

Behavioral Economics & Health Care

Chair

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Location

Li Ka Shing Knowledge
Institute, 209 Victoria
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Date

Friday Oct 7, 2016

Course Overview

Decision neuroscience- also known as Neuroeconomics - is the field that studies how we make decisions. This young discipline applies principles from behavioral economics to evaluate the effects of psychological, social, cognitive, and emotional factors on the daily decisions of individuals and institutions.

The present symposium will provide a practical and integrative approach of the application of principles from behavioral economics and decision neuroscience in health care.

A general overview of behavioral economics will be provided.

Showcase lectures will inform about relevant findings that contributed to advance the field.

Intended audience

Health care providers, clinicians, allied health, researchers with interest in health services research and health policy, policymakers

Date

- Friday, October 7, 2016 from 9:00 a.m. to 2:00 p.m.

Symposium Schedule

Time	Topic Title	Proposed speaker
9:20-9:30	Introduction	Dr. Steini Brown (Dalla Lana Chair in Public Health Policy)
9:30-10:00	What is Behavioral Economics & why is it important?	Dr. Tanjim Hossain (Associate Professor in Marketing, Rotman)
10:00- 10:30	Theme 1: Behavioral Economics: From the industry to health care	Dr. Mara Lederman (Associate Professor of Strategic Management, Rotman)
10:30- 11:00	Showcase: Behavioral economics in healthcare Applying principles from Neuroeconomics in Multiple sclerosis Care	Dr. Gustavo Saposnik (Staff Neurologist, PhD Candidate in Neuroeconomics)
11:00-11:15	BREAK	
11:15-11:45	Theme 2: The health system funding reform and hospital behavior	Dr. Robert Howard (President & CEO, St Michael's Hospital)
11:45-12:15	Showcase: How behavioral economics may influence health policy?	Muhammad Mamdani (St. Michael's Hospital)
12:15-13:00	LUNCH	
13:00- 13:30	The Government perspective: The challenge of improving quality and decreasing health care costs	Aklilu Tefera (Director Policy Research, MOH)
13:30-14:00	A practical approach: "Choosing Wisely: new advances"	Dr. Wendy Levinson (St. Michael's Hospital, iHPME, Choosing Wisely initiative)
14:00	Adjournment	Dr. Steini Brown (Dalla Lana Chair in Public Health Policy)

Additional Information

Participants will send a two-page summary of their presentation to be compiled in a brochure.

Each presentation will take 20-25 min with 5 minutes for questions.