



UNIVERSITY OF HAWAII
CANCER CENTER

**CANCER PREVENTION IN THE PACIFIC PROGRAM
VISITING LECTURER SEMINAR**

"Positioning, persuasion, and cancer prevention: How to think about, brand, and communicate about your programs for best advantage"



Dr. Moshe Engelberg, PhD, MPH

President, ResearchWorks, Inc., San Diego, CA

**Former Instructor, UC-San Diego, University of San Diego, and
California State University, San Marcos**

Wednesday, November 14, 2018

12:00 Noon to 1:00 PM, Sullivan Conference Center

University of Hawaii Cancer Center

Light refreshments will be served, following the seminar.

MOSHE ENGELBERG, PH.D., M.P.H.

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Summary of Qualifications

- Established and lead successful entrepreneurial health communication & marketing consulting firm since 1991
- Eighteen years teaching and training diverse groups - from senior executives to graduate students
- Extensive academic training, with Ph.D. from Stanford University, and two Masters degrees
- Proven grantsmanship - over \$4 million - and ability to increase revenues for new and existing ventures
- Track record of creating unique research models, tools and methodologies that achieve practical results and raise funds
- Substantial network of entrepreneurs, foundations, non-profits, government agencies, and private sector companies

Education

Ph.D. *Stanford University*, Communication, 1994
M.P.H. *SDSU*, Health Promotion, 1986
M.A. *University for Humanistic Studies*, Counseling Psychology, 1984
B.A. *UCSD*, Psychology, 1983

Professional Experience

President, *ResearchWorks, Inc. San Diego, CA*

5/91 - Current

- Established and lead high-end health marketing and communication strategy firm that has helped scores of health organizations advance their mission and improve their bottom line. Specialize in research-based marketing strategy, new product innovation, brand identity and positioning, and health communication campaigns.
- Achieved and managed rapid growth in size and prestige of client base, which includes AARP, CDC, HCFA/CMS, Scripps Clinic, Kaiser Permanente, Stanford University, CETYS University (Mexico), March of Dimes, United States Marine Corps, KPBS, Qualcomm, Philips Healthcare, and numerous others.
- Created and implemented many innovative programs and products, including *Seminars by the Sea™* for developing higher education marketing plans, *Power Analysis™* marketing research methodology, and *Positioning Touchstone™* system for building organizational identity and brand strategy.

Instructor & Adjunct Professor, *SDSU/UCSD/CSUSM/USD*

8/94 - 12/11

- Designed and taught numerous marketing and communication courses for graduate students, mid-career professionals and senior executives at all the major San Diego universities.
- Courses involved hands-on group projects that benefit numerous community agencies. Provide advising to students and collaborate with faculty on grant proposals.
- Conferred *Best Instructor Award* in first year of teaching at SDSU.

Doctoral Fellow, *Stanford University, Institute for Communication Research*

9/88 - 12/93

- Awarded full fellowship. Developed research program in processes and effects of health campaigns, with focus on using entertainment as a vehicle for persuasion.
- Achieved proficiency in applied communication and marketing theory, many quantitative and qualitative research methodologies, many statistical packages, and varied computer applications.

Health Promotion Specialist, *Healthwise, Inc., Boise, ID***12/86 - 8/88**

- Conducted sales and marketing campaigns for award-winning health promotion programs.
- Provided consultation and training for health professionals nationwide in health promotion program implementation and marketing.
- Served as project manager for consumer education component of managed care program in partnership with large insurer. Developed and implemented scores of worksite seminars.

Counselor and Research Associate**4/85 - 12/86*****Kaiser Permanente, Preventive Medicine Dept., San Diego***

- Initiated, designed, and executed department-wide marketing research studies leading to major programmatic, marketing, and bottom-line improvements.
- Facilitated groups in behavioral smoking cessation programs.

Prior research and field experience (1981 - 1986):

- Sharp HealthCare, Office of Public Affairs, San Diego, CA, Marketing Assistant
- North County Health Services, San Diego, CA, Community Health Educator
- UCSD Medical Center, San Diego, CA, Research Assistant
- Los Niños Education Center, San Diego, CA, Assistant Teacher

University Teaching**SDSU, Graduate School of Public Health, Lecturer & Adjunct Professor****1994 - 2010**

Designed and taught health marketing and communication courses for graduate students and mid-career public health professionals. Supervised multiple group projects with community agencies each semester. Advise students. Continue to be regular guest lecturer.

USD, School of Business Administration and Executive Education, Instructor**1995, 2009 - 2011**

Designed and taught Marketing Research for MBA students, global marketing graduate seminars for the Ahlers Center for International Business, and guest lectured for the Masters of Science in Executive Leadership graduate program.

UCSD, Healthcare Executive Leadership Program, Instructor**1995 - 2002**

Designed and taught Healthcare Marketing component of UCSD's Executive Education program for physicians, administrators, pharmaceutical executives, and allied health professionals.

CSUSM, College of Business Administration, Instructor**1996**

Designed and taught new Executive MBA marketing course in New Product Introduction for healthcare administrators, physicians, and allied health professionals.

Summary of Graduate Courses Taught:

- Health Communication Campaigns
- Social Marketing
- Healthcare Marketing
- New Product Introduction
- Marketing Research
- Prevention & Control of Chronic Diseases
- Evaluation of Health Services
- Entertainment, Media, & Health Promotion
- Advanced Seminar in Health Communication

Publications

BOOKS

Engelberg, M. & Topor, R. (1995). *Master Marketing Plan Builder: How to Create a Successful Marketing Plan for Higher Education*. Educational Catalyst Publications, 235 pp.

BOOK CHAPTERS

Ayala, G.X., Ibarra, L., Arredondo, E., Horton, L., Hernandez, E., Parada, H., Slymen, D., Rock, C., Engelberg, M., Elder, J.P. (2011). Promoting healthy eating by strengthening family relations: Design and implementation of the *Entre Familia: Reflejos de Salud* intervention. In R. Elk & H. Landrine (Eds.), *Cancer Disparities: Causes and Evidence-Based Solutions*. Springer.

JOURNAL ARTICLES (peer reviewed)

Ayala, G.X., Ibarra, L., Horton, L., Arredondo, E.M., Slymen, D.J, Engelberg, M., Rock, C.L., Hernandez, E., Parada, H., & Elder, J.P. (2014). Evidence supporting a promotora-delivered entertainment education intervention for improving mothers' dietary intake: the *Entre Familia: Reflejos de Salud* study. *Journal of Health Communication: International Perspectives*.

Fernández-Cerdeño, A., Martínez-Donate, A., Zellner, J., Sañudo, F., Carrillo, H., Engelberg, M., Sipan, C., Hovell, M. (2012). Marketing HIV prevention for heterosexually identified Latino men who have sex with men and women: the *Hombres Sanos* campaign. *Journal of Health Communication*, 17, 641.

Martínez-Donate, A., Zellner, J., Sañudo, F., Fernández-Cerdeño, A., Hovell, M., Sipan, C., Engelberg, M., Carrillo, H. (2010). *Hombres Sanos*: evaluation of a social marketing campaign for heterosexually identified Latino men who have sex with men and women. *American Journal of Public Health*, 100, 2532.

Martínez-Donate, A., Zellner, J., Fernández-Cerdeño, A., Sañudo, F., Hovell, M., Sipan, C., Engelberg, M., Ji, M. (2009). *Hombres Sanos*: Exposure and response to a social marketing HIV prevention campaign targeting heterosexually identified Latino men who have sex with men and women. *AIDS Education and Prevention*, 21, 124.

Peddecord, M., Jacobson, I., Engelberg, M., Kwizera, L., Macias, V., Gustafson, K. (2008). Can movie theater advertisements promote health behaviors? Evaluation of a flu vaccination pilot campaign. *Journal of Health Communication*, 13:596.

Elder, J.P., Ayala, G.X., Campbell, N.R., Arredondo, E.M., Slymen, D.J., Baquero, B. Zive, M. Ganiats, T.G., & Engelberg, M. (2006). Long-term Effects of a Communication Intervention for Spanish-Dominant Latinas. *American Journal of Preventive Medicine*, Vol. 31, No. 2, 159-166.

Lewis, E., Mayer, J.A., Slymen, D., Belch, G., Engelberg, M., Walker, K., Kwon, H., and Elder, J. (2005). Disseminating a sun safety program to zoological parks: The effects of tailoring. *Health Psychology*. 24: 456-462.

Elder, J., Ayala, G., Campbell, N., Slyman, D., Lopez-Madurga, E., Engelberg, M., Baquero, B. (2005). Interpersonal and print nutrition communication for a Spanish-dominant Latino population: *Secretos de la Buena Vida*. *Health Psychology*, Vol. 24, No. 1, 49-57.

Ayala, G., Elder, J., Campbell, N., Slyman, D., Roy, N., Engelberg, M., Ganiats, T. (2004). Correlates of Body Mass Index and Waist-to-Hip Ratio Among Mexican Women in the United States: Implications for Intervention Development. *Women's Health Issues*, Vol. 14, No. 5, 155-164.

Ayala, G., Elder, J., Campbell, N., Engelberg, M., Olson, S., Moreno, C., & Serrano, V. (2001). Nutrition Communication for a Latino Community: Formative Research Foundations. *Family and Community Health: The Journal of Health Promotion and Maintenance*, Vol. 24, No. 3, 72-87.

Fyock, J., Koepke, C., Meitl, J., Sutton, S., Thompson, L., Engelberg, M. (2001). Beneficiary Decisionmaking: The Impact of Labeling Health Plan Choices. *Health Care Financing Review*, Vol. 23, No.1, 63-75.

Engelberg, M. & Kirby, S. (2001). Identity Building in Social Marketing. *Social Marketing Quarterly*, Vol. VII, No. 2, 8-15.

- Engelberg, M. (2001). What Makes You Unique & Valuable: Building a Strong Identity. *Social Marketing Quarterly*.
- Mayer, JA, Lewis, EC, Eckhardt, L, Slymen, D, Belch, G, Elder, J, Engelberg, M, Eichenfield, L, Busic, A, Nichols, T, Walker, K, Kwon, H, Talosig, M, & Gearen, C. (2001). Promoting sun safety among zoo visitors. *Preventive Medicine*, 33, 162-169.
- Talosig MA, Mayer JA, Eckhardt L, Clapp Lewis E, Kwon H, Belch GE, Eichenfield, LF, Elder JP, and Engelberg M. (2000). A National Survey of Sun Safety Activities at U.S. Zoos. *Journal of Community Health*, 25, 331-342.
- Engelberg, M., Flora, J.A., & Nass, C.I. (1995). AIDS knowledge: Effects of channel involvement and interpersonal communication. *Health Communication*, 7, 73-92.
- Engelberg, M., Pierson, R., & Kashio, H. (1992). Applying conjoint analysis to social advertisements. In John Sherry, and Brian Sternthal, (Eds.), *Advances in Consumer Research*. Provo, UT: Association for Consumer Research, Vol. 19, 696-705.
- Stieg, P. & Engelberg, M. (1991). Worksite health promotion for state government employees. *American Journal of Public Health*, 81, 801-802.
- Dockter, B., Black, R., Hovell, M., Engelberg, M., Amick, T., Neimier, D., & Sheets, N. (1988). Families and intensive care nurses: Comparison of perceptions of satisfaction. *Patient Education and Counseling*, 12, 29-36.
- Engelberg, M., Elder, J.P., & Molgaard, C. (1987). Procuring incentives for community health promotion programs. *Journal of Community Health*, 12, 56-65.

TECHNICAL RESEARCH REPORTS (data-based; selected)

- Older Adults Market Segmentation Project (2012)*. Technical Report for Federal Trade Commission.
- CMS Exchange Campaign Development Research Project (2012)*. Technical Report for CMS.
- Older Adult Mobility Assessment Tool Development Project (2011)*. Technical Report for CDC National Center for Injury Prevention & Control.
- NICU Integrative Developmental Care Model Research and Development Project (2010)*. Technical Report for Philips Healthcare.
- Boomer Women Campaign Research and Strategic Planning Project (2010)*. Technical Report for AARP, Washington, DC.
- Motor Vehicle Injury Prevention Brand Identity Research and Development Project (2009)*. Technical Report for CDC National Center for Injury Prevention & Control.
- Healthy Humor Cancer Education Online Library for Deaf Community Research Project (2009)*, Technical Report for NICDC SBIR.
- NICU Customer Intimacy Research Project (2008)*. Technical Report for Philips Healthcare.
- HIV Prevention Campaign Research & Development Project (2007)*. Technical Report for San Francisco AIDS Foundation.
- New Product Medical Device Research & Development Project (2006)*. Technical Report for Welch Allyn.
- Organizational Branding & Identity-Building Project (2006)*. Technical Report for Kidsave International.
- Assessing Community Impact Feasibility Project (2005)*. Technical Report for United Way of San Diego County.
- Patient Market Analysis Study (2004)*, Technical Report for Tri-City Medical Center, Vista CA.
- Physical Activity Marketing & Branding Project (2004)*, Technical Report for Center for Physical Activity, California Department of Health.
- Medicare & Consumer Choices Exploratory Study (2003)*, Technical Report for Centers for Medicare & Medicaid Services (CMS).
- Adult ADHD Catalog to Improve Quality of Life (2003)*, Technical Report for NCI SBIR.
- Medicare Image & Identity Project (2003)*. Technical Report for Centers for Medicare & Medicaid Services (CMS).

Chronic Disease Communications Research & Development Project (2002). Technical Report for Centers for Disease Control & Prevention (CDC).

Hispanic Physical Activity & Immunization Research Project (2001). Technical Report for AARP, Washington, DC.

Medicare Modernization Research Study (2001). Technical Report for Healthcare Financing Administration (HCFA).

Marketing Wellness to Diverse Markets Research Study (2000). Technical Report for AARP, Washington, DC.

Wellness Initiative Identity & Positioning Study (1999). Technical Report for AARP, Washington, DC.

Organizational Identity-Building & Positioning Project (1999), Technical Report for Centers for Disease Control & Prevention (CDC).

SB697 Community Needs Assessment (1999). Technical Report for Anaheim Memorial Medical Center.

Alliance Consulting Group Feasibility Study (1998). Technical Report for Alliance Healthcare Foundation, San Diego.

U.S. Marine Corps Binge Drinking Reduction Research Study & Battle Plan (1998). Technical Report for U.S. Marine Corps & Naval Health Research Center (NHRC).

San Diego Needle Exchange Public Opinion Poll (1996). Technical Report for Alliance Healthcare Foundation, San Diego.

Patient Satisfaction & Motivation Health Behavior Study (1995). Technical Report for Kaiser Permanente Department of Preventive Medicine, San Diego.

PROFESSIONAL ARTICLES (selection of 10 below)

Engelberg, M. (2005). All About Us: The Classic Physician Marketing Blunder. *San Diego Physician*, June, p. 25.

Engelberg, M. (2005). Greatness & Your Organizational Soul: Find It, Live It, Profit. *San Diego Physician*, July, p. 18.

Engelberg, M. (2005). Marketing 101: If you can't fix it, feature it! *San Diego Physician*, August, p. 16.

Engelberg M. (2002). Building brand identity. *Government Executive*, December, p. 82.

Engelberg, M. (2002). Brand Identity A Critical Asset in Higher Education. *San Diego Business Journal*. May 5.

Engelberg, M. & Neubrand, S. (1997). Building sensible segmentation strategies in managed care settings. *Marketing Health Services*, Summer, 50-51.

Engelberg, M. with Lagorio, G. (1997). Developing segmentation strategies for new product/service decisions in managed care settings. *The Alliance Report*. Chicago, IL: The Alliance for Healthcare Strategy and Marketing, Vol. 2, January, 3-8.

Engelberg, M. (1997). Harnessing Technology for Better Healthcare Marketing. *The Alliance Report*. Chicago, IL: The Alliance for Healthcare Strategy and Marketing, July/August, 3-11.

Engelberg, M. & Topor, R. (1996). Building a successful healthcare marketing plan. *The Alliance Report*. Chicago, IL: The Alliance for Healthcare Strategy and Marketing, Vol. 1, January, 4-13.

Engelberg, M. & Topor, R. (1994). The advertising advantage: Ten steps to a research-based, results-oriented campaign. *Currents*. Washington, D.C.: Council for Advancement and Support of Education, Vol. 20, September, 12-17.

Engelberg, M. (1991). Great expectations: What to expect from your advertising or promotional campaign. *Marketing Higher Education (Newsletter)*, 5, 1-4.

PROFESSIONAL BLOG: ON EVERYTHING MARKETING (105,378 views, 188 posts; 10 selected posts below)

How "Sexy" Sells (Safe) Sex.

Marketing and Controversy: The Patient Harm Community.

Declaring Your Real Value: A College That Does It Right!

The Secret Sauce of Disruptive Innovation.

Glee: TV, Popular Culture, & Sex Education.

Putting Video Games to Good Use: Concussions in Madden NFL 12.

Patient-Centered Customer Intimacy.

Seducing Your Customers to Buy.

Why Health Reform Isn't Selling: Advice for President Obama.

What is Public Health? Three Good Videos Shine the Light.

PROFESSIONAL NEWSLETTER: YOUR MARKETING MINUTE (monthly e-newsletter; selection of 10 below)

Getting People to Do What You Want: Two Paths to Persuasion

The Power of a Story

Strategy, Tactics and the Wisdom to Know the Difference

The Marketing Power of Gratitude

Social Networking: How Less is More OR The Hidden Marketing Opportunity!

Innovation is a Culture, Not a Project

Is Your Value Proposition Any Good?

Zen Mind, Beginner Mind

If You Can't Fix It, Feature It

Mission Statement Mush

Health Communication Products

HealthonTV Entertainment-Education Internet Portal (prototype). Produced in part through contract from CDC National Health Informatics Center.

Deaf Healthy Humor Cancer Education Website (prototype). Produced for National Institute of Deafness and Communication Disorders through Small Business Innovation Research Grant.

Public Health Promotion Behavioral Modeling Video Library. Series of two-minute "just-in-time" how-to videos on infection control and patient care, immunization techniques, pandemic flu management, and vaccine storage and handling. Produced through contract with SDSU California Distance Health Learning Network.

Faces of Medicare: Coping with Limited English Proficiency. Video: 8 minutes. Produced for CMS's National Medicare Education Program (NMEP). Awarded two film industry awards.

On Alcohol, Off Target: Binge Drinking Reduction in the U.S. Marines. Video: 17 minutes. Produced for Naval Health Research Center and U.S. Marines Corps Headquarters. Awarded two film industry awards.

SIMTEEN Lifestyle Computer Game (prototype). Produced for National Cancer Institute through Small Business Innovation Research grant.

ADHD Catalog: Products & Tips to Make Life Easier (prototype). Produced for National Institute of Mental Health through Small Business Innovation Research grant.

Grants

Healthy Humor Cancer Education Online Library for Deaf Community, 2008, \$215,897

Principal Investigator. Developed new genre of Internet-based health communications with UCSD to attract the Deaf community to reliable information about cancer prevention and early detection. Funded by National Institute of Deafness and Communication Disorders Small Business Innovation Research Grant.

Project Secretos, 2000-2004, \$1,996,000

Co-Principal Investigator with Dr. John Elder, San Diego State University. Four year field experiment designed and tested the most cost effective approaches for marketing nutrition and cancer risk-reduction to the Hispanic community. Funded by National Cancer Institute under *Health Communication Innovation* initiative.

Adult ADHD Catalog to Improve Quality of Life, 2002-2003, \$126,070

Principal Investigator. Conceived, created product prototype, and conducted proof of concept research for multi-purpose catalog/magazine of health information, products, and behavior change tips, for adults with ADHD symptomatology. Funded by National Institute of Mental Health Small Business Innovation Research Grant.

SIMTEEN Lifestyle Computer Game, 2000-2001, \$118,880

Principal Investigator. Conceived, created product prototype, and conducted proof of concept research for an entertainment-education simulation game to engage adolescents in cancer risk-reduction communications and behaviors. Funded by National Cancer Institute Small Business Innovation Research Grant.

U.S. Marine Corps Binge Drinking Reduction Intervention, 1997-98, \$320,000

Principal Investigator with Dr. John Elder, San Diego State University.
Funded by Headquarters U.S. Marine Corps, via Geo-Centers, Washington, D.C.

Soap Summit II Evaluation Project, 1996-97, \$45,000

Principal investigator with Mr. Sonny Fox, Population Communications International.
Assessed impact of entertainment industry summit about soaps & population issues on participating soap opera writers, producers, network executives, and sponsors. Funded by the Ford Foundation

HIV Prevention Social Marketing Training & Technical Assistance Project, 1996-98, \$789,450

Principal Investigator, & subcontractor with San Diego Council of Community Clinics.
Funded by San Diego County Department of Health Services through CDC grant program.

Social Marketing Training & Technical Assistance Project, 1996-97, \$48,963

Principal Investigator, with Dr. Margulies, Dean, CSU San Marcos, College of Business Administration.
Funded by Alliance Healthcare Foundation, San Diego

San Diego Clean Needle Exchange Public Opinion Poll, 1996, \$18,000

Funded by Alliance Healthcare Foundation as part of harm reduction planning grant.

Doctoral Dissertation Grant, 1993, \$10,000

Funded by American Cancer Society, California Division.

Senior Health Promotion Program Intervention, 1988-1990, \$118,000

San Diego State University subcontract to Healthwise, Inc.
Funded via federal Health Care Financing Agency's Prevention in Medicare Project.

Project Salsa, 1986-1991, \$450,000

Co-Principal Investigator (in funded proposal) for Hispanic Nutrition Project, San Diego State University, Graduate School of Public Health, and San Ysidro Health Clinic. Funded by Kaiser Family Foundation Community Health Promotion Grants Program.