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Bill received his doctorate in Communication from The Ohio State University in 1983 and taught for 20 years at Auburn University in the Department of Communication and Journalism before transferring to the faculty of the Harrison School of Pharmacy in the Fall of 2003. Since then Bill's teaching and research have focused on the communicative processes in Motivational Interviewing that account for its effectiveness with patients. As a codeveloper of AU MITI (the Auburn University Motivational Training Institute) and **comMit** (Comprehensive Motivational Interviewing Training for health care providers), Bill has trained over 1500 healthcare professionals and students in using MI to improve patient adherence.

Bill has published articles in Communication Monographs, Human Communication Research, the International Journal of Listening, and the American Journal of Pharmaceutical Education. He is a four time recipient of the Nichols Award for top research paper at the annual convention of the International Listening Association.

Bill is also a programmer with over 30 e-learning modules to his credit. His dual expertise as a programmer and as a communication scholar allowed Bill to team with Bruce Berger in developing the Auburn University Virtual Patient for teaching Motivational Interviewing. This project won the 2005 Innovation in Teaching Award from the American Association of Colleges of Pharmacy.

Since his retirement in 2011, Bill coauthored the book, **Motivational Interviewing for Health Care Professionals: A Sensible Approach, APhA, Washington, DC, August, 2013**, along with Bruce A. Berger. He continues to partner with Bruce Berger in consulting and teaching about Motivational Interviewing.