

Decision Processes Colloquia

Monday, April 27, 2015

Where: SHDH 215

When: 12:00 – 1:15 pm

Distinguished Lecturer

Peter Ubel

Associate Director, Health Sector Management and Madge and Dennis T. McLawhorn University Professor, The Fuqua School of Business, Duke University

Empowerment Failure: How Studying Healthcare Decisions Turned Me into, Gulp, a Communications Researcher

ABSTRACT: Many times the "right" healthcare choice is not merely a function of the medical facts, but depends on patient preferences – on how an individual patient weighs the relative pros and cons of her alternatives. Because medical decisions are often complex, patient advocates have been developing "decision aids" to help them process information relevant to their decisions. I describe how I began a series of studies, to reduce the chance that decision aids would bias people's choices. I show how that line of research led me to realize that the only way to truly improve healthcare decisions is to fix the doctor-patient relationship.