

## **IQWiG Autumn Symposium 2018**

### **The speakers in alphabetical order**

#### **Prof. Dr. Marie-Luise Dierks Head of the research focus “Patient Orientation and Health Education” and Head of the Hannover Medical School’s Patient University**

Marie-Luise Dierks has been holding an APL professorship at the Hannover Medical School since 2005. She is head of the Patient University and of the research focus “Patient Orientation and Health Education” and acts as director of the master programme “Public Health Medicine and Health Care (Public Health)” at the Institute of Epidemiology, Social Medicine and Health System Research. Her doctoral thesis was on the subject of women and early detection of cancer, her postdoctoral thesis addressed the topic “Empowerment and the Users of the German Health Care System”. Patient perspective and patient satisfaction, patient counselling and patient information, new media, self-help groups and self-management in the event of chronic illness also count among her research interests.

#### **Prof. Dr. med. Norbert Donner-Banzhoff, MHS Professor for General Practice at the Philipps University of Marburg**

Norbert Donner-Banzhoff has been holding a professorship since 2003. He works at the Department of General Practice, Preventive and Rehabilitative Medicine at the Center for Methodology and Health Research, Philipps University of Marburg.

His 27-year research experience is primarily based on clinical diagnosis and study designs, cognitive processes, health care research, joint decision-making of patient and physician as well as cardiovascular medicine. He acts as a reviewer at several universities and scientific institutes, e.g. in Canada, the USA, Israel and the United Kingdom.

#### **Prof. Dr. Matthias R. Hastall Professor for Qualitative Research Methods and Strategic Communication for Health, Inclusion and Participation at the Technical University of Dortmund**

Matthias R. Hastall is a communication scientist and obtained his doctorate on the subject of health communication at the University of Erfurt in 2010. Previously, he had worked at the University of California in Davis and at the Vrije Universiteit Amsterdam. Since winter term 2016/2017, he has been holding the professorship for Qualitative Research Methods and Strategic Communication for Health, Inclusion and Participation at the Faculty of Rehabilitation Sciences of the Technical University of Dortmund. Hastall is co-founder of the Health Communication specialist group in the German Society for Journalism and Communication Studies and has been acting as co-spokesman since 2012. Moreover, he has edited several volumes on the subject of health communication and, since 2018, he has been counting among the editors of the journal “Studies in Communication and Media” (SCM). His research focus includes strategic health and anti-stigma communication, defence mechanisms against messages as well as factors of selective use or avoidance of health information.

**Dr. Iris Hinneburg**  
**Freelance medical journalist**

Iris Hinneburg studied pharmacy and completed a journalistic training course following her doctorate. She has been active as freelance medical journalist since 2010 and works, for instance, for the portal “medizin-transparent.at” of Cochrane Austria and for the journal “Gute Pillen – Schlechte Pillen“. Ms Hinneburg is deputy speaker of the Department of Evidence-based Pharmacy in the German Network for Evidence-based Medicine and is also involved in the advanced training and further education of pharmacists, giving seminars pertaining to the assessment of studies. She is particularly interested in podcasts on science communication: Presently, she is producing a podcast on evidence-based pharmacy as well as - together with Silke Jäger - the podcast “Evidence-Geschichte(n)” (history/stories of evidence), which addresses important findings of evidence-based medicine using the instruments of storytelling.

**Silke Jäger**  
**Freelance journalist and copywriter in the field of health information**

Silke Jäger is certified occupational therapist, certified lector and online editor. Since 2010, she has been working as freelance journalist and has been concentrating on evidence-based health information since 2016. The online magazine “Krautreporter” and the journal for health information “Gute Pillen - Schlechte Pillen” count among her clients. Together with Dr. Iris Hinneburg, she produces the podcast on “Evidenz-Geschichte(n)” (history/stories of evidence), in which she uses storytelling methods to introduce interested laymen and experts to important findings of evidence-based medicine.

**Prof. Dr. Christoph Neuberger**  
**Head of the Department of Communication Studies and Media Research at the LMU Munich**

Christoph Neuberger has been teaching at the LMU Munich since 2011. Since 2014, he has been holding the position of Head of the Department of Communication Sciences and Media Research. His research interest includes fake news and the efficiency of countermeasures such as fact checking. From 2002 to 2011, he held a professorship at the Institute of Communication Sciences of the Westphalian Wilhelm University of Münster. He studied journalism, political sciences, sociology and philosophy at the Catholic University of Eichstätt. From 1990 to 2001, he was research associate and assistant for the journalism study program located there. He obtained his doctorate in 1995 and qualified as a university lecturer in Eichstätt in 2001. In 2001/02, he was deputy professor for journalism at the University of Leipzig. He has been a member of the Bavarian Academy of Sciences and Humanities since 2017.

**Prof. Dr. Thomas Saretzki**  
**University Professor at the Institute of Political Science at the Leuphana University of Lüneburg**

Thomas Saretzki is university professor for political theory and policy analysis at the Institute of Political Science as well as head of the division “Participation and Public Policy“ at the Center for the Study of Democracy at the Leuphana University of Lüneburg. His work priorities are directed to the fields of democratic theory, policy analysis and the socio-scientific environmental and technology research as well as science studies. In his lectures and publications, he has addressed questions of policy analysis, technology assessment and the role of scientific experts within processes of democratic problem handling and conflict settlement. He is co-editor of the series “Modernes Regieren. Schriften zu einer neuen Regierungslehre“ published by Nomos-Verlag, Baden-Baden.

**M. Sc. Philipp Schmid**

**Research associate of Prof. Dr. Cornelia Betsch at the Psychology and Infectious Diseases Lab (PIDI) of the University of Erfurt**

Philipp Schmid is a psychologist and member of the Center for Empirical Research in Economics and Behavioral Sciences (CEREB) as well as of the University of Erfurt's Network GENIA on interdisciplinary health research. From the perspective of experimental psychology, he primarily addresses the question of how health authorities can respond to misinformation. Regarding the practical application, Philipp Schmid interprets research findings for the World Health Organization (WHO) in his capacity as author of the WHO best practice guidance "How to respond to vocal vaccine deniers in public", and as associate of the Federal Ministry for Education and Research (BMBF) research project impfen60+ in Thuringia.

**Prof. Dr. phil. Anke Steckelberg**

**Deputy Head of the Institute for Health and Health Care Sciences at the Martin Luther University of Halle-Wittenberg**

Following her training as a nurse and after she had worked in this profession, Anke Steckelberg studied at the University of Hamburg and obtained her first state examination. Having obtained her doctorate in health care on the subject of evidence-based health information, she worked at the universities of Hamburg and Bremen. Since 2016, she has been working as Professor for Health and Nursing Sciences at the Martin Luther University of Halle-Wittenberg. Her areas of research and teaching include, for instance, evidence-based health information, critical health literacy, informed decision and decision coaching by specialized nursing experts.

**Volker Stollorz**

**Science journalist and managing director of the Science Media Center Germany**

Since 2015, Volker Stollorz has held the position of chief editor and managing director in the Science Media Center Germany. Before this time, he reported on the friction zones between science and the public sphere for 25 years, with a focus lying on the coverage of medicine and life sciences. After the completion of his studies in biology and philosophy at the University of Cologne and research activities at the Netherlands Cancer Institute in Amsterdam, he started his career as science journalist with a scholarship of the Robert Bosch Foundation. He witnessed the foundation of three innovative scientific editorial offices (DIE ZEIT Wissen, DIE WOCHE Wissenschaft und Gesellschaft, FASZ Wissenschaft) and worked for numerous media in the print media, broadcasting and television segments. As a long-standing member of the Wissenschafts-Pressekonferenz, he addresses professional questions within the field of tension between science, science communication and scientific journalism – e.g. in the Siegener Kreis.

**The moderator:**

**Prof. Holger Wormer**

Professor for Scientific Journalism at the Technical University of Dortmund

Since 2004, Holger Wormer has been working as freelance author and professor for scientific journalism at the Technical University of Dortmund. He is member of the jury for the German Research Foundation's Communicator Award. Since 1986, he has been working as freelance journalist for various media, such as Rheinische Post, dpa, P.M. Magazine, and for the West German Broadcasting Corporation. From 1996 to 2004, he was a scientific and medical editor at Süddeutsche Zeitung with a main focus on medicine, genetic engineering as well as quality, ethics and falsification in research. Holger Wormer has published several books. He studied chemistry with philosophy as a minor subject in Heidelberg, Ulm and Lyon. He received several awards; his project "medien-doktor.de", for instance, was nominated for the Grimme Online Award 2011.