UT Southwestern
Medical Center

THE UNIVERSITY OF TEXAS SOUTHWESTERN MEDICAL CENTER'S
PROGRAM IN ETHICS IN SCIENCE AND MEDICINE INVITES YOU TO ATTEND:

ETHICS GRAND ROUNDS
Tuesday, April 12, 2022 – Noon-1:00 p.m. (Central Time)

MEDICAL DECISION MAKING, ETHICS, AND BEHAVIORAL ECONOMICS

JENNIFER S. BLUMENTHAL-BARBY, PH.D., M.A.
*The Cullen Professor of Medical Ethics and
Associate Director, Center for Medical Ethics and Health Policy, Baylor College of Medicine*

Bioethicists have long argued for rational persuasion to help patients with their medical decisions. But the findings of behavioral economics—popularized in Thaler and Sunstein's *Nudge* and other books—show that arguments depending on rational thinking are unlikely to be successful, and even that the idea of purely rational persuasion may be a fiction. In this talk based on her recent book, *Good Ethics and Bad Choices: The Relevance of Behavioral Economics for Medical Ethics*, Dr. Blumenthal-Barby examines how behavioral economics challenges some of the most fundamental tenets of medical ethics. She integrates some of the latest research from both fields and provides examples of how physicians might apply concepts of behavioral economics in practice.

This lecture will be conducted via Zoom webinar.

**John Z. Sadler, M.D., Course Director
Program in Ethics in Science & Medicine**

**For additional information, please contact:
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Program in Ethics in Science and Medicine: UT Southwestern,

Target Audience: Physicians, faculty, fellows, residents, trainees, students, health care professionals. **Educational Objectives:** At the conclusion of this activity, the participant should be able to: 1) Recognize perennial and emerging bioethical problems in clinical practice, research, public health, and health policy arenas. 2) Describe competing/contrasting viewpoints concerning these bioethical problems. 3) Demonstrate increased skills in analyzing and practically handling bioethical problems in the clinical, research, public health, and health policy arenas. **Educational Method:** Lecture and question-and-answer period. **Accreditation:** The University of Texas Southwestern Medical Center is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. **Credit Designation:** The University of Texas Southwestern Medical Center designates this live activity for a maximum of **1** *AMA PRA Category 1 Credit(s)*™. Physicians should claim only the credit commensurate with the extent of their participation in the activity. The University of Texas Southwestern Medical Center designates this activity for **1** hour(s) in medical ethics and/or professional responsibility. **Relevant Financial Relationships:** In accordance with the Accreditation Council for Continuing Medical Education (ACCME) Standards for Integrity and Independence in Accrediting Continuing Education, all persons in the position to control the content of an education activity are required to disclose all financial relationships in any amount occurring within the past 24 months with any ineligible company (any entity whose primary business is producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on patients). UT Southwestern also considers ineligible those companies producing, marketing, selling, re-selling, or distributing healthcare products in development for future use on patients, such as healthcare product research companies. All reported financial relationships with ineligible companies are reviewed for relevancy and then mitigated through a content review process prior to the activity (where applicable). To claim Continuing Medical Education credit, you must have a UT Southwestern CME profile. Directions to set up a UT Southwestern CME profile may be found **here**.

CNE: UT Southwestern Medical Center is accredited as a provider of nursing continuing professional development by the American Nurses Credentialing Center's Commission on Accreditation. This activity will award one (1) contact hour.