Value Incentives & Systems Action Collaborative
December 2021 Meeting and Webinar

Leveraging Behavioral Economics as a Tool for Individual and Population Health

December 1, 2021 12:00 PM – 3:00 PM ET

Meeting Focus
Consider how emerging lessons from the field of behavioral economics can best be applied to foster individual and organizational actions that promote health system results that are more effective, efficient, equitable, and promote continuous learning.

Motivating questions
1. **Organizational best practices**: How much is known about the effectiveness of various incentive strategies to promote actions that benefit health and well-being? Have best practices been established for the health workforce?
2. **Health system performance**: What is the experience in aligning system-wide incentives to accelerate health transformation, in particular for using behavioral economics to facilitate positive, sustainable change during COVID-19?

Anticipated outcomes
Identify approaches that might be foundational for initiatives using incentive structures for health system efficiency, equity, effectiveness, and continuous learning.

Zoom Webinar
Please register [here](#), to ensure we have your information for follow-on communications and to share the slides after the meeting. You will receive an email with instructions on how to join.

AGENDA

<table>
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<tr>
<th>12:00 pm ET</th>
<th>Welcome, Introductions &amp; Meeting Overview</th>
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*Welcome from the National Academy of Medicine*

**Michael McGinnis**, National Academy of Medicine

*Opening remarks and meeting overview by Collaborative Co-Chairs*

**Diane Holder**, University of Pittsburgh Medical Center

**James Madara**, American Medical Association
### Keynote Session: Motivating Health System Transformation in the Pandemic Era

Remarks on the utility of behavioral economics for aligning the US health system, individuals, and the health system workforce with best practices and equity in the context of COVID-19

Moderator: James Madara, American Medical Association  
Speakers: Cass Sunstein, Harvard University  
Kevin Volpp, University of Pennsylvania

### Incentives in Action for Individual- and Workforce- Driven Change

Presentations on the practical application of motivators for individuals, workforce, and the health system as a whole to improve individual/population health and well-being

Moderator: Diane Holder, University of Pittsburgh Medical Center  
Panelists: Nancy-Ann DeParle, Consonance Capital Partners  
Brent James, Stanford University  
Mitesh Patel, Ascension

### Leveraging Behavioral Economics for a Healthier Future

Discussion on the alignment needed for incentive structures and performance motivators to integrate with health system transformation efforts to effect sustainable and accelerated change

Moderator: James Madara, American Medical Association  
Panelists: Sachin Jain, SCAN Group and Health Plan  
Charlene Wong, Duke University  
Karl Ronn, Health2047  
Anaeze Offodile, MD Anderson Cancer Center

### Send-off and Closing Remarks

Concluding observations, highlighted action items, and final thanks to all invited speakers and participants

Diane Holder, University of Pittsburgh Medical Center  
James Madara, American Medical Association  
Michael McGinnis, National Academy of Medicine

### Adjourn

3:00 pm ET