



# Nudges in Health Care Symposium

2023  
Behaviorally  
Enabled  
Organizations

Thursday, September 14

Registration: 9 AM – 5 PM in Smilow Commons

10:30 AM – Noon

*PCAM (Perelman)  
15<sup>th</sup> Floor  
South Pavilion  
Collaboration Space*

## 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**

1:00 – 1:30 PM

*Smilow Center  
Rubenstein Audit.*

## Opening remarks

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

1:30 – 2:15 PM

*Smilow Center  
Rubenstein Audit.*

## 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

2:15 – 3:30 PM

*Smilow Center  
Rubenstein Audit.*

## 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

3:30 – 3:45 PM

## 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

# 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

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

## 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

### 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

### 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

## 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

*Smilow Commons*