



May 20, 2021:
*Working together
 to move forward faster*

11:30 AM – 4:30 PM EST

11:30 – 12:00 PM

Welcome Remarks

Mitesh Patel, MD, MBA | Director, Penn Medicine Nudge Unit

12:00 – 1:00 PM

Keynote: Behavioural Insights for Health – How Many Lives Could We Save?

David Halpern | Chief Executive, Behavioural Insights Team

1:00 – 1:15 PM

Break

1:15 – 3:15 PM

Stories From the Field

- 1:15 – 1:35 PM Reminders Designed with Behavioral Science Features Increase COVID-19 Vaccination
Henri C. Santos, PhD | Staff Scientist, Behavioral Insights Team, Steele Institute for Health Innovation, Geisinger Health System
- 1:35 – 1:55 PM Encouraging Uptake of the COVID-19 Vaccine Through Behaviorally Informed Interventions: National Real-World Evidence From Israel
Adi Berliner Senderey, PhD candidate | Head of Behavioral Science, Clalit Innovation
- 1:55 – 2:15 PM Development and Deployment of Emergency Department Clinical Decision Support to Promote Prescription Drug Monitoring Program Use
Jason Hoppe, DO, FACEP | Associate Professor, Opioid Research Program Director, Department of Emergency Medicine, University of Colorado School of Medicine
- 2:15 – 2:35 PM Nudging for Hand Hygiene: The Effect of Hand Hygiene Zones on 7 Emergency Departments' Compliance Rates in Riyadh, Saudi Arabia
Betule Sairafi, MBBS, MPH | Researcher, Ministry of Health Saudi Arabia

- 2:35 – 2:55 PM Using Nudges to Reduce Waste in Cardiac Testing
Sheharyar Raza, HBS, MD | Department of Medicine, University of Toronto
- 2:55 – 3:15 PM Standing Up a Health Plan Nudge Unit
Mark Friedberg, MD, MPP | SVP, Performance Measurement & Improvement, Blue Cross Blue Shield of Massachusetts and Michael Hallsworth, PhD | Managing Director (North America), The Behavioral Insights Team

3:15 – 3:30 PM

Break

3:30 – 4:15 PM

Q&A Session: Using Digital Platforms to Deliver and Tailor Nudges

Susan Lucas Collins | Global Head of Healthcare, Twilio
Mohan Balachandran | Chief Operating Officer, Way to Health
Mitesh Patel, MD, MBA | Director, Penn Medicine Nudge Unit (moderator)

4:15 – 4:30 PM

Closing Remarks

Mitesh Patel, MD, MBA | Director, Penn Medicine Nudge Unit