

Behavioural Health Economics

Facilitator	Sandro Tiziano Stoffel, PhD Institute of Pharmaceutical Medicine, Department of Public Health, University of Basel
Description	<p>The course serves as an introduction to the field of behavioural health economics, a discipline that employs principles from behavioural economics to understand health-related behaviours and decision-making processes. The course covers the following key components:</p> <ol style="list-style-type: none">1. Exploration of fundamental theories and concepts of behavioural economics, including cognitive biases, heuristics and experimental methods.2. Investigation into the role of behavioural economics within healthcare policies and interventions, including the application of nudges to encourage healthier behaviours.3. Presentation of real-world case studies that illustrate the application of behavioural economics insights in tackling public health issues, such as cancer screening and vaccination.
Objectives	<p>By the end of the course, students will have a basic understanding of behavioural economics and how to apply them in the context of public health.</p> <p>Specifically, after the course, participants will:</p> <ol style="list-style-type: none">1. Know the key terms related to behavioural economics.2. Understand how behavioural economics affects the study of individual decision making.3. Gain the ability to develop interventions based on behavioural economics to influence health behaviours4. Understand how experimental methods can be used to investigate cognitive biases and evaluate interventions.
Date	14 March 2025, 14:00-16:00

Level	No prior knowledge needed
Eligibility	The course is open to PhD and MD students of the SSPH+ Inter-university Graduate Campus.
Course Structure	<p>1.30-hour interactive online course with lecture and slides, and a 30 minutes discussion and questions.</p> <p>The lecture is divided into two segments:</p> <ol style="list-style-type: none">1. An introduction to behavioural economics, including cognitive biases, heuristics, and experimental methods.2. Showcasing exemplary studies that have examined interventions based on behavioural economics, with the aim of increasing participation in preventive health programs, such as cancer screening and vaccination.
Work load	Preliminary Work: - ; Contact time: 2 h; Wrap-Up Work: 2-4
Credits	(1 ECTS for active participation in 4 2h-online courses and 1 passed assessment in 1 course)
Assessment	Assessment is voluntary. Interested students can choose to write a short essay (3-4 pages) applying course concepts to a real-world health issue. This involves selecting a health behaviour or decision-making issue and proposing a study design that assesses cognitive biases or tests behavioural interventions. This demonstrates a deeper understanding of the material by applying it in a practical context.
Location	Online course on zoom
Course Fees	SSPH+ PhD and MD Students: o.- CHF
Registration	https://www.conftool.com/ssph-phd-courses2025/
Deadline for registration	14 February 2025

This course is an SSPH+ IGC initiative to provide post-doctoral scientists at SSPH+ network institutions to teach.