empower + engage me:
Myths and truths of designing for patient behavior

What happens when the $3 trillion U.S. healthcare industry suddenly hinges on patient engagement? Hear the unforgettable patient stories and real-life experiences of successful patient engagement from the industry leaders in healthcare, wellness, and behavior sciences. Understand the neuroscience behind why doctors can’t simply scare patients and employers can’t simply bribe employees into healthy behaviors. Discover how including patients in the design process can empower them to work with their healthcare team to improve care. Learn where health educators, designers, techies, and investors got it wrong and what they can do to improve their success. This colloquium offers rapid-fire panels of guest speakers, real patients and Stanford faculty.

Course logistics:
ANES 205, WINTER QUARTER 2014. Course ID #215131. 1-2 units, Thursday evenings, 5:30-7 pm, Stanford School of Medicine LKSC (first half hour is project-based work for in-person students taking for credit, colloquium starts at 6 pm to 7 pm, followed by dinner/networking). To receive 2 units of credit, students will need to complete a class project.

Open to all university students.

Course instructors:
Larry Chu, MD, MS
Associate Professor of Anesthesia
Director, Stanford AIM Lab

Kyra Bobinet, MD, MPH
Engagement Behavior Designer
Persuasive Technology Lab

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