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**Behavioral Science, the Missing
Link in Medical Education**

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Presented by the MAPS

External Education





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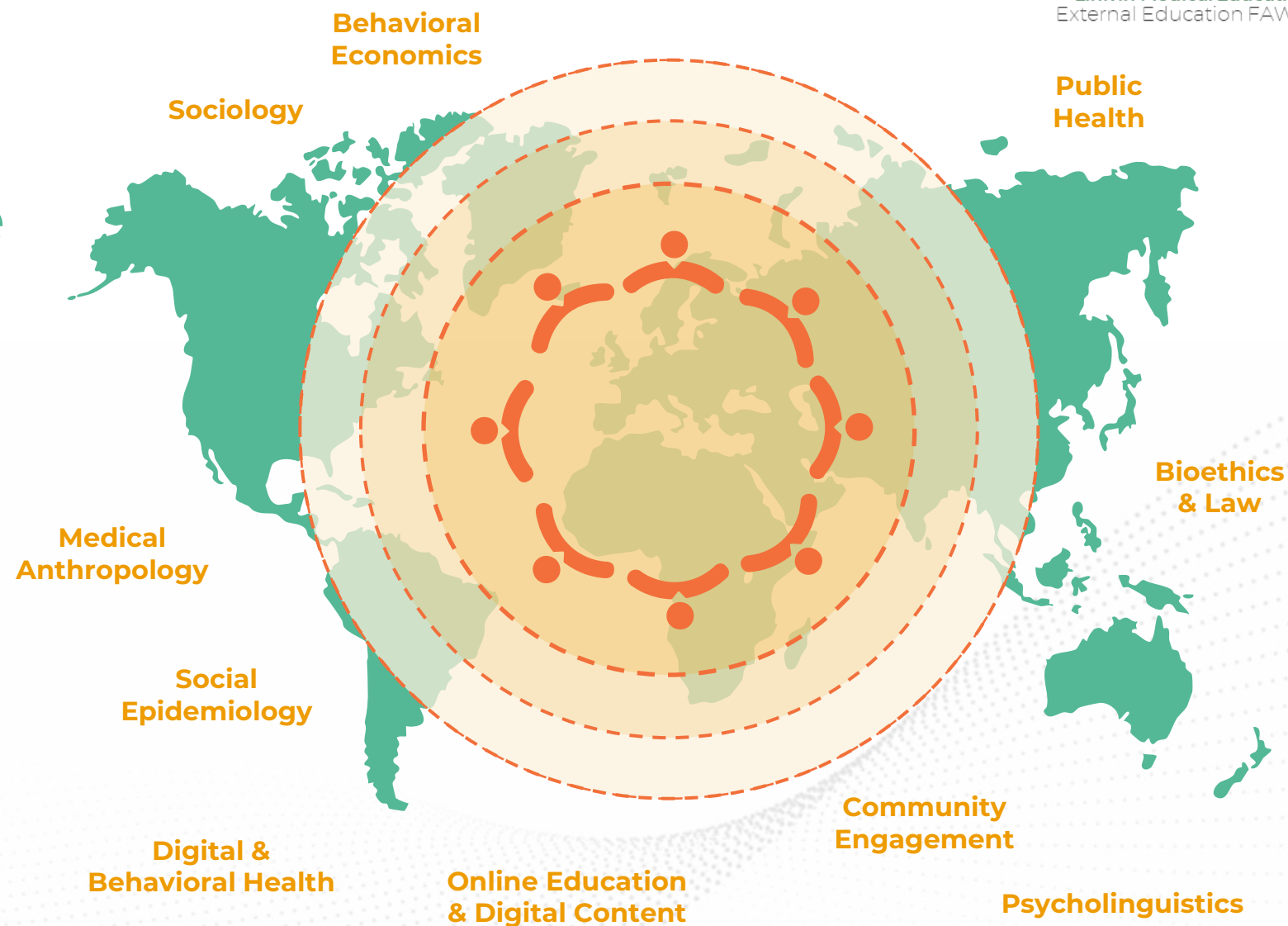
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Broad and diverse behavioral science expertise





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

These drivers include:



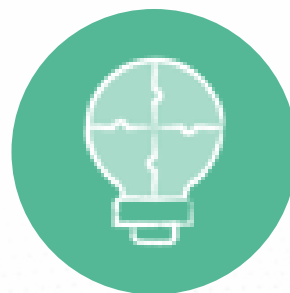
**Individual
decision-making
& cognitive bias**



**Relationships
& context
of care**



**Social
Circumstance**



**Cultural norms
& beliefs**



**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

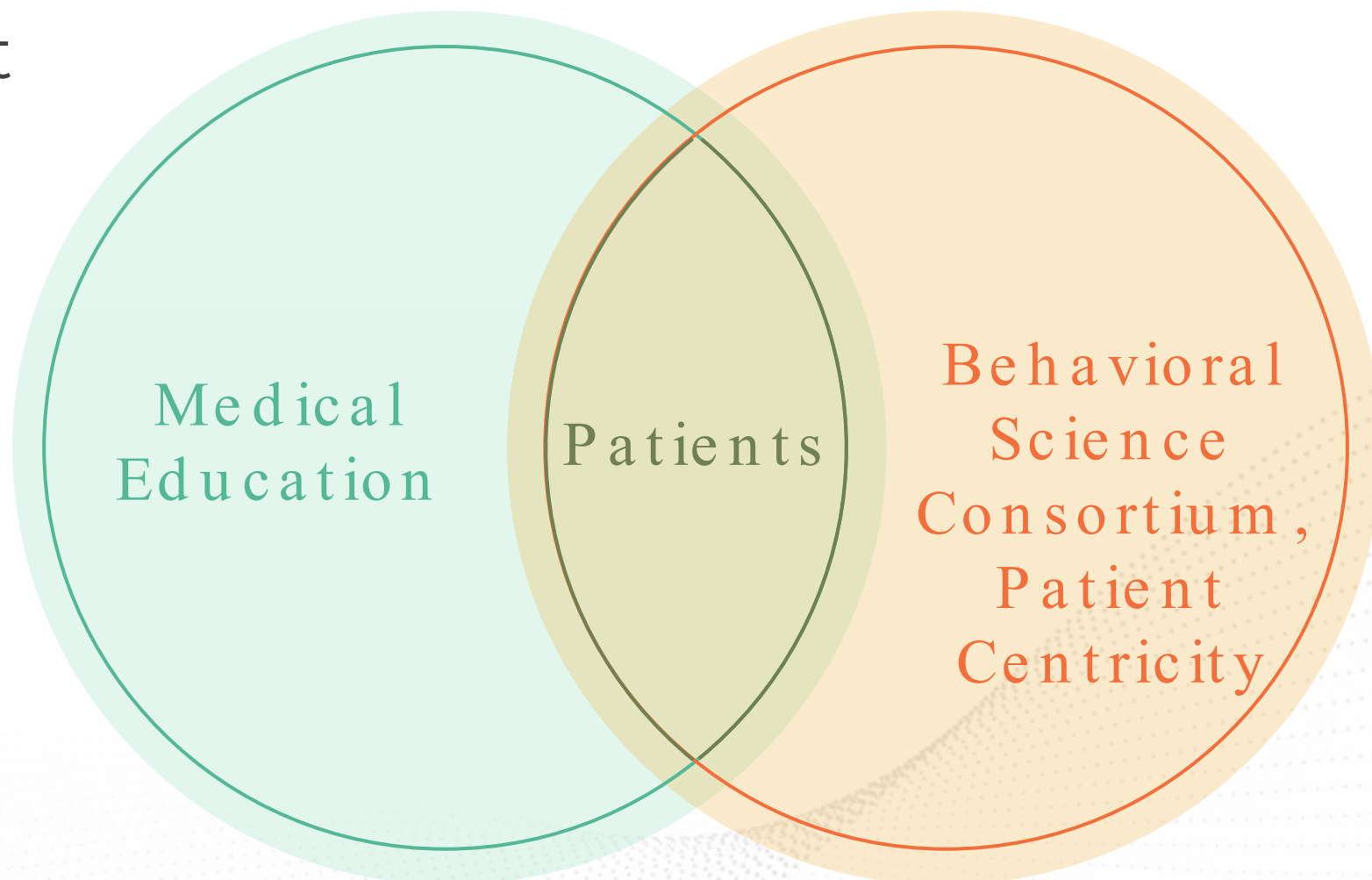
Behavioral science leverages **human insights** to drive meaningful decisions, actions, and outcomes.

HOW IT WORKS

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



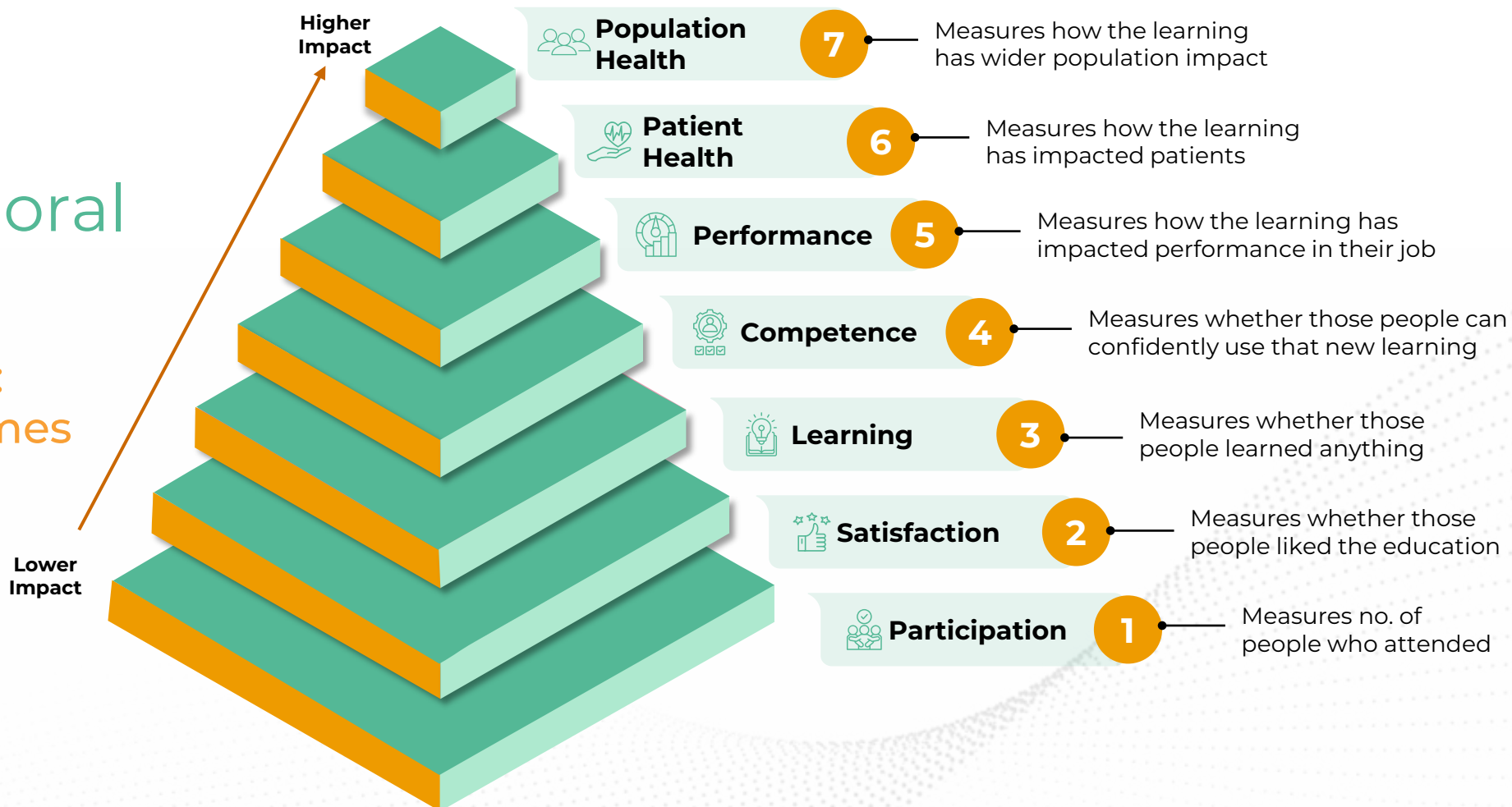
Increasing Impact of Education Through Functional Collaboration





Turning knowledge into action with behavioral science

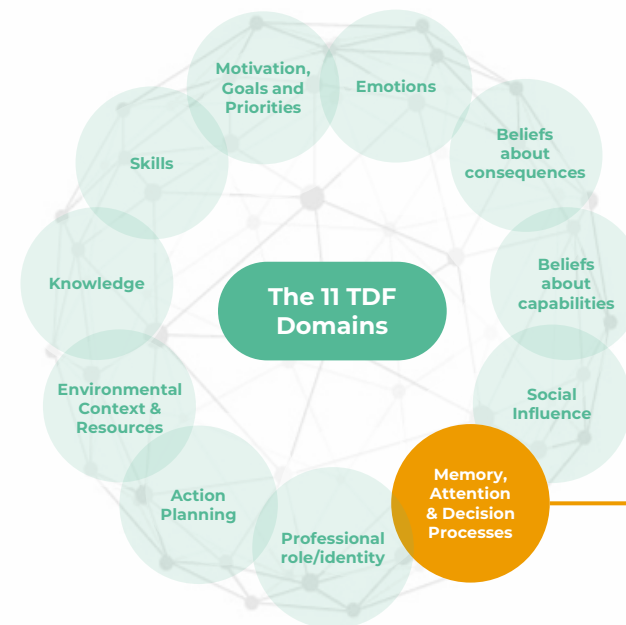
Moore's Pyramid: 7 levels of outcomes





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

Theoretical
Domains
Framework
(TDF)
& Behavior
Change
Techniques
(BCTs)



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

BCTs to Consider

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

BCTs to Avoid

- Social processes of encouragement
- Modelling/ demonstration

Fogg
Behavioral
Model





Thank you!





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