MONDAY September 16

8:00 - 8:45 am
Registration and Breakfast
421 Curie Boulevard
Biomedical Research
Bldg 1st Floor

9:00 - 9:30 am
Welcome and Introductions
Mitesh Patel, MD, MBA, MS;
Director, Penn Medicine Nudge Unit
Biomedical Research
Bldg 1st Floor

9:30 - 10:15 am
Trojan Horses and Change By Design
Stacey Chang, MS;
Executive Director, Design Institute for Health, Dell Medical School
Biomedical Research
Bldg 1st Floor

10:15 - 11:00 am
When Push Comes to Nudge
C. William Hanson, III, MD;
Chief Medical Information Officer, Penn Medicine
Biomedical Research
Bldg 1st Floor

11:00 - 11:45 am
Aging Research and a Proposal for Personalized Nudges
John Haaga, PhD;
Director, Division of Behavioral and Social Research, NIA
Biomedical Research
Bldg 1st Floor

11:45 - 12:30 pm
Nudges from the Edge of Health
Lori Melichar, PhD, MA;
Senior Director, Robert Wood Johnson Foundation
Biomedical Research
Bldg 1st Floor

12:30 - 1:15 pm
Lunch / Networking
Biomedical Research
Bldg 1st Floor

1:15 - 1:45 pm
Transition to Perelman Center for Advanced Medicine (PCAM)
MONDAY September 16 (continued)

1:45 - 2:00 pm  
Attendee Introductions  
3400 Civic Center Boulevard  
PCAM South 15th floor

2:00 - 3:30 pm  
Accelerators in Health Care Workshop  
Michael Begley, MA and David Resnick, MEd, MPH;  
Design Strategist and Innovation Manager, Penn Medicine  
PCAM South 15th floor

3:30 - 3:45 pm  
Break

3:45 - 4:05 pm  
Starting a Nudge Unit: Lessons Learned from the First Year of  
Geisinger’s Behavioral Insights Team  
Christopher F. Chabris, PhD;  
Co-Director, Behavioral Insights Team, Geisinger  
Michelle N. Meyer, PhD, JD;  
Co-Director, Behavioral Insights Team, Geisinger  
PCAM South 15th floor

4:05 - 4:25 pm  
Health Nudging Team in Saudi Arabia:  
Pioneering Change & Lessons Learned  
Dr. Nuha Alhumaid;  
Head of the Health Nudging Team (HNT)  
PCAM South 15th floor

4:25 - 4:45 pm  
UCLA Health Nudge Unit: Early Successes and Struggles  
Daniel Croymans, MD, MBA, MS;  
Department of Medicine Quality Team, UCLA Health Dept of Medicine Quality  
PCAM South 15th floor

4:45 - 5:15 pm  
The Nudge Collaborative  
Mohan BalaChandran, MA, MS;  
Corporate Director, Penn Medicine  
PCAM South 15th floor

5:15 - 5:30 pm  
Transition to Penn Museum

5:30 - 7:30 pm  
Networking Reception  
3260 South Street  
Penn Museum
8:00 - 8:45 am  Breakfast  
PCAM South 15th floor

9:00 - 9:10 am  Welcome Remarks  
Mitesh Patel, MD, MBA, MS; Director, Penn Medicine Nudge Unit
PCAM South 15th floor

9:15 - 10:00 am  The Next Generation of Intelligent Electronic Health Records  
John Glaser, PhD; Senior Vice President, Population Health, Cerner
PCAM South 15th floor

10:00 - 10:15 am  Break  
PCAM South 15th floor

10:15 - 10:35 am  Meta-Nudging: Removing Stakeholder Engagement Barriers to Successful Nudging  
Emily Griese, PhD; Director, Population Health, Sanford Health  
Tessi Ross, RN, MPA; Senior Quality Specialist, Sanford Health
PCAM South 15th floor

10:40 - 11:00 am  Comparative Effectiveness of Two Letters to EncourageJudicious Prescribing of Opioids: A County-wide Project in Los Angeles  
Jason Doctor, PhD; Chair, Department of Health Management and Policy, USC Schaeffer Center
PCAM South 15th floor

11:05 - 11:25 am  Nudging Healthcare Organizations to Adopt New Care Delivery Practices  
Maia Crawford, MS; Project Manager, Dartmouth Institute
PCAM South 15th floor

11:30 - 12:00 pm  Break / Get Lunch  
PCAM South 15th floor

12:00 - 1:00 pm  Panel on Implementing Nudges on the Front Line  
Rinad Beidas, PhD; Associate Professor, Psychiatry and Director, Penn Implementation Science Center (PISCE)  
Justin Bekelman, MD; Associate Professor, Radiation Oncology, Penn Medicine and Director, Penn Center for Cancer Care Innovation  
M. Kit Delgado, MD, MS; Assistant Professor, Emergency Medicine and Director, Behavioral Science and Analytics For Injury Reduction (BeSAFIR) lab  
Christopher Manz, MD; Fellow, Hem/Onc, Penn Medicine
PCAM South 15th floor

1:00 - 1:15 pm  Closing Remarks  
Mitesh Patel, MD, MBA, MS; Director, Penn Medicine Nudge Unit
PCAM South 15th floor