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Behavioral Science, the Missing Link in Medical Education January 22, 2025

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External Education







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Conflicts of Interest and Disclosures

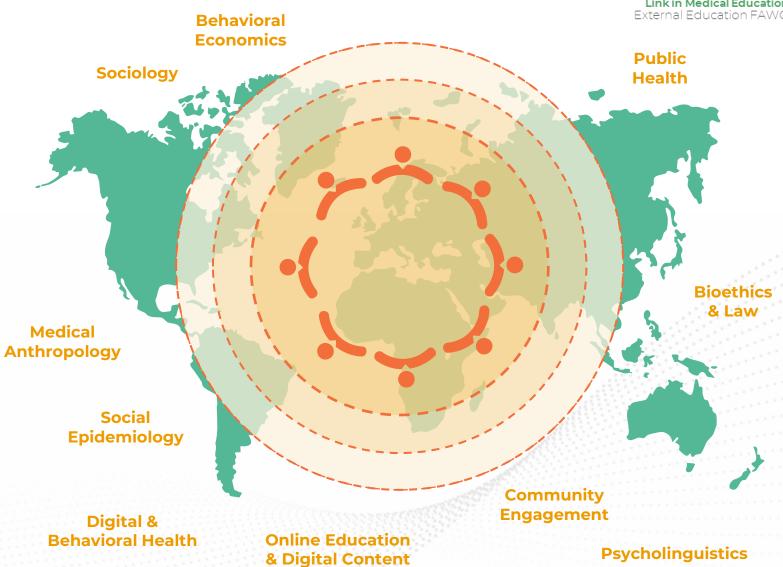
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Broad and diverse behavioral science expertise







Behavioral Scientists study the social, cultural and contextual drivers of health behavior

These drivers include:



& cognitive bias







Environmental

Influence









Behavioral Science bridges the gap between knowledge and action.

WHAT IT IS

The scientific study
of how people behave,
make decisions, and
interact, drawing
insights from
psychology, sociology,
cognitive science, and
economics.

WHAT IT DOES

Behavioral science leverages human insights to drive meaningful decisions, actions, and outcomes.

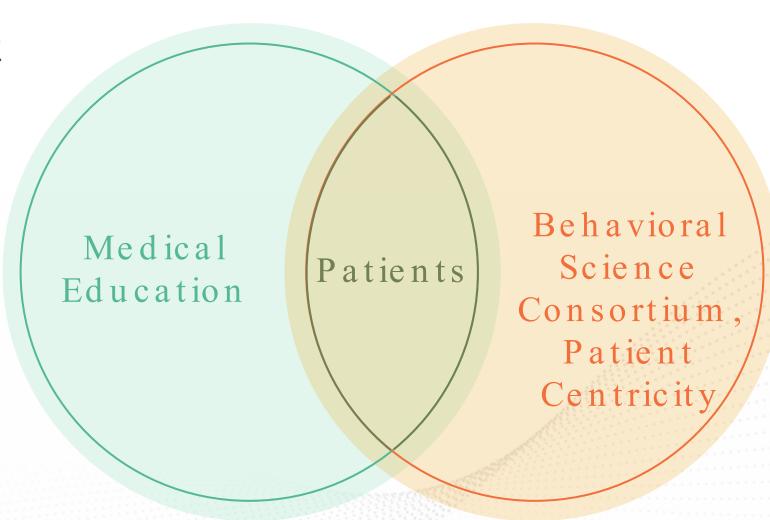
HOW IT WORKS

Uncovers the behavioral determinants of impactful medical education and develops educational interventions to support evidence-based clinical behavior.





Increasing Impact of Education
Through
Functional
Collaboration







Turning Higher **Population** Measures how the learning knowledge **Impact** Health has wider population impact into action **Patient** Measures how the learning Health has impacted patients with behavioral Measures how the learning has **Performance** impacted performance in their job science Measures whether those people can Competence confidently use that new learning Moore's Pyramid: 7 levels of outcomes Measures whether those Learning people learned anything Measures whether those **Satisfaction** people liked the education Lower **Impact** Measures no. of **Participation** people who attended





Apply Evidence-Based Behavioral Science Frameworks to Medical Education to Support Physician Care for **Patients**

Theoretical Dom ain s Framework (TDF) & Behavior Change Techniques (BCTs)

Motivation Goals and **Emotions Priorities Beliefs** about consequences Beliefs Knowledge about The 11 TDF capabilities **Domains** Social Context & Influence Resources Action & Decision Planning **Professional** role/identity

For example, for the **Memory**, **Attention & Decision Processes**

BCTs to **Consider**

- Prompts, triggers and cues
- Planning and implementation
- Monitoring

BCTs to Avoid

- Social processes of encouragement
- Modelling/demonstration

Fogg Behavioral Model



What you want someone to do



Motivation General desire or willingness of someone to do



Ability: How simple it is for someone to do it

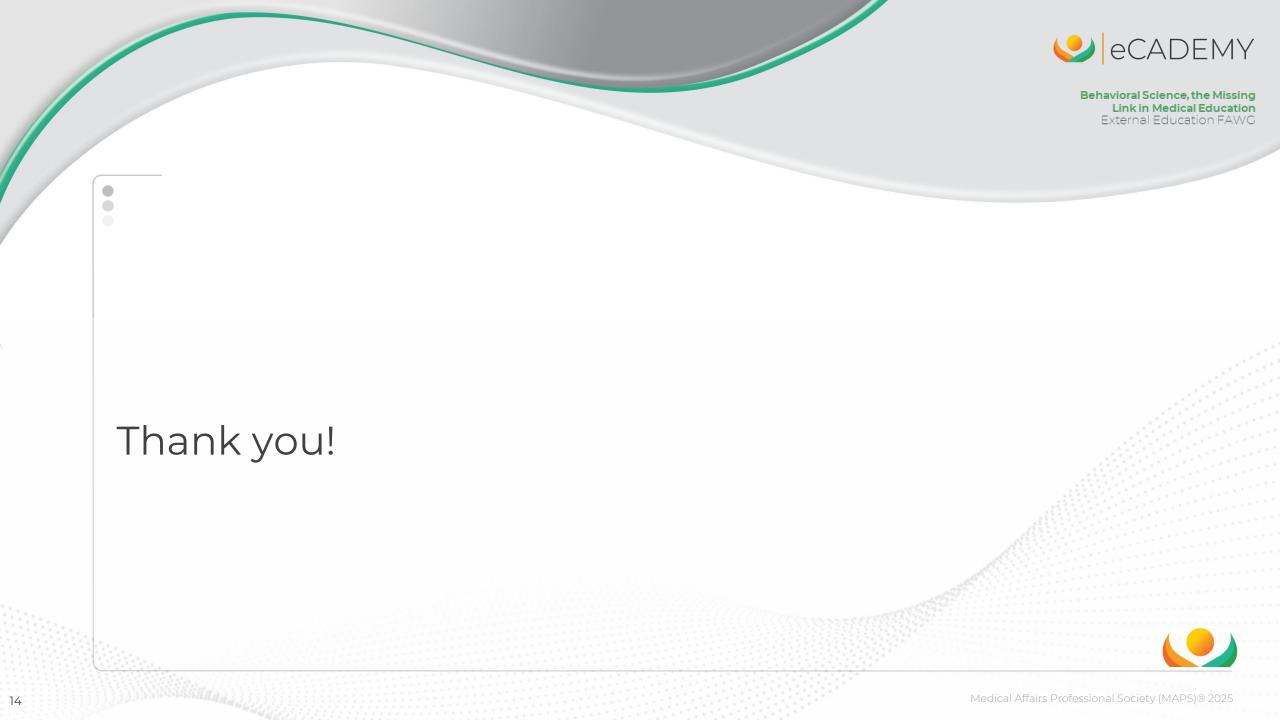




Prompt: Reminder for

at the right time

someone to do it





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