

Curriculum Vitae  
**Bianca Siegenthaler**

PhD Student in the Department of Communication

University of South Florida  
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Updated 9/04/2024

**EDUCATION**

- PhD**, Expected May 2026      University of South Florida – Tampa, FL  
*Department of Communication*  
**Emphasis:** Health Communication, Interpersonal Communication,  
and Applied Communication Research  
Advisors: Dr. Ambar Basu and Dr. Marleah Dean Kruzell
- MA**, May 2022                      University of South Florida – Tampa, FL  
*Department of Communication*  
**Emphasis:** Critical Health Communication  
**Thesis:** *Outside the boundaries of biomedicine: A culture-centered  
approach to female patients living undiagnosed and chronically ill*  
Committee: Dr. Ambar Basu (chair), Dr. Marleah Dean Kruzell,  
and & Dr. Mahuya Pal
- BA**, December 2019              University of South Florida – Tampa, FL  
*Department of Communication*  
Minor: Leadership Studies
- AA**, December 2017              Florida Atlantic University – Boca Raton, FL

**ACADEMIC APPOINTMENTS**

- Spring 2022-Present**              **Graduate Research Assistant**  
Department of Communication, *University of South Florida*
- Fall 2022-Present**                      **Graduate Instructor**  
Department of Communication, *University of South Florida*
- Fall 2023-Present**                      **Graduate Teaching Assistant**  
College of Engineering, *University of South Florida*
- Fall 2020-Spring 2021**              **Graduate Teaching Assistant**  
Department of Communication, *University of South Florida*

**AWARDS AND HONORS**

- 2024 Top Paper Award, Health Communication Division, National Communication, Craine, W. & **Siegenthaler, B.** (2024). “How did I think I could do this job and who the hell put me in charge of taking care of someone's life?”: Healthcare Workers’ Resilience Communication about Workplace Conditions.
- 2023 Top Paper Award, Organizational Communication Division, National Communication Association, Craine, W., **Siegenthaler, B.**, & Worwood, J. V. (2023). “There's going to be a tipping point where I'm not gonna be able to work”: Communicative resilience amidst precarity in the careers of individuals with autoimmune diseases.
- 2022 Top Paper Award, Health Communication Division, National Communication Association, **Siegenthaler, B.**, Worwood, J., & Craine, W. (2022). Patterns of disruptions: Complexities of discursive-embodied triggers and resilience responses of individuals with autoimmune diseases.
- 2021-2022 James E. Popovich Award for Outstanding Achievement in Masters Studies, University of South Florida, *this award is given each year to an outstanding M.A. student, as determined by the Department's Honors and Awards Committee from faculty*
- 2021 Anne Copeland “Turtledove” Award, University of South Florida, *this award recognizes a student, faculty, or staff member who embodies the spirit and personality of the dearest Anne Copeland, namely someone who is warmhearted, encouraging, upholds a good sense of humor, perhaps belts a roaring laugh, and serves as the "glue" of our department*
- 2020 Volunteer Spotlight Award, *Respect90 Foundation*

## RESEARCH

### Research Interests

- Health and Interpersonal Communication (e.g. patient-clinician communication, interprofessional communication, health narratives, patient satisfaction)
- Communication in Medical Education (e.g. communication skills trainings, patient simulation, problem-based and experiential learning, clinical reasoning skills)
- Applied Communication Research (e.g. translational research, multidisciplinary teams, practical applications, engaged scholarship)

### Peer-Reviewed Publications

1. **Siegenthaler, B.**, Worwood, J. V., & Craine, W. (2024). Patterns of disruptions: Complexities of discursive-embodied triggers and resilience responses of individuals with autoimmune diseases. *Communication Monographs*, 91(3), 396–417.  
<https://doi.org/10.1080/03637751.2023.2295461>
2. Sastry, S., **Siegenthaler, B.**, Mukherjee, P., Abdul Raheem, S., & Basu, A. (2023). The (mis)uses of community: A critical analysis of public health communication for COVID-

19 vaccination in the United States. *Human Communication Research*, 49(4), 396–407.  
<https://doi.org/10.1093/hcr/hqad018>

### Journal Articles Under Review or Revision

1. Craine, W., **Siegenthaler, B.**, Worwood, J. V., & Buzzanell, P. M. (Under 2<sup>nd</sup> revision, 2024). “There's going to be a tipping point where I'm not gonna be able to work”: Communicative resilience amidst precarity in the careers of individuals with autoimmune diseases. *Health Communication*.
2. Dutta, M. J., Basu, A., Pal, M., Kaur-Gill, S., **Siegenthaler, B.**, Elers, P., Mishra, R., Willard, Z. (Under 2<sup>nd</sup> revision, 2024). Critiquing the critique: Past, present, and future of the CCA. *Review of Communication*.

### Invited Book Chapters

3. Dillon, P. D., **Siegenthaler, B.**, & Basu, A. (Forthcoming, 2025). Examining discrimination and prejudice as emerging constructs in health communication scholarship. In J. Setter, S. Dovchin, & V. Ramjattan (Eds.), *The Oxford Handbook of Language and Prejudice*.

### Research in Progress

1. **Siegenthaler, B.** & Craine, W. (In progress). “We are the ears and the hearts of the hospital”: How nurses navigate interprofessional communication dilemmas and strategies during patient crisis. Preparing for submission to *Patient Education and Counseling*.
2. **Siegenthaler, B.** (In progress). Resisting the single story of medicine: Using narrative medicine practices to foster empathetic patient-provider relationships and inclusive healthcare. Preparing for submission to *Patient Education and Counseling*.
3. **Siegenthaler, B.** (In progress). Outside the boundaries of biomedicine: A culture-centered approach to women living undiagnosed and chronically ill. Preparing for submission to *Qualitative Health Research*.
4. Worwood, J.V., **Siegenthaler, B.**, & Thomas, L. J., Craine, W. (In progress). Being sick *and* being healthy: Discursive tensions in autoimmune disease patients. Preparing for submission.
5. **Siegenthaler, B.**, Marshall, S., & Murray, S. (In progress). The hidden (heteronormative) curriculum: How queer medical students navigate identity and professional relationships. Preparing for submission.

### Conference Paper/Presentations

#### *(Competitively selected)*

1. Craine, W. & **Siegenthaler, B.** (2024). “How did I think I could do this job and who the hell put me in charge of taking care of someone's life?”: Healthcare workers’ resilience communication about workplace conditions. Paper to be presented at the Health

Communication Division for the annual meeting of the National Communication Conference, New Orleans, LA. **TOP PAPER AWARD.**

2. **Siegenthaler, B.** (2024). Front seat: An autoethnographic mystery of critically questioning whiteness and debility. Poster presented at the Symposium on Qualitative Methodologies Conference. Tampa, FL.
3. **Siegenthaler, B.** (2024). Can't Eat Cafe: An immersive dining performance about undiagnosed and chronic illness. Poster presented at the University of South Florida Performing Arts Medicine Collaborative Conference. Tampa, FL.
4. Craine, W., **Siegenthaler, B.**, & Worwood, J. V. (2023). "There's going to be a tipping point where I'm not gonna be able to work": Communicative resilience amidst precarity in the careers of individuals with autoimmune diseases. Paper presented at the Organizational Communication Division for the annual meeting of the National Communication Conference, National Harbor, MD. **TOP PAPER AWARD.**
5. **Siegenthaler, B.** (2023). Outside the boundaries of biomedicine: A culture-centered approach to female patients living undiagnosed and chronically ill. Paper presented at the Health Communication Division for the annual meeting of the National Communication Conference, National Harbor, MD.
6. **Siegenthaler, B.**, Worwood, J., & Craine, W. (2022). Patterns of disruptions: Complexities of discursive-embodied triggers and resilience responses of individuals with autoimmune diseases. Paper presented at the Health Communication Division for the annual meeting of the National Communication Conference, New Orleans, LA. **TOP PAPER AWARD.**
7. Sastry, S., **Siegenthaler, B.**, Mukherjee, P., Abdul Raheem, S., & Basu, A. (2022). Locating "community" in appeals for community participation in COVID-19 vaccine discourse: A critical analysis of public health communication in the United States. Paper presented at the Health Communication Division for the annual meeting of the National Communication Conference, New Orleans, LA.
8. **Siegenthaler, B.**, Buzzanell P.M., Siegenthaler, O. (2021). Collective and cascading disruptions: Resilience as entangled, embodied processes constituted over time and contexts. Paper presented at the Engagement & Patient, Caregiver & Social Network Perspectives Division for the annual meeting of the International Conference on Communication Healthcare. Virtual.
9. **Siegenthaler, B.** (2021). Pain changes you; suffering changes you; illness changes you: A narrative of strength, discovery, and autoethnographic sensemaking of health. Paper presented to the International Association of Autoethnography and Narrative Inquiry. Virtual.

10. **Siegenthaler, B.** (2021). The story catches you and you tell it: A postcolonial analysis of *The Spirit Catches You and You Fall Down: A Hmong Child, Her American Doctors, and the Collision of Two Cultures*. Paper presented at the Asian/Pacific American Caucus for the annual meeting of the National Communication Conference, Seattle, WA.
11. **Siegenthaler, B.** (2021). I have you and you have me: An autoethnographic essay of mother/daughter familial and health identity shifts. Paper presented at the Family Communication Division Panel “Transforming Family Identity: Recommendations for Renewing Understanding of Family Roles” for the annual meeting of the National Communication Conference, Seattle, WA.
12. **Siegenthaler, B.** (2019). Resilience and illness: One family and their journey of disruption. Paper presented at the annual meeting of the Undergraduate Humanities Conference at the University of South Florida, Tampa, FL.

<b>TEACHING EXPERIENCE</b>
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**University of South Florida**

COM 4022: Health Communication

Fall 2024

*1 section/ Enrollment: 27 students*

- Independent course instructor under the supervision of Dr. Marleah Dean Kruzell
- Primary responsibilities: design and deliver lectures, course materials, and classroom activities, construct and grade assignments, and provide individual feedback.

SPC 2608: Public Speaking (Hybrid and Fully Online)

 Fall 2021, Fall 2023, Spring 2024,  
Summer 2024

*2 sections/ Enrollment: 20 students per section*

- Independent course instructor under the supervision of Dr. Aubrey Huber and Dr. Madison Pollino
- Primary responsibilities: creating and implementing weekly in-class and asynchronous lectures, activities, and workshops, assisting students in speech construction, and grading weekly assignments
- **Mean rating of instructor (Out of 5.0 with 5.0 being the highest): 4.92**
- **Mean rating of instructor (Out of 5.0 with 5.0 being the highest): 4.94**
- **Mean rating of instructor (Out of 5.0 with 5.0 being the highest): 4.77**

EGN 2615: Engineering Economics and Global Implications

Fall 2023 - Present

*1 section/ Enrollment: 125 students*

- Graduate Teaching Assistant under Dr. Joanna Burchfield
- Primary responsibilities: facilitate communication workshops, weekly grading, and respond to student questions and concerns
- **No formal student evaluations**

COM 4027: Intercultural Health Communication (Fully Online)

Summer 2023

*1 section/ Enrollment: 70 students*

- Co- Instructor with Dr. Ambar Basu

- Primary responsibilities: create asynchronous modules, weekly grading, and respond to student questions and concerns
- **No formal student evaluations**

COM 4022: Health Communication (Fully Online) Summer 2021, Summer 2022

*1 section/ Enrollment: 70 students*

- Co- Instructor with Bria Cussano (2021) and Dr. Ambar Basu (2022)
- Primary responsibilities: adapt 14-week course to a 5-week course in Canvas, weekly grading, and respond to student questions and concerns
- **No formal student evaluations**

COM 2000: Introduction to Communication (Fully Online) Fall 2020 - Spring 2021

*1 section/ Enrollment: approximately 325 students*

- Graduate Teaching Assistant under Dr. Laurel Friedman
- Primary responsibilities: weekly grading, respond to students' emails, and evaluate case studies
- **No formal student evaluations**

#### GRANTS AND RESEARCH SUPPORT

##### Internal Grants

2024-2025	Grant Recipient of the University of South Florida Department of Communication Graduate Student Research Grant, <i>University of South Florida</i> . Project Title: The hidden (heteronormative) curriculum: How queer medical students navigate identity and professional relationships. (\$250) <b>Funded</b> . Co-PI's: Sarah Marshall & Bianca Siegenthaler.
2021-2022	Grant Recipient of the University of South Florida Department of Communication Graduate Student Research Grant, <i>University of South Florida</i> . Project Title: Outside the boundaries of biomedicine: A culture-centered approach to female patients living undiagnosed and chronically ill. (\$250) <b>Funded</b> . PI: Bianca Siegenthaler.
2021, 2022	Conference Presentation Grant, <i>University of South Florida Student Government</i> . (\$500). <b>Funded</b> .

#### INVITED PRESENTATIONS AND COLLOQUIUM

**Siegenthaler, B.,** Worwood, J., & Craine, W. (2024). Patterns of disruptions: Complexities of discursive-embodied triggers and resilience responses of individuals with autoimmune diseases. Research Day Colloquium, University of South Florida, FL.

**Siegenthaler, B.** (2022). Outside the boundaries of biomedicine: A culture-centered approach to female patients living undiagnosed and chronically ill. Research Day Colloquium, University of South Florida, FL.

**Siegenthaler, B.**, Worwood, J., & Craine, W. (2022). Patterns of disruptions: Complexities of discursive-embodied triggers and resilience responses of individuals with autoimmune diseases. Dr. Brittan Barker's Aural Rehabilitation Lab. Utah State University, UT.

Cusanno, B. & **Siegenthaler, B.** (2021). Narrative Medicine Workshop. Judy Genshaft Honors College, University of South Florida, FL.

**Siegenthaler, B.** (2021). How to do Resilience Research. Dr. Patrice Buzzanell's undergraduate course SPC 4930: Resilience and COVID, University of South Florida, FL.

## SERVICE

### Disciplinary Reviewing Service

- Reviewer, International Conference on Communication Healthcare, 2024
- Ad Hoc reviewer for *Journal of International & Intercultural Communication*, 2024
- Ad Hoc reviewer for *Health Communication*, 2023
- Reviewer, National Communication Association Conference, 2023

### University Service

*University of South Florida*

- Graduate Communication Association, Social Media Committee Member, 2024
- Graduate Communication Association, Peer Mentor, 2021-Present
- Equity, Social Justice, Accountability Committee, Co-Chair, 2022
- Department of Communication, Graduate Student Representative for Departmental Review, 2022
- Graduate Open House at NCA, Volunteer, 2021-2022
- Equity, Social Justice, Accountability Committee, Committee Member, 2021
- Department of Communication Community Building Meetings, Coordinator, 2021
- Partners in Health Engage USF, Fundraising Committee Member, 2020

### Community Service

Tampa, FL

- Mary Lee's House, Community Volunteer, 2018-Present
- Tampa Free Food Fridge, Community Volunteer, 2022
- Institution for Diversity and Inclusion in Emergency Management (I-DIEM), Community Volunteer, 2022

## MEDICAL EDUCATION TRAINING, CERTIFICATIONS, AND INTERNSHIPS

Summer 2024      Research Trainee, *Office of Medical Education at Johns Hopkins All Children's Hospital* (Preceptor: Dr. Akshata Hopkins)

Spring 2024      Certification in Evaluation and Metaevaluation, *Department of Educational and Psychological Studies at the University of South Florida* (online, 4-day, synchronous certification program)

Fall 2023	Curriculum Development in Communication Skills Teaching, <i>International Association for Communication in Healthcare (EACH)</i> (online, 2-day virtual, synchronous workshop series)
Fall 2021	Narrative Medicine Basic Workshop, <i>Columbia University School of Professional Studies</i> (online, 3-day virtual, synchronous workshop series)

<b>PROFESSIONAL DEVELOPMENT</b>
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**Teaching**

Fall 2023	Artificial Intelligence Use in the Classroom, Center for Innovative Teaching and Learning at USF (in-person, 2-hour workshop)
Fall 2023	Cultivating Brave Spaces: Equity and Inclusion within the University and Department of Communication (in-person, 2-hour workshop)
Spring 2022	Gender and Pronoun Workshop, <i>Metro Inclusive Health</i> (in-person, 2-hour workshop)
Spring 2021	Enhance Your Online Course with Kaltura, <i>University of South Florida Innovative Education</i> (online, 1 week)
Spring 2020	Online Instructor Certification, <i>University of South Florida Innovative Education</i> (online course, 4 weeks). Recertified in Fall 2023.

**Research**

Spring 2024	Alternative Careers to Academia, <i>Department of Communication Research Committee</i> (online, 1-hour synchronous workshop)
Spring 2023	What Would You Do?: A Bystander Intervention Workshop on Responding to Racialized Microaggressions with Dr. Lisa Hanasono (online, 2 hour synchronous workshop)

**Professional Affiliations**

Member, International Association for Communication in Healthcare (EACH), 2023-Present  
 Member, International Communication Association, 2022-Present  
 Member, Academy of Communication in Healthcare, 2021-Present  
 Member, National Communication Association, 2020-Present  
 Member, Graduate Communication Association, 2020-Present  
 Member, Graduate and Professional Student Council, 2020-Present  
 Member, USF Graduate Assistants United, 2020-Present

<b>ADDITIONAL WORK EXPERIENCE</b>
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Spring 2022- Present	Simulated Patient, Center for Medical Simulation and Innovative Education, <i>Johns Hopkins All Children's Hospital</i> . St. Petersburg, FL.
	Simulated Patient Scenarios: Pregnancy Options Counseling, Antenatal Counseling and Breaking Bad News, Teenager Depression Evaluation, Everyday Ethics: Safety Disclosure Event, Dealing with Objections to Care, and Dealing with Requests for Enhancements