About the Center for Health Incentives & Behavioral Economics

The Center for Health Incentives and Behavioral Economics (CHIBE), housed within the Department of Medical Ethics & Health Policy at the Perelman School of Medicine, conducts behavioral economic research that makes significant contributions to reducing the disease burden from major U.S. public health problems, such as tobacco dependence, obesity, and medication non-adherence. CHIBE's mission is to inform health policy, improve health care delivery and increase healthy behavior.

CHIBE was originally founded in 2008 as part of the nation's first health services research center, the Leonard Davis Institute of Health Economics at the University of Pennsylvania, in collaboration with faculty from the Center for Behavioral Decision Research at Carnegie Mellon University. CHIBE is one of the first research centers dedicated to the implementation of behavioral economic research in health. We are one of two NIH-funded Centers in Behavioral Economics and Health in the United States.

In partnership with the Palliative and Advance Illness Research (PAIR) Center at the University of Pennsylvania, CHIBE supports the Fostering Improvement in End-of-Life Decision Science (FIELDS) Program. Additionally, CHIBE leads the Penn Medicine Nudge Unit together with the Penn Medicine Center for Health Care Innovation.

CHIBE researchers have received funding from several institutes within the National Institutes of Health, a variety of corporate partners, and foundations. A complete list of ongoing research projects is available at chibe.upenn.edu.
Dear Colleagues,

Welcome to the 2018 Behavioral Science and Health Symposium at the University of Pennsylvania. For the past eight years, it has been a real pleasure for CHIBE to bring together leading academics in the field of behavioral economics and health to learn about the work of their peers, exchange ideas, and develop new collaborations.

We are pleased to welcome Sara Bleich, PhD, Ellen Peters, PhD and Jon Skinner, PhD as keynote speakers this year. On Thursday, Dr. Bleich will speak to the role that behavioral science can play in guiding nutrition policy. Friday's talks from Drs. Peters and Skinner will focus on the impact of confidence - and overconfidence - on health care decision-making at the individual and health system level, respectively.

This year's symposium will feature behaviorally-informed research presentations tackling the challenges of obesity, sleep deprivation, alcohol-impaired driving and poor nutrition, among other topics. You are encouraged to join the discussion around these topics on Twitter by live-tweeting using the hashtag #BEandHealth18.

Our symposium is an excellent opportunity to build and strengthen relationships across disciplines and institutions. We hope you will take the time to learn more about your colleagues during the dinner and cocktail reception held at the Penn Museum, as well as during breaks and lunches on both Thursday and Friday.

Thank you for being a part of this year's symposium, and for your commitment to moving the field of behavioral economics and health forward.

Sincerely,

Symposium Steering Committee

David Asch, MD, MBA
Gretchen Chapman, PhD
Ayelet Fishbach, PhD
David Laibson, PhD, MSc
George Loewenstein, PhD
Brigitte Madrian, PhD
Kevin Volpp, MD, PhD
THURSDAY, NOVEMBER 29, 2018

9:00 - 9:30am
REGISTRATION AND BREAKFAST

9:30 - 9:45am
WELCOME
Kevin Volpp
Penn Medicine/Wharton/
CHIBE, University of Pennsylvania

9:45 - 10:45am
PRESENTATION SESSION
Healthier living through.....
Facebook?
Janet Schwartz

Smartphone breathalyzers and the decision to drive after drinking: Evidence from the lab and the field
Kit Delgado

12:15 - 1:15pm
LUNCH

1:15 - 2:00pm
KEYNOTE SPEAKER
Sara Bleich
Professor of Public Health Policy; Harvard T.H. Chan School of Public Health; Carol K. Pforzheimer Professor, Radcliffe Institute for Advanced Study; Harvard University

Behavioral insights for nutrition policy

10:45 - 11:15am
BREAK

11:15am - 12:15pm
PRESENTATION SESSION
Emotion, impatience, and addictive behavior
Charles Dorison

SCHEDULE OF EVENTS

FRIDAY, NOVEMBER 30, 2018

8:30 - 9:00am
BREAKFAST

9:00 - 9:45am
KEYNOTE SPEAKER
Ellen Peters
Distinguished Professor of Psychology; Director of the Decision Sciences Collaborative; Ohio State University

Taking charge of your health with numeric ability and confidence

9:45 - 10:15am
BREAK

10:15 - 11:45am
PRESENTATION SESSION
Efficacy of incentive interventions for diet and physical activity: the role of motivation
Angela Bryan

11:45 am - 12:45pm
LUNCH

Surveys are interventions: The role of dissonance in the question-behavior effect
Paschal Sheeran

Predicting health judgment: new insights from data science
Sudeep Bhatia

Dodging a beverage calorie labeling intervention
Gretchen Chapman
2:00 - 3:00pm
PRESENTATION SESSION
Program recertification costs: evidence from SNAP
Tatiana Homonoff

What motivates health behavior: preferences, constraints, or beliefs?
Evidence from psychological interventions in Kenya
Anett John

3:00 - 3:30pm
BREAK

3:30 - 5:00pm
PRESENTATION SESSION
Sleepless in Chennai: the health consequences of alleviating chronic sleep deprivation in India
Heather Schofield

Incentivizing behavioral change: the role of time preferences
Rebecca Dizon-Ross

Behavioral nudges toward increased consumption of improved maize by young children: a cluster randomized experiment in Ethiopia
Jessica Cohen

5:00pm
WRAP UP

5:30 - 8:30pm
COCKTAIL RECEPTION AND DINNER
Penn Museum
Egyptian Upper Gallery and Chinese Rotunda
3260 South St, Philadelphia, PA

12:45 - 1:45pm
PRESENTATION SESSION
Can interventions affect commitment demand? A field experiment on food choice
Sally Sadoff

Commitment lotteries promote physical activity among overweight adults - a cluster randomized trial
Koen van der Swaluw

1:45 - 2:30pm
KEYNOTE SPEAKER
Jon Skinner
James O. Freedman
Presidential Professor in Economics, Dartmouth College; Professor, Dartmouth Institute for Health Policy and Clinical Practice, Dartmouth University

Overconfidence and technology diffusion in health care

2:30pm
CLOSING REMARKS
KEYNOTE SPEAKERS

**Sara Bleich, PhD** is a Professor of Public Health Policy at the Harvard Chan School of Public Health in the Department of Health Policy and Management. She is also the Carol K. Pforzheimer Professor at the Radcliffe Institute for Advanced Study. Sara’s research provides evidence to support policies to prevent obesity and diet-related diseases, particularly among vulnerable populations. A signature theme throughout her work is an interest in asking simple, meaningful questions which can fill important knowledge gaps. Sara's research has been published in journals such as the New England Journal of Medicine, British Medical Journal, Health Affairs, and American Journal of Public Health and has been featured in outlets such as the New York Times, the Washington Post, the Wall Street Journal, and National Public Radio. Sara has received numerous awards including one for excellence in public interest communication. Sara served as a White House Fellow from 2015 to 2016 where she worked as a Senior Policy Advisor to the U.S. Department of Agriculture and the First Lady’s Let’s Move initiative. She holds degrees from Columbia (BA, Psychology) and Harvard (PhD, Health Policy).

**Ellen Peters, PhD** is a Distinguished Professor of Psychology, Director of the Decision Sciences Collaborative, and courtesy Professor of both Internal Medicine and Marketing & Logistics at The Ohio State University. She studies the basic building blocks of human judgment and decision making. She has published more than 130 peer-reviewed papers in outlets such as Psychological Science, Perspectives on Psychological Science, JAMA, Annual Review of Public Health, and Nature Climate Change. She is former President of the Society for Judgment and Decision Making and is a fellow of the Association for Psychological Science, the American Psychological Association, and the Society for Experimental Social Psychology. She has worked extensively with federal agencies to advance decision sciences in health and health policy, including being Chair of FDA's Risk Communication Advisory Committee, consultant to FDA's Tobacco Products Scientific Advisory Committee, and a member of the National Academies of Science committee on the Science of Science Communication. She was the first American to receive the Jane Beattie Scientific Recognition Award, and she has been awarded an NIH Merit Award. Her research has been funded extensively by the U.S. National Science Foundation and National Institutes of Health. Peters holds degrees from University of Oregon (PhD, MS) and the University of Pennsylvania (BS, BSE).

**Jon Skinner, PhD** is the James O. Freedman Presidential Professor in Economics at Dartmouth College and a professor at the Geisel School of Medicine's Institute for Health Policy and Clinical Practice. He is currently director of the Aging Program at the National Bureau of Economic Research (NBER), and a member of the National Academy of Medicine. He is a former associate editor of the American Economic Journal; Economic Policy, and a former editor of the Journal of Human Resources. Skinner received his MA and PhD in Economics from UCLA, and a BA in political science and economics from the University of Rochester. He has also taught at the University of Virginia, the University of Washington, Stanford University, and Harvard University.
Kevin Volpp, MD, PhD
University of Pennsylvania

Sara Bleich, PhD
Harvard University

Janet Schwartz, PhD
Duke University

Tatiana Homonoff, PhD
New York University

Kit Delgado, MD, MS
University of Pennsylvania

Anett John, PhD, MRes, MSc
Yale University

Charles Dorison, PhD Candidate
Harvard University

Heather Schofield, PhD
University of Pennsylvania

Paschal Sheeran, PhD
University of North Carolina – Chapel Hill

Rebecca Dizon-Ross, PhD
University of Chicago
Jessica Cohen, PhD
Harvard University

Gretchen Chapman, PhD
Carnegie Mellon University

Ellen Peters, PhD
Ohio State University

Sally Sadoff, PhD, MA
University of California - San Diego

Angela Bryan, PhD
University of Colorado - Boulder

Koen van der Swaluw, MSc
Tilburg University, RIVM

Sudeep Bhatia, PhD
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Jon Skinner, PhD
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Wi-Fi Access at Huntsman Hall

How to Connect
1. Select the AirPennNet-Guest SSID
2. Open a browser
3. Review and accept the Acceptable Use Policy terms and conditions
4. Enter a valid email address
5. Click Submit

Join the conversation on Twitter with hashtag #BEandHealth18

Hotel Information
Inn at Penn Hotel
3600 Sansom Street,
Philadelphia, PA 19104
Tel: 1-215-222-020
Check-in: 3:00 pm
Check-out: 12:00 pm

Local Cab Companies
All City Cab Service
215-438-2222
AllThrees Cab Service
215-333-3333
Philadelphia City Cab
215-535-6700
Uber and Lyft services are also available.
Distance from Airport to Hotel: 8.2 mi.
Duration of trip: Approx. 15-30 mins.
Approx. charge for taxi fare: $30.00

Parking at Jon M. Huntsman Hall
The closest public parking garage is located at the corner of 38th and Walnut St.

Arrival at Jon M. Huntsman Hall
Jon M. Huntsman Hall can be accessed by either the Locust Walk main entrance (#1) or by the Walnut St. entrance (#2). However, the only set of elevators that can access the 8th floor is located by the Walnut St. entrance. Please see entrance map.
Thank you for joining us!