

THURSDAY, SEPTEMBER 26

08:00 AM BREAKFAST

09:05 AM DAY 1 OPENING REMARKS

Kevin Mahoney, MBA, University of Pennsylvania Health System, Perelman School of Medicine | Kit Delgado, MD, MS, Penn Medicine Nudge Unit

09:15 AM KEYNOTE SPEECH

Creating a Learning Health System Through Rapid, Iterative Randomization | Leora Horwitz, MD, MHS, Director of the Center for Healthcare Innovation and Delivery Science, NYU Langone Health

10:00 AM STORIES FROM THE FIELD | PENN

MEDICINE NUDGE UNIT

Increasing Utilization of an Evidence-Based Calculator for Cesarean Risk During Labor Induction to Reduce Maternal Morbidity | Rebecca Hamm, MD, MSCE, University of Pennsylvania, AMETHIST@Penn, Society for Maternal Fetal Medicine

Implementation of a 3-Step Conditional Order to Facilitate Evaluation of Breast Abnormalities | Damien Medrano, MD, PGY-IV

Development of Comprehensive Decision Support to Improve Screening for Primary Hyperparathyroidism | Jesse Passman, MD, MPH, Penn Medicine | Jasmine Hwang, MD, MS, Penn Medicine

11:15 AM BREAK

11:25 AM STORIES FROM THE FIELD | CLINICIAN-FACING INTERVENTIONS

Clinical Decision Support as an Implementation Strategy to Expand Identification and Initiation of Treatment of Opioid Use Disorder in the Emergency Department | Jason Hoppe, DO, FACEP, Department of Emergency Medicine, University of Colorado School of Medicine

Improvements in Albuminuria Screening Among Individuals with Hypertension Associated with EHR Clinical Decision Support Design Changes | Waleed Zafar, MD, Geisinger

Change in Order Name, Order Location and Embedded Clinical Decision Support Decreases Utilization of GI Bleeding CT Studies | Julie Uspal, MD, Penn Medicine

Active Ingredients in Clinician Nudges: An RCT of Social Norms and Commitment Device | Daniella Meeker, PhD, Yale School of Medicine and Yale New Haven Health System

12:40 PM LUNCH

01:40 PM 4 CONCURRENT WORKSHOPS

03:10 PM BREAK

03:20 PM STORIES FROM THE FIELD | NUDGES FOR HEALTH EQUITY AND GLOBAL HEALTH

Policy Defaults and Socioeconomic Disparities: Effect of a Nudge on Disparities in Patient Portal Use | Jessica S. Ancker, MPH, PhD, Professor, Departments of Biomedical Informatics and of Health Policy, Vanderbilt University Medical Center

Scaling Success: Implementing a Text-based Population Health Program for Large Primary Care Populations | Marguerite Balasta, MD, Perelman School of Medicine

Leveraging AI in Digital Health: Reinforcement Learning and Equitable Decision-Making | Africa Perianez, PhD, Causal Foundry, Inc

04:20 PM DAY 1 CLOSING REMARKS

04:30 PM COCKTAIL HOUR AND POSTER SESSION

FRIDAY, SEPTEMBER 27

08:00 AM BREAKFAST

09:00 AM DAY 2 OPENING REMARKS

Kit Delgado, MD, MS, Faculty Director, Penn Medicine Nudge Unit

09:10 AM KEYNOTE SPEECH

Personalizing Nudges with Objective-Driven AI | Amy Bucher, PhD, Chief Behavioral Officer and co-director of the Behavioral Reinforcement Learning Lab (BReLL), Lirio, Inc.

10:00 AM HEALTH CARE INNOVATION PANEL

Reflections on the Past, Present, and Future Health Care Innovation: A "Fireside" Chat | Roy Rosin, MBA, Leonard Davis Institute, University of Pennsylvania | Thomas H. Lee, MD, Press Ganey

10:50 AM BREAK

11:00 AM STORIES FROM THE FIELD | PATIENT ENGAGEMENT INTERVENTIONS

Using a Pre-Visit Digital Care Plan prior to Primary Care Visits to Improve Patient Outcomes and Experience: The PRIME Randomized Clinical Trial | Mitesh Patel, MD, MBA, Ascension

Leveraging AI/ML and Behavioral Science to Optimize Hospital Scheduling | Maria-Alkistis Iliopoulou, MBA, MPA, MSc, InterSystems | Colin Shiner, ALM, MSc, InterSystems

Direct and Indirect Effect of Motivational Nudge Reminders on Adherence to BRCA1/2 Screening Test | Tom Mushkat, PhD, Clalit Innovation and The Hebrew University of Jerusalem | Hadassah Raskas, BA, Clalit Innovation

Inspiring and Engaging Patients and Providers with Actionable Lab Results | Michelle Tropper, MPH, PCMH CCE, HealthEfficient | Rina Ramirez, MD, Zufall Health

12:15 PM DAY 2 CLOSING REMARKS

Kit Delgado, MD, MS, Penn Medicine Nudge Unit

12:30 PM LUNCH

01:30 PM 3 CONCURRENT WORKSHOPS