
- Designed and created informational booklet for new cancer patients and a community cookbook, and wrote newsletter articles regarding healthy eating and hospital volunteering.

Research Intern, Topeka, KS February-May 2012
The Women's Fund

- Conducted focus groups made up of members of community organizations.

- Researched needs of women and children in areas such as education, healthcare, and income, and compiled research report with results and presented research at The Women's Fund Annual Meeting.

Special Events Intern, Topeka, KS

August-November 2011

March of Dimes

- Coordinated collection of donations, and designed mailers, slideshows, program booklet, and signs for Signature Chef's Auction, a 200-person event.

Marketing Intern, Lawrence, KS

June-August 2011

Crystal Swearingen, Realtor- McGrew Real Estate

- Updated social media accounts with housing updates, articles, and quotes, wrote scripts for YouTube videos regarding real estate tips, and designed postcards to send to expired listings.