

BEHAVIORAL ECONOMICS FOR HEALTH CARE

Discover the impact.



Patients' medical outcomes (and health outcomes, more broadly) depend on more than just medical treatment. In Behavioral Economics for Health Care, participants learn the impact that behavioral factors affecting patients, doctors, and their interaction can have on decision-making, costs, treatment path, wellness, and even survival. In this course, participants will explore how psychological biases, reference points, environmental cues, heuristics, and habits play a role in everything from prescriptions to testing, to continuity of patient treatment.

Participants may earn continuing education credits.

FACULTY

Mario Macis, PhD (Economics, University of Chicago) is an Associate Professor with research interests in the areas of health economics, prosocial behavior, morally controversial transactions, global health, experimental economics, development economics, and labor economics. He is also Associate Faculty at the Armstrong Institute for Patient Safety and Quality at the Johns Hopkins University School of Medicine, and Faculty Research Fellow in the National Bureau of Economic Research (NBER). Professor Macis has been a consultant for the World Bank, the International Labor Organization, the National Marrow Donor Program, and the United Nations Development Programme.



WHO SHOULD ATTEND

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

TUITION

\$3,200 for the 2-day course

20% discount to JHU and JHHS employees \$2,560

JHU employees may use tuition remission for the seminar

LOCATION

Locations may vary. Please check the registration details and your email for location.



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.

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Course Agenda

DAY 1

8:30AM-9:00AM

REGISTRATION AND BREAKFAST

9:00AM-12:00PM
(Including a Coffee Break)

MORNING SESSION:
▪ Psychology, Non-Standard Preferences, and Behavioral Biases

12:00PM-1:00PM

LUNCH AND AFTERNOON PREPARATION

1:00PM-4:00PM
(Including a Coffee Break)

AFTERNOON SESSION:
▪ Framing Effects, Defaults, and Heuristics

DAY 2

8:30AM-9:00AM

BREAKFAST

9:00AM-12:00PM
(Including a Coffee Break)

MORNING SESSION:
▪ Intertemporal Choice, Habits, and Addiction

12:00PM-1:00PM

LUNCH AND AFTERNOON PREPARATION

1:00PM-4:00PM
(Including a Coffee Break)

AFTERNOON SESSION:
▪ Incentives and Nudges: Leveraging Behavioral Economics to Understand and Shape Behavior