

**MUGUR VALENTIN GEANA, M.D., PH.D.**  
**Curriculum Vitae**  
February 16, 2016

**Personal Information**

Associate Professor  
Journalism  
University of Kansas  
1435 Jayhawk Boulevard  
114 Stauffer-Flint Hall  
Lawrence, KS 66045

Email Address: geanam@ku.edu  
Office Phone: (785) 864-7692

**Biography**

Mugur V. Geana, MD, PhD is Associate Professor of strategic communication at the William Allen White School of Journalism and Mass Communications; he is also the Director of the Center for Excellence in Health Communication to Underserved Populations and holds an honorary faculty appointment with the Research Division, Department of Family Medicine, KUMC. Geana's interest in applied research and strategic communication campaigns allowed him to contribute to projects for the Kansas Department of Health and Environment and the Kansas Department of Transportation, as well as in other grants and projects totaling more than \$5 million over the last five years. Geana founded the Experimental Research Media Laboratory at the School of Journalism and Mass Communications, a major research resource for our graduate program. Geana is the Principal Investigator for multidisciplinary research collaboration between KU and the University of Costa Rica addressing public health interventions to underserved communities in Central America, as well as for a grant from the Washington University in St. Louis focused on finding optimized ways of delivering updated health information about diabetes to American Indians. Geana teaches strategic communication campaigns at undergraduate level and research theory and methods at graduate level. He is the recipient of the prestigious 2011 Baskett-Mosse award from the Association for Education in Journalism and Mass Communication.

**Education**

Ph.D., Journalism/Mass Communication, May 2006  
University of Missouri-Columbia, Columbia, MO  
Supporting Areas of Emphasis: Health Communication  
Dissertation/Thesis: "Penetration of Innovation: Taming the Unexplored Interactions Between Information, Knowledge and Persuasion in the Innovation-Decision Model"

M.D., September 1990  
Institute of Medicine and Pharmacy, Bucharest, Romania  
Dissertation/Thesis: "Fractures of the Tibia Plateau"

**Licensures, Certifications, and Professional Training**

Medical Doctor, University of Medicine and Pharmacy "Carol Davila" Bucharest, Romania, June 1990 - Present

Medical Doctor degree, European Licensure

## **Experience**

### Academic

University of Kansas School of Medicine

Assistant Professor of Research, Joint Appointment with School of Medicine, August 2009 - Present

Conduct theoretical and applied research in health communication. Contribute to multidisciplinary and interdisciplinary grant proposals.

Affiliate Research Assistant Professor, Family Medicine Department, August 2007

Associate Professor of Strategic Communication, School of Journalism and Mass Communications, August 2012 - Present

Tenured

Director, Center for Excellence in Health Communication to Underserved Populations, January 2012 - Present

Developed the Center idea, as well as its structure and operating protocols; in charge of coordinating the teaching, research and service activities of the Center; representative duties to internal and external stakeholders and clients

Assistant Professor, School of Journalism and Mass Communications, August 2006 - August 2012

Teach undergraduate and graduate classes in Strategic Communications, with emphasis on communication campaigns development, research methods and social marketing. Conducted theoretical and applied research in health communication. Developed an interdisciplinary research agenda in collaboration with the Department of Family Medicine. Funded the Experimental Research Media Lab.

## **Administrative Assignments**

KU Cancer Center - Health Communication research Shared Resource, KUMC

Director, August 15, 2014 - Present

Coordinate shared resource's activities, assist researchers with health communication projects, coordinate internal and external resources for specific health communication projects

Center for Excellence in Health Communication to Underserved Populations, 111A Stauffer-Flint Hall

Director, December 6, 2012 - Present

Administer day to day activities of the center, coordinate teaching, research and service activities.

## **Professional Memberships**

Association for Education in Journalism and Mass Communication (AEJMC)

International Communication Association

University of Kansas Cancer Center

Center for Excellence in Health Communication to Underserved Populations (CEHCUP), (August

2012 - Present)

Promote education, research and service in health communication addressing health disparities

### **Teaching Interests (Statement)**

I mainly teach strategic communication classes, with emphasis on research methods and campaigns development (J568 – Marketing and Media Research, J676 – Strategic Campaigns, J802 – Research II Methods, J803 – Survey of Mass Media and Popular Culture, J840 – Social Marketing), and Media Ethics (J608).

My teaching philosophy roots itself in the constructivist learning theories of Jean Piaget and John Dewey. Following this theoretical framework I constantly promote students' free exploration of various cognitive challenges within a given framework. I see my main role as that of a facilitator who stimulates and encourages discovery and knowledge building through applied instruction. I also apply elements of transformative learning theory, especially in the Strategic Campaigns course, where I challenge students to move outside the comfort of their established frames of reference and critically examine arguments from alternative points of view. I do that to stimulate their autonomy as thinkers and doers, and increase their adaptability as problem solvers in a rapidly changing professional environment.

### **Teaching Key Words**

strategic communication, research methods, ethics, engagement, campaigns, applied methods

### **Research Interests (Statement)**

My scholarly work brings together two aspects of my education, experience, and teaching: medicine and communication. The work I do is applied health communication, with an emphasis on disease prevention and health promotion to medically underserved and minority populations.

This area of mass communication research requires both multidisciplinary collaboration and significant funding. It engages resources from primary care, public health, social welfare, strategic communication, and news, to mention only a few of the academic disciplines that a comprehensive health promotion campaign involves at theoretical and implementation levels. Because of its applied scope, research outcomes are knowledge building with the potential to enhance our understanding of this emerging field. More importantly, this research also has a strategic social impact, driving health beliefs and behavior change and promoting policy changes that benefit target audiences. Effects may reverberate for years to come on the intervention population or serve as a model to instill behavioral changes in other audiences.

My secondary area of research is how new technologies and paradigms (such as social media, tailored health news, etc.) can aid the process of health communication and information. I often blend these two research interests in my scholarly work, as they support and complement each other.

### **Research Key Words**

health communication, health disparities, digital media, mass communications theory and practice

### **Research/Scholarly Work**

#### **Publications**

##### Book Chapters

Reviewed/Refereed

*Invited*

Geana, M. V., & Cameron, G. T. (in progress). Development and evaluation of Treepple.com, and its implications for health literacy research. In *Health literacy: New directions in research, theory, and practice*.

Journal Articles

Reviewed/Refereed

Robinson, M., Luisi, T., & Mugur, G. V. (in press). Homosexuality and the heartbeat of a locker room: An analysis of quotations in the context of hegemonic and inclusive masculinity theories. *Journal of Homosexuality*.

Geana, M. V., & Greiner, A. K. (in review). You've Got Mail: Exploring the Intricacies of Patient-Provider Email Communication in a Primary Care Setting. *International Journal of Medical Informatics*.

Geana, M. V. (in review). Chronic Pain and Social Stigma. Influence of race on personal and public's' perception and management of chronic pain. *Journal of Health Communication*.

Geana, M. V. (in review). Inscription on a tombstone: "I told you I was sick." In a society that ignores, judges and stereotypes them, chronic pain patients struggle to find a sense of normality. *Journal of Health Communication*.

Young, R., Willis, E., Cameron, G. T., & Geana, M. V. (in press). Willing but Unwilling": Attitudinal Barriers to Adoption of Home-Based Health Information Technology Among Older Adults. *Health Informatics Journal*.

Manuscripts

Geana, M. V., & Barnett, B. (in review). Double Jeopardy: Latino Women Face Increased Health Disparities Compared to Latino Men, and May Drive the Observed Disparities for the Minority. In *Journal of Immigrant and Minority Health*.

Geana, M. V., Greiner, K. A., Cully, A., Talawyma, M., & Daley Makosky, C. (in review). Sources of Health Information for American Indians in the Midwest United States. In *Health Communication Journal*.

Greiner, K. A., Daley Makosky, C., Geana, M. V., Langner, T., Engelman, K. K., James, A. S., & Campbell, M. K. (in review). Implementation Intentions and Primary Care Patient Colorectal Cancer Screening Planning. In *Journal of Primary Care and Community Health*.

**Presentations/Lectures**

Reviewed/Refereed

Marroquin, L., Avendano, A., Murcia, C., Martinez, Y., Vargas, E., Murillo, G., Ramirez, V., & Geana, M. V. (2015, January 16). *Community-based participatory research for prevention*

*of dengue fever from a health communication approach: The experience in the Caribbean Slope of Costa Rica.* The American Society of Tropical Medicine and Hygiene, New Orleans, LA.

## **Research Funding/Fellowships**

### **University of Kansas**

#### **Externally-Funded Grant/Contract**

##### Funded

Geana, M. V., Dr. (Principal). *Resource development for the Health Communication Research Shared Resource, KU Cancer Center.*, Hearst Foundation \$200,000, Submitted February 14, 2015 (May 1, 2015 - Present). To provide KUCC HCRSR with the resources to expand services focused on the development of tailored communication tools as well as supporting the implementation of a dedicated program aimed at increasing cancer clinical trial participation among underserved inner-city and rural populations. (Institutional Award)

Geana, M. V. (Principal), & Chen, Y. (Co-Investigator). *Development of a communication campaign to address stigma of those living with chronic pain.* Center for Practical Bioethics \$54,635, Submitted July 29, 2014 (August 8, 2014 - August 8, 2015).

Geana, M. V. (Co-Principal). *Kansas Community Cancer Health Disparities Network.* National Cancer Institute \$4,770,015 (July 1, 2010 - June 30, 2015).

##### Proposal Submitted

Geana, M. V. (Principal). *Texting to Promote Mobility in Overweight and Obese Adults with Peripheral Artery Disease.* Submitted November 5, 2015.  
Subcontract PI

### **Internal Award**

##### Funded

Geana, M. V. (Principal). *Health Communication Research Shared Resource - KU Cancer Center.* KU Cancer Center \$27,500, Submitted May 2014 (August 2014 - Present).

Geana, M. V. (Principal), & Erba, J. (Co-Investigator). *Accrual for Cancer Clinical Trials - A Strategic Communication Campaign to Increase Knowledge and Change Attitudes and Beliefs.* KU Cancer Center - Midwestern Cancer Alliance \$75,000, Submitted August 15, 2014 (September 15, 2014 - September 1, 2016).

## **Dissertation/Thesis Supervision**

University of Kansas

Dissertation Committee Chair

Monique Luisi, Journalism January 10, 2015 - Present

## **University of Kansas Courses Taught**

Spring 2015

JOUR 840-66905, Seminar in: Health Care Communication

## **Service Interests (Statement)**

I am a strong believer in "service with a meaning" and in giving back to both the academic community and society. In addition to my academic service at the school, university and national levels, I am actively engaged in providing service to underserved populations through my research activities, as well as stimulating students to engage in service learning activities.

## **University Service**

Committee Member

Promoting Wellness and Finding Cures Strategic Summit Planning Committee. (September 2011 - Present)

Faculty Research Liaison

University IT Research Services. (August 2009 - Present)

Member

University of Kansas Cancer Center. (August 2010 - Present)

## **School Service**

Committee Member

Strategic Communication Curriculum Revision Committee. (August 2008 - Present)

## **Journalism and Mass Communication Events**

Jschool Generations event. (October 20, 2015 - October 31, 2015)

William Allen White Day. (April 23, 2015 - April 24, 2015)

## **Professional Service**

### Editorial Responsibilities

*MedPedia*, Medical Website, Editorial Board Member. (February 2008 - Present)

### Other Professional Service

Experimental Research Media Lab at the University of Kansas School of Journalism and Mass Communications, Founder.

*Health Education Research*, Invited Reviewer.

*Communication Methods and Measures*, Invited Scientific Reviewer.

*Journal of Consumer Affairs*, Invited Scientific Reviewer.

*Journal of Health Communication*, Invited Scientific Reviewer.

*Journal of Healthcare for the Poor and Underserved*, Invited Scientific Reviewer.

*American Journal of Public Health*, Scientific Reviewer.

*Communication Theory*, Scientific Reviewer.

*Health Education Journal*, Scientific Reviewer.

*Journal of Advertising*, Scientific Reviewer.

Center for Excellence in Health Communication to Underserved Populations, Director, Lawrence, KS, USA. (August 2012 - Present)

Develop the structure and activities of the Center, manage the day-to-day activities.

*American Academy of Advertising Newsletter*, Graphics Design Editor. (August 2012 - Present)

*AAA Newsletter*, American Academy of Advertising, Editor, Associate Editor. (January 2012 - Present)

Editing the layout of the Newsletter.

## **Public Service**

Humanitarian Foundations, Volunteer, Charitable work for several humanitarian foundations: Free Romania Foundation, Feed the Children Foundation (Ireland), Tanner Romania Mission (USA).

Suicide Prevention Workgroup, Member, Participate in the development of the strategic planning for better informing the public about suicide prevention., KS, USA. (January 2013 - Present)

Kansas Hispanic & Latino American Affairs Commission, Task Force Member, I am a technical advisor for strategic communication to the Commission; advise KS Governor on Latin-American and Hispanic affairs. Topeka, KS, USA. (March 2012 - Present)

Community Putting Prevention to Work Award, Kansas Department of Health and the Environment, Campaign Evaluator. KS. (January 2011 - Present)

Communications Action Team for Healthy Communities, Member. Wyandotte County, KS. (January 2011 - Present)

Media Advisory Council, Kansas Department of Health and the Environment, Member. (September 2010 - Present)

## **Service Presentations**

Geana, M. V. *Health Communication Principles*. Universidad de Costa Rica, San Jose, Costa Rica. (Invited)

Geana, M. V. *Community Based Participatory Research*. Universidad Catolica de Chile, Santiago, Chile. (Invited)

## **Citations**

50 citations

## **Other Activity**

### Language Proficiencies

- Spanish – very well, Romanian – native, French & Italian – reading level

### Professional Other

- Computer Skills, • Office Automation Tools: MS Office (Access, Excel, PowerPoint, Outlook, Word, FrontPage);
- Desktop Publishing and Web Design Tools: Quark XPress, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Macromedia Dreamweaver
  - Data Analysis: SPSS, Galileo, CAT Pac.