Thursday, September 14

Pre-symposium workshop (by invitation) | Approach to the Design and Implementation of Clinical Decision Support
John McGreevey, MD, Associate Chief Medical Information Officer, Penn Medicine, with Eric Shelov, MD, MBI; Jeffrey Moon, MD, MPH; Mika Epps, MSN, RN; Joy Iocca, MSN, RN, and Susan Harkness Regli, PhD

Opening remarks
Kevin Mahoney, MBA, Chief Executive Officer, Penn Medicine
M. Kit Delgado, MD, MS, Director, Penn Medicine Nudge Unit

Keynote | Burnout on the Frontline: Using Behavioral Science to Support Employee Well-being
Elizabeth Linos, PhD, Emma Bloomberg Associate Professor for Public Policy and Management, Harvard Kennedy School of Government
With an introduction by Deborah A. Driscoll, MD, Senior VP, Clinical Practices of the University of Pennsylvania, and Chief Physician Executive, Penn Medicine Medical Group

Stories from the Field | Applications of Machine Learning & AI
Adi Berliner Senderey, PhD, Director of AI & Behavioral Insights Unit, Clalit Innovation:
A/B Testing and Personalization of Digital Appointment Reminders Reduces Appointment No-Show Rates
Julie Lauffenberger, PharmD, PhD, Assistant Director of the Center for Healthcare Delivery Sciences, Brigham and Women’s Hospital: Personalizing Text-Message Feedback to Improve Medication Adherence Using Reinforcement Learning
Kate Courtright, MD, MSHP, Assistant Professor of Medicine, University of Pennsylvania: Prediction Models, Nudges, and Pragmatic Trials to Improve Inpatient Palliative Care Delivery: Implementation Lessons
Eric Oermann, MD, Assistant Professor of Neurosurgery, Radiology, and Data Science, NYU Langone Health: Health System-Scale Language Models to Make EHRs Work for Clinicians

Moderated by Srinivas Sridhara, PhD, MHS, Chief Data and Analytics Officer, Penn Medicine

Registration: 9 AM – 5 PM in Smilow Commons
Friday, September 15

Registration: 8 – 10 AM in Smilow Commons

8:00 – 9:00 AM
Smilow Commons

Continental breakfast and networking

9:00 – 9:45 AM
Smilow Center Rubenstein Audit.

Keynote | Behavioral Science at a Crossroads: Nudges Past, Present, and Future

Kevin Volpp, MD, PhD, Director, Center for Health Incentives and Behavioral Economics, University of Pennsylvania

With an introduction by David Asch, MD, MBA, Senior Vice Dean for Strategic Initiatives, Perelman School of Medicine, University of Pennsylvania

3:30 – 3:45 PM
Smilow Commons

Break

3:45 – 4:45 PM
Smilow Center Rubenstein Audit.

Stories from the Field | Balancing Nudge Design with Clinician Well-being

Daniella Meeker, PhD, Chief Research Information Officer, Yale New Haven Health: Peer Comparison in the Age of Physician Burnout

Allison B. McCoy, PhD, Director, Clinical Informatics Core, Vanderbilt University Medical Center: Clinician Collaboration to Improve Clinical Decision Support: The Clickbusters Initiative

Shivan Mehta, MD, MBA, MSHP, Associate Chief Innovation Officer, Penn Medicine, and John McGreevey, MD, Associate Chief Medical Information Officer, Penn Medicine: Implementing an Adaptive Default Order to Reduce Clinician Effort and Increase Hepatitis C Screening

Moderated by Kevin Johnson, MD, MS, David L. Cohen University Professor of Pediatrics, Biomedical Informatics, and Science Communication, University of Pennsylvania

5:00 – 6:30 PM
Smilow Commons

Poster session and cocktail hour
9:45 – 10:45 AM  
*Smilow Center  
Rubenstein Audit.*

**Panel discussion | Towards Learning, Behaviorally Informed Organizations: Lessons and Innovations From Health Care Nudge Units**

Mark Friedberg, MD, MPP, Senior Vice President, Performance Measurement & Improvement, Blue Cross Blue Shield of Massachusetts  
Mitesh Patel, MD, MBA, MSHP, Chief Clinical Transformation Officer, Ascension  
Christopher Chabris, PhD, and Michelle Meyer, PhD, JD, Faculty Co-Directors, Geisinger Behavioral Insights Team  
Moderated by Raina Merchant, MD, MSHP, Chief Transformation Officer, Penn Medicine

10:45 – 11:00 AM  
Break

11:00 AM – Noon  
*Smilow Center  
8th Floor  
Seminar Rm. 146AB*  

**Workshops (concurrent)**

**Crowdsourcing, Testing, and Implementing Nudges in Health Care: How to Operationalize Nudge Units**

Neda Khan, MHCI, Director of Strategy and Operations, Penn Medicine Nudge Unit  
Amir Goren, PhD, Program Director, Geisinger Behavioral Insights Team  
Rebecca Oran, MPH, Director, Nudge Unit and Behavioral Insights, Blue Cross Blue Shield of Massachusetts

**Smilow Center  
9th Floor  
Seminar Rm. 146AB**

**Developing Rigorous Evidence on the Impact of Nudges: Pragmatic and Hybrid Implementation-Effectiveness Trial Designs**

Meghan Lane-Fall, MD, MSHP, Executive Director, Penn Implementation Science Center at the Leonard Davis Institute of Health Economics, University of Pennsylvania  
Kate Courtright, MD, MSHP, Assistant Professor of Medicine, University of Pennsylvania

**Smilow Center  
10th Floor  
Seminar Rm. 146AB**

**Rapid Validation and Experimentation Approaches for Optimizing Nudge Designs**

Matt Van Der Tuyn, MDes, Senior Director of Design and Strategy, Center for Health Care Transformation and Innovation, Penn Medicine  
Laurel Adams, MBA, Senior Design Strategist, Penn Medicine Nudge Unit

12:15 – 1:30 PM  
*Smilow Commons*  

**Lunch, abstract awards, and closing remarks**

Jeff Ebert, PhD, Senior Research Investigator, Penn Medicine Nudge Unit  
M. Kit Delgado, MD, MS, Director, Penn Medicine Nudge Unit