



Center for Health Incentives
and Behavioral Economics



Behavioral Science and Health Symposium

NOVEMBER 7-8, 2024

Welcome to CHIBE's Behavioral Science and Health Symposium



About the Center for Health Incentives and Behavioral Economics (CHIBE)

CHIBE is the leading scientific organization using behavioral economics to improve health. Drawing on the expertise of faculty from across the University of Pennsylvania and beyond, CHIBE conducts behavioral economics research aimed at reducing the burden of disease from major public health challenges and seeks to advance health equity worldwide.

Our mission is to advance the science of applied behavioral economics in pursuit of knowledge, interventions, and policies that lead to higher-value health care, equal access to health care, and healthier lives for all.



Scan for CHIBE's
new annual report

Schedule of Events

Thursday, November 7, 2024

Inn at Penn

5-5:45 PM

St. Mark's/Regent's Ballroom

Keynote Lecture

Marcella Alsan

"Why Doesn't the United States Have National Health Insurance? The Role of the American Medical Association"

5:45-6:25 PM

Presentation Sessions 1

Trust, Emotion, and Bias in Behavioral Decision-Making

Social inferences from choice context: Dominated options can engender distrust

Jonathan Bogard

The role of positive emotion in harmful health behavior: Implications for theory and behavioral health messaging campaigns

Ke Wang

Bias awareness and urgency in behavioral interventions: Implications for trust and engagement

Andrea Low

6:30-7:15 PM

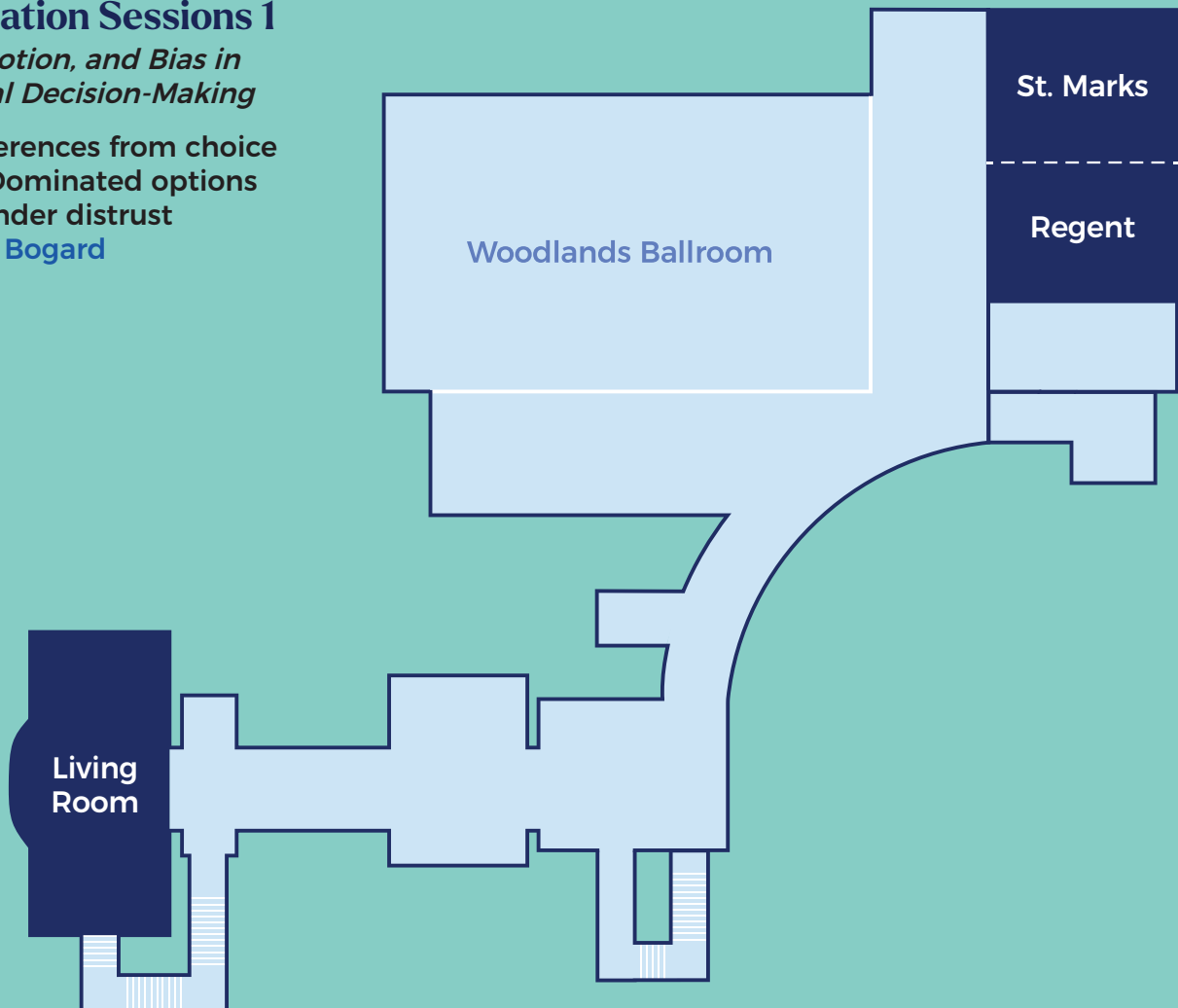
Living Room, Inn at Penn

Cocktail Reception

7:15-9:15 PM

Pod Restaurant, 3636 Sansom Street, Philadelphia, PA 19104

Dinner



Friday, November 8, 2024

Inn at Penn

8:30–9 AM

St. Mark's/Reagent's
Ballroom

Breakfast

9–9:10 AM

Welcome Remarks

Kevin Volpp

9:10–10:30 AM

Presentation Sessions 2

Equity, Health, and Economic Interventions: New Insights from Field Experiments and Beyond

Rationing by race
Manasvini Singh

Integrating “Undetectable = Untransmittable” into HIV counselling: a randomized trial in South Africa
Jacob Bor

Improving income elicitation methods to increase income reporting: Evidence from two large-scale field experiments among government benefit applicants
Wendy De La Rosa

Do better targeting and higher touch interventions improve the effectiveness of behavioral nudges? Evidence from three RCTs on claiming anti-poverty tax credits
Elizabeth Linos

10:30–11 AM

Break

11 AM–12 PM

Panel Session

Habits to Habitat: Bridging Behavior and the Environment

Panelists: Jonathan Colmer, Elaine Hill, Leah Schinasi
Moderator: Atheen Venkataramani

12–1 PM

Lunch

1–2 PM

Presentation Sessions 3

Health, Power, and Communication: Strategies for Impact

Political power, status threat, and population health
Atheen Venkataramani

Reforming a physician incentive program to promote justice and performance
Ilana Brody

Do planning prompts suggesting a default plan increase follow-through? Two, 1-million-person field experiments
Robert Kuan

Crowdsourcing impactful vaccine communication
Charles Senteio

Quantifying the impact of misinformation and vaccine-skeptical content on Facebook
Jennifer Allen

2–2:30 PM

Break

2:30–3:10 PM

Presentation Sessions 4

Enhancing Patient Engagement and the Patient Experience

A randomized controlled trial of strategies to increase patient motivation to engage in evidence-based diabetes prevention interventions
Jeffrey Kullgren

Using a pre-visit digital care plan prior to primary care visits to reduce no-shows, increase care gap closure, and improve patient experience: The PRIME randomized clinical trial
Mitesh Patel

3:10–3:55 PM

Keynote Lecture

Noah Goldstein

“Social Influences on Provider and Patient Behavior: Key Insights, Open Questions, and Wild Speculations”

3:55–4 PM

Closing Remarks

4–5 PM

Cocktail Reception

6 PM

Optional Group Dinners

Keynote Speakers



Marcella Alsan, MD, MPH, PhD
*Angelopoulos Professor of Public Policy,
Harvard University*

Marcella Alsan is Director of the Health Inequality Lab and the Angelopoulos Professor of Public Policy at Harvard Kennedy School. Alsan received a BA from Harvard University, a master's in public health from Harvard School of Public Health, a MD from Loyola University, and a PhD in Economics from Harvard University. Alsan trained at Brigham and Women's Hospital Hiatt Global Health Equity Residency Fellowship – then combined the PhD with an Infectious Disease Fellowship at Massachusetts General Hospital. Prior to returning to Harvard, she was on faculty at Stanford. She is an applied microeconomist studying health inequality.

In recognition and support of her work studying the causes and consequences of health disparities, Alsan was awarded a MacArthur Fellowship in 2021. She is the co-recipient of the 2019 Arrow Award for Best Paper in Health Economics and the 2021 William G. Manning Memorial Award for the Best Research in Health Econometrics. Alsan is an Associate Editor at the *Quarterly Journal of Economics* and the *Journal of Economic Literature*. She is the Co-Chair of the Health Care Delivery Initiative of Abdul Latif Jameel Poverty Action Lab (J-PAL) based out of MIT. She is additionally Co-Chair of the Economics of Health Equity Interest Group at the American Society of Health Economists. She is a member of the National Academy of Medicine.



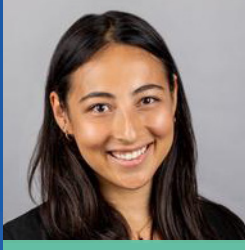
Noah Goldstein, PhD
*Ho-Su Wu Chair in Management,
Psychology and Medicine, UCLA*

Noah Goldstein holds joint appointments at UCLA in the Psychology Department and at the David Geffen School of Medicine. His primary line of research involves the study of the factors that lead people to change their behaviors in a variety of contexts, including management, marketing, and health. He has been awarded research fellowships and grants from the National Science Foundation and the National Institutes of Health, among others.

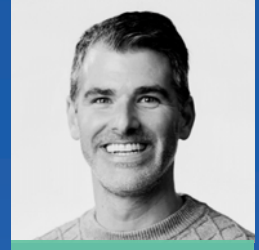
Goldstein teaches the psychology of persuasion and advises corporate and government organizations, where his insights from tested persuasion research have had substantial impact. He has also served on the Scientific Advisory Boards of two Fortune Global 500 companies.

Goldstein has coauthored two widely acclaimed books on persuasion. *Yes!: 50 Scientifically Proven Ways to Be Persuasive*, published in 2008, was a *New York Times* best-seller that has been translated in over 25 languages. He and his colleagues most recently published *The Small BIG*, which presents new science showing how small, often ignored changes to one's influence strategies can pay disproportionately big dividends — all without compromising one's ethics.

Speakers



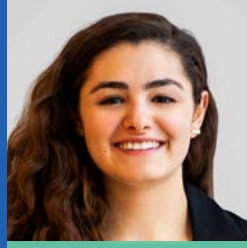
**Jennifer
Allen**



**Jonathan
Bogard**



**Jacob
Bor**



**Ilana
Brody**



**Jonathan
Colmer**



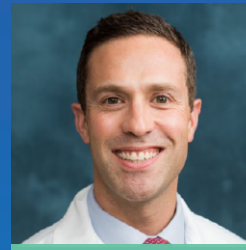
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**Andrea
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**Mitesh
Patel**



**Leah
Schinasi**



**Charles
Senteio**



**Manasvini
Singh**



**Atheen
Venkataramani**



**Ke
Wang**



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