

## Welcome Address



### **Professor Chong Yap Seng**

**Dean**, Yong Loo Lin School of Medicine, National University of Singapore

Lien Ying Chow Professor in Medicine

Professor Chong Yap Seng is the Dean of the Yong Loo Lin School of Medicine and a clinician-investigator with a special interest in fetal growth and early development. He is also the Chief Clinical Officer (COO) of the Singapore Institute for Clinical Sciences, Agency for Science, Technology and Research (A\*STAR) and the Lien Ying Chow Professor of Medicine in the Department of Obstetrics & Gynaecology, Yong Loo Lin School of Medicine, National University of Singapore (NUS). He is the Lead Principal Investigator of the Growing Up in Singapore Towards healthy Outcomes (GUSTO) and the Singapore Preconception Study of long-Term maternal and child Outcomes (S-PRESTO) studies. He is also a Senior Consultant in the Department of Obstetrics & Gynaecology at the National University Hospital (NUH), and a member of the Executive Group of the National University Health System (NUHS) as well as a board member of the National Medical Research Council.

His other research interests include strategies to promote breastfeeding, natural childbirth, and intrapartum and postpartum management issues. He has over 390 research publications, including papers in The Lancet, JAMA, and BMJ, and received more than \$100 million in research grant funding. He also has numerous collaborations with industry, particularly in the area of early human development and nutrition. He was awarded the National Outstanding Clinician Scientist Award by the Ministry of Health in 2017.

## Host and Moderator



### **Dr Joanne Yoong**

**Visiting Scholar**, Yong Loo Lin School of Medicine, National University of Singapore

**Director**, Center for Economic and Social Research – East, University of Southern California

Dr Yoong is a behavioural microeconomist whose broad interests lie in social science research that supports better well-being for vulnerable populations. Her work in health covers the study of individual patient and provider choices, the evaluation of healthcare policy and practice as well as the economic assessment of new health technologies. She is an experienced educator at the university and professional level.

## Panel



**Associate Professor Robyn Mildon**

**Visiting Associate Professor,**  
Yong Loo Lin School of Medicine,  
National University of Singapore

**Executive Director,** Centre for  
Evidence and Implementation  
(CEI), Singapore/Australia/UK

Robyn Mildon, PhD, is an internationally recognised figure in the field of implementation science, evidence synthesis and knowledge translation, and program and policy evaluations in health, education and human services. She is the Founding Executive Director of the Centre for Evidence and Implementation (CEI [www.ceiglobal.org](http://www.ceiglobal.org)), a global social purpose organisation whose work now spans across 7 countries including Singapore. She is an Adjunct Associate Professor at Monash University, a Visiting Professor at the Yong Loo Lin School of Medicine, National University of Singapore, Co-Director of the recently established Behavioural and Implementation Science Interventions (BISI), National University of Singapore, and Chair of the upcoming Evidence and Implementation Summit 2021 ([www.eisummit.org](http://www.eisummit.org)).

Over her career, Robyn's work has helped to advance the implementation of better evidence in policy and practice settings, improving the quality and effectiveness of health, education and human services. She has been a keynote speaker at multiple events around the globe and designed and led a number of workshops to train students, policy makers and practitioners in implementation science and evaluation methods. Robyn has authored or co-authored multiple peer-reviewed publications, commissioned evidence synthesis reviews and book chapters. She also led the design and delivery of the Specialist Certificate in Implementation Science at the University of Melbourne and is a Co-Author of an edited book Implementation Science 3.0 (Springer, 2020).

## Panel



**Professor Nick Sevdalis**

**Visiting Professor**, Yong Loo Lin School of Medicine, National University of Singapore

**Director**, Centre for Implementation Science at King's College, London

Nick read psychology at the Panteion University of Athens (Greece), and obtained a MSc in Organisational & Economic Psychology from the same university, before completing a PhD in behavioural decision science in 2004 (UCL, UK). In addition to his Visiting Professor role within the NUS Behavioural and Implementation Sciences Institute, Nick is a Professor of Implementation Science and Patient Safety and Director of the Centre for Implementation Science at King's College London, UK (2015 – Present) and has held academic appointments in the Department of Surgery and Cancer at Imperial College London, UK (2004 – 2015).

Nick's research vision is to achieve population health and high-quality healthcare delivery through application of psychological and behavioural sciences, and partnership development between stakeholders in academia, health services, charitable organisations and industry. Nick's research is situated within the multidisciplinary space of implementation science, improvement science, and applied psychology.

Nick's research has been disseminated in over 370 publications and over 120 invited lectures worldwide and has won over numerous awards. Nick serves on the WHO BEsD group (Measuring Behavioural and Social Drivers of Vaccination, 2018 – Present), on the Association of Anaesthetists of Great Britain & Ireland and Difficult Airway Society Human Factors and Ergonomics joint Guideline Development Group (2017 – Present), and as an expert advisor to the UK's Safe Anaesthesia Liaison Group (2011 – Present). Nick has previously served on the Board of Directors of the US-based Association for Surgical Education (2013 – 2016), was the Founding Editor-in-Chief of BMJ Simulation & Technology Enhanced Learning (2014 – 2019) and an Associate Editor of Implementation Science (2012 – 2021) peer-reviewed journals.



**Professor David Halpern**

**Visiting Professor**, Yong Loo Lin School of Medicine, National University of Singapore

**Chief Executive**, The Behavioural Insights Team

David Halpern is the Chief Executive of the Behavioural Insights Team. David has led the team since its inception in 2010. Prior to that, David was the first Research Director of the Institute for Government and between 2001 and 2007 was the Chief Analyst at the Prime Minister's Strategy Unit. David was also appointed as the What Works National Advisor in July 2013. He supports the What Works Network and leads efforts to improve the use of evidence across government.

Before entering government, David held tenure at Cambridge and posts at Oxford and Harvard. He has written several books and papers on areas relating to behavioural insights and well-being, including Social Capital (2005), the Hidden Wealth of Nations (2010), Online Harms and Manipulation (2019) and co-author of the MINDSPACE report. In 2015, David wrote a book about the team entitled Inside the Nudge Unit: How Small Changes Can Make a Big Difference.

Time (SGT)	Programme
3.00PM – 3.05PM	<b>Introduction</b>  <b>Host: Dr Joanne Yoong</b> <i>Visiting Scholar, Yong Loo Lin School of Medicine, National University of Singapore</i> <i>Director, Center for Economic and Social Research – East, University of Southern California</i>
3.05PM – 3.10PM	<b>Welcome Address</b>  <b>Professor Chong Yap Seng</b> <i>Lien Ying Chow Professor in Medicine</i> <i>Dean, Yong Loo Lin School Of Medicine</i> <i>National University of Singapore</i>
3.10PM – 3.55PM	<b>Panel Discussion</b>  Moderator: <b>Dr Joanne Yoong</b> <i>Visiting Scholar, Yong Loo Lin School of Medicine, National University of Singapore</i> <i>Director, Center for Economic and Social Research – East, University of Southern California</i>  Speakers: <b>Associate Professor Robyn Mildon</b> <i>Visiting Associate Professor, Yong Loo Lin School of Medicine, National University of Singapore</i> <i>Executive Director, Centre for Evidence and Implementation (CEI), Singapore/Australia/UK</i>  <b>Professor Nick Sevdalis</b> <i>Visiting Professor, Yong Loo Lin School of Medicine, National University of Singapore</i> <i>Director, Centre for Implementation Science at King's College, London</i>  <b>Professor David Halpern</b> <i>Visiting Professor, Yong Loo Lin School of Medicine, National University of Singapore</i> <i>Chief Executive, The Behavioural Insights Team</i>
3.55PM – 4.00PM	<b>Closing Remarks</b>