

Harnessing Behavioural Sciences to Improve Health Outcomes

 6 August 2024, Tuesday

 MD4 – 02-03E Seminar Room

 10am to 11.30am

In this lecture, Professor Uri will survey important open problems in behavioural health economics, covering both patients and providers. His goal is to contribute to a better understanding of the underlying behaviours that can compromise the effectiveness and efficiency of healthcare delivery and outcomes, with the hope that this work will help future researchers identify possible solutions to these problems.

ABOUT THE SPEAKERS



PROFESSOR URI GNEEZY is a distinguished scholar in economics and behavioural science, renowned for his groundbreaking research on decision-making, incentives, and human behaviour. His innovative experiments challenge traditional economic assumptions and offer valuable insights into individual preferences and motivations, impacting policy and practice in education, healthcare, and public policy.



PROFESSOR AYELET GNEEZY is a renowned researcher whose work has significantly impacted and influenced the field of consumer behavior. Her rigorous studies and experiments investigate ways to promote population health and well-being, prosocial behaviour, and sustainable behaviour, providing valuable insights that help shape decision-making of practitioners, policymakers, and individuals.

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