



Behavioral Economics for Health Care
March 25-26, 2019 / Baltimore, MD
Jointly provided by Postgraduate Institute for Medicine and Johns Hopkins Carey
Business School

Target Audience

- Health Care Administrators & Providers
- Physicians and Clinicians
- Clinical Administrators
- Those interested in understanding the biases of both patients and health care professionals

Educational Objectives

After completing this activity, the participant should be better able to:

- Explain how behavioral economics can have short and long-term effects on patient outcomes
- Apply the standard neoclassical economics model to health care
- Describe how psychological biases can impact patient care
- Make more systemic decisions that will impact successful patient care
- Create a roadmap for incorporating behavioral economics into your practice to become a more effective leader

Faculty

Mario Macis, PhD
Associate Professor, Carey Business School

Program Agenda

DAY 1	
8:30AM-9:00AM	REGISTRATION AND BREAKFAST
9:00AM-12:00PM <i>(Including a Coffee Break)</i>	MORNING SESSION: <ul style="list-style-type: none">▪ Psychology, Non-Standard Preferences, and Behavioral Biases
12:00PM-1:00PM	LUNCH AND AFTERNOON PREPARATION
1:00PM-4:00PM <i>(Including a Coffee Break)</i>	AFTERNOON SESSION: <ul style="list-style-type: none">▪ Framing Effects, Defaults, and Heuristics
DAY 2	
8:30AM-9:00AM	BREAKFAST
9:00AM-12:00PM <i>(Including a Coffee Break)</i>	MORNING SESSION: <ul style="list-style-type: none">▪ Intertemporal Choice, Habits, and Addiction
12:00PM-1:00PM	LUNCH AND AFTERNOON PREPARATION
1:00PM-4:00PM <i>(Including a Coffee Break)</i>	AFTERNOON SESSION: <ul style="list-style-type: none">▪ Incentives and Nudges: Leveraging Behavioral Economics to Understand and Shape Behavior

Joint Accreditation Statement



JOINTLY ACCREDITED PROVIDER™
INTERPROFESSIONAL CONTINUING EDUCATION

In support of improving patient care, this activity has been planned and implemented by the Postgraduate Institute for Medicine and Johns Hopkins Carey Business School. Postgraduate Institute for Medicine is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

Physician Continuing Medical Education

The Postgraduate Institute for Medicine designates this live activity for a maximum of 11.0 *AMA PRA Category 1 Credit(s)*™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Continuing Physician Assistant Education



Postgraduate Institute for Medicine has been authorized by the American Academy of PAs (AAPA) to award AAPA Category 1 CME credit for activities planned in accordance with AAPA CME Criteria. This activity is designated for 11.0 AAPA Category 1 CME credits. PAs should only claim credit commensurate with the extent of their participation.

Continuing Pharmacy Education

Postgraduate Institute for Medicine designates this continuing education activity for 11.0 contact hour(s) (1.10 CEUs) of the Accreditation Council for Pharmacy Education. (Universal Activity Number - JA4008162-9999-19-517-L05-P)
Type of Activity: Application

Continuing Nursing Education

The maximum number of hours awarded for this Continuing Nursing Education activity is 11 contact hours.

Disclosure of Conflicts of Interest

Postgraduate Institute for Medicine (PIM) requires instructors, planners, managers, and other individuals who are in a position to control the content of this activity to disclose any real or apparent conflict of interest (COI) they may have as related to the content of this activity. All identified COI are thoroughly vetted and resolved according to PIM policy. PIM is committed to providing its learners with high quality activities and related materials that promote improvements or quality in healthcare and not a specific proprietary business interest of a commercial interest.

Americans with Disabilities Act



Event staff will be glad to assist you with any special needs (i.e., physical, dietary, etc). Please contact Amy Kuebler prior to the live event at (410) 234-9343.