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
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| 2:35 – 2:55 PM | Using Nudges to Reduce Waste in Cardiac Testing  
Sheharyar Raza, HBSc, 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  
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  

# PennNudge21