

# **Talya Miron-Shatz**

## **Curriculum Vitae**

### • **Personal details**

Work: Gorfinkel building, 104 Zahal St. Kiryat Ono, 052-330-4417

Home: 1 Klein St., Jerusalem. 02-5633304

Date of birth: April 14, 1966

Married, with three children

Licensed Organizational Psychologist (License # 5138, Israel)

Email: [Talyam@ono.ac.il](mailto:Talyam@ono.ac.il)

### • **Education**

B.A. 1989 Hebrew University, Psychology (magna cum laude)

M.A. 1996 Hebrew University, Communications and Social Psychology

Thesis: "Evidence of Emotional Involvement in Response Expressions in Discourse by Men and Women, in Three Different Levels of Emotional Affinity." Supervisors: Prof. S. Blum-Kulka & Prof. C. Greenbaum

1996 Group Counseling – Bion and beyond. Zippori Center, Jerusalem. 400 academic hours.

2002 Max Planck Institute, Berlin, Summer Institute on Bounded Rationality in Psychology and Economy

Ph.D. 2005 Hebrew University, Social Psychology

Thesis: "The Confirmation Bias in Personnel Selection—Scope and Resistance to Debiasing Interventions—a Comparison Between Experts and Laypersons." Supervisor: Prof. G. Ben-Shakhar. Committee members: Maya Bar Hillel, Ilana Ritov.

2005-2009 Princeton University, Post-Doctoral Research Scholar, Center for Health and Wellbeing, Woodrow Wilson School for Public and International Affairs. Advisor: Prof. Daniel Kahneman

2007 Dartmouth University, Summer Institute on Informed Patient Choice

### **Postdoctoral training**

2005-2009	Center for Health and Wellbeing, Woodrow Wilson School of Public Policy and International Affairs. Princeton University. Advisor: Nobel Laureate, Daniel Kahneman.	Post-Doctoral Fellow
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## • **Employment History**

- 2013 -Current Associate Professor and Founding Director, Center for Medical Decision Making, Faculty of Business Administration, Ono Academic College, Israel
- 2009 – 2013 Senior lecturer, Founding Director Center for Medical Decision Making, Ono Academic College, Israel
- 2008 – 2011 Lecturer, Wharton Business School, University of Pennsylvania.
- Taught consumer behavior to undergraduates and MBA students at Wharton's Marketing Department.
  - Guided student teams in projects applying consumer behavior principles to businesses.
- 2009 – 2010 Visiting Research Collaborator, Center for Health and Wellbeing Princeton University
- 2005 – 2009 Post-doctoral Research Scholar, Center for Health and Wellbeing Princeton University
- Advisor: Professor Daniel Kahneman, Nobel Laureate in Economics, 2002.
  - Research area: judgment and decision making, focusing on happiness and on the health domain
- 2002 – 2004 Methodological Supervisor for M.A. Theses, Psychology Department, Hebrew University
- Reviewed over 150 thesis proposals in all branches of psychology, covering quantitative and qualitative research methodologies.
- 2000 – 2002 Columnist on advertising, Globes, Israel's leading economic journal.
- 1992 – 2003 Head of Personnel Selection and Project Evaluation Unit, Israel Society of Community Centers
- Designed structured interviews and computerized testing, and participated in evaluation centers for managerial candidates.
  - Managed and supervised a team of eight project evaluators.
  - Designed, conducted and reviewed evaluation projects.
  - Obtained external funding and commissions.
- 1991 - 1992 Practicum in social psychology: Project evaluation unit, Elka.
- 1985 – 1986 Coordinator, Linda Feldman Rape Crisis Center, Jerusalem.

## **Professional Activities**

### **a. Professional academic functions, Ono Academic College**

#### **Membership in Committees and Academic Consultations, Ono Academic College**

<b>Dates</b>	<b>Offices</b>
2011-2012	Member of Faculty of Business Administration research committee, in preparation for the Council of Higher Education inspection.
2012 – 2015	Establishing a database for research grants in the Faculty of Business Administration, which is still active.
2013	Revised Faculty IRB procedures in accordance with newest standards
2015-2016	Initiated and led ‘Research clubs’ for promoting the faculty engagement with research, specialties in marketing and in organizational behaviour.
2015- present	Member, appointment committee of the Faculty
2016	Chair – case promotion of faculty member
2017 - 2018	Designated chair – MA program with thesis in the faculty. Led submission of the program to the Council of Higher Education
2018	Chair – case promotion of faculty member
2019	Chair – case promotion of faculty member
2019- current	Designated chair – MA program with thesis in the faculty. Leading revised submission of the program to the Council of Higher Education
2020	Member – institutional Ethics committee

### **b. Professional functions outside universities/institutions**

- 2019 – 2021      Signed a contract with Basic Books, NY, to publish my non-fiction book on medical decision making. Title: *Your Life Depends on This: What You Can Do to Make Better Choices about Your Health*. Expected publication date is September 2021.
- 2018 - 2021      Visiting Researcher, Winton Centre for Risk & Evidence Communication, Centre for Mathematical Sciences, Cambridge University, England.
- 2008 – present      *Writer, Psychology Today*

### **c. Significant Professional Consulting**

I consult companies on patient and physician comprehension and motivation, and the psychological mechanisms behind them. Among the pharmaceutical companies, health-advertisers and PR agencies I consulted: Abbvie, Novartis, BMS, Johnson & Johnson, Pfizer, NantMobile, Samsung, InTouch Solutions, Edelman PR, FCB, YouRobin (a spin-off of David's Shield), Glucome, and Coloplast.

### **d. Membership in Professional/Scientific Societies**

Society for Women's Health Research	2010 - present
International Society for Pharmacoeconomics and Outcomes Research	2010 - present
Society for Judgment and Decision Making	2005- present
Israeli Association of Psychologists	1996 - present

### **e. Conference Organizer**

2019	Co-chair. Behavioral Economics in Health. Speakers: Yaniv Hanoch, Southampton University; Talya Miron-Shatz, Gil Siegal, Ofir Ben-Asuli (co-chair), Ono Academic College; Ariel Tikotski, Bar-Ilan University. Ono Academic College, Israel, December 24 <sup>th</sup> , 2019.  Chair. Negotiation in Medicine and Healthy Living. Speakers: Beth Yoshida, Columbia University; Michal Maimaran Kellogg Business School, Northwestern University; Yasmine Kalkstein – Mount. St. Mary College, NY; Dina Nir, Talya Miron-Shatz, Ono Academic College; Orit Karniely-Miller (co-chair), Shahar Lev-Ari – Tel Aviv University. Ono Academic College, Israel. July 4 <sup>th</sup> , 2019.
2018	Chair. Digital Health through the Internet and Social Media. Faculty of Business Administration, Ono Academic College, Israel, June 2018.
2017	Chair. Attitudes and motivations for change: The Challenge of Medical Decision Making. Faculty of Business Administration, Ono Academic College, Israel, July 2017.
2017	eHealth Venture Summit and Innovation Award, MEDICA, Dusseldorf, Germany, November 2017.
2016	eHealth Venture Summit and Innovation Award, MEDICA, Dusseldorf, Germany, November 2016.
2015	eHealth Venture Summit and Innovation Award, MEDICA. Dusseldorf, Germany. November 2015.

- 2014 eHealth Venture Summit and Innovation Award, MEDICA. Dusseldorf, Germany. November 2014.
- 2013 Co-chair. IVF Worldwide Live Congress: In Vitro Fertilization Clinics Embracing the Digital Age. Berlin, October 2013.  
  
Scientific Advisory Board, Chair, business track. Medicine 2.0 – 5<sup>th</sup> World Congress on Social Media, Mobile Health, Web 2.0. King's College, London, October 2013.
- 2012 Scientific Advisory Board, Chair, business track. Medicine 2.0 – 5<sup>th</sup> World Congress on Social Media, Mobile Health, Web 2.0. Harvard, Boston, September 2012.
- 2012 Co-chair. IVF Worldwide Live Congress: In Vitro Fertilization Clinics Embracing the Digital Age. Berlin, April 2012.
- 2010 Co-organizer. Medical decision making conference: policy, professional and individual. Joint with the Research Center for Medical Professions, Ono Academic College, October 2010.
- 2004 Co-chair. How do faculty members perceive the PhD process? Seminar for PhD students, organized by the Authority for Advanced Studies, Hebrew University, Jerusalem. May 2004.

- **Educational Activities**

- a. **Courses taught**

**Graduate courses**

<i>Consumer Behavior</i>	Wharton Business School, University of Pennsylvania, undergraduate and MBA sections 2008- 2011
<i>Consumer Behavior</i>	Ono Academic College, Israel, undergraduate and MBA sections, 2009 – present
<i>Psychological Aspects of Medical Decision Making</i>	Hadassah School of Medicine, Hebrew University, Israel, Genetic Counseling Program, 2004, 2006, 2008, 2010, 2012, 2018
<i>Psychological Aspects of Medical Decision Making</i> professionals	Ono Academic College, a course for medical 2018 -

**Undergraduate Courses**

*Consumer Behavior*

Wharton Business School, University of Pennsylvania, 2008- 2011

*Consumer Behavior*

Ono Academic College, Israel, 2009 – present

*Comprehensive Project in Marketing*

Ono Academic College, Israel

*Comprehensive Seminar in Marketing*

Ono Academic College, Israel

*Independent study*

Psychology Department, University of Pennsylvania, 2011

*Project Evaluation and Stakeholders' Approach*

The Israel Association of Community Centers, 2001-2002

*Research Methods*

Ono Academic College, Israel 2016 -

*Research Proficiency (Teaching Assistant)*

Hebrew University, Israel, Department of Communications 1998

**b. Research students**

<b>Name of Student/Colleague</b>	<b>Topic</b>	<b>Degree (my role)</b>	<b>Date of Completion</b>	<b>University/ Institution</b>
Yasmine Kalkstein. Received a \$20,000 Fulbright grant to work with me in Israel.	Challenges, support and agency in medical situations: The case of birth.	Visitor, Associate Professor (Host)	2017 - 2018	Associate Professor, Mount St. Mary College, USA.
Yulia Grinshpan-Cohen Co- advisor: Prof. Elon Pras, Tel Aviv University	“The Influence of Statistical Risk Estimates for Down Syndrome on the Decision Whether to Undergo Amniocentesis.”	PhD Dissertation (Co- advisor)	2011 - 2016	Tel Aviv University, Faculty of Medicine, Department of Molecular Human Genetics and Biochemistry
Moti Haimi Advisors – Orna Brown; Shuli Barmelli-Greenberg (Haifa University).	“Characterization of the extra-medical factors associated with the paediatrician decision making processes in urgent telemedicine.”	PhD (Committee member)	2016 - submitted	Haifa University, Department of Public Health
Divi (Nediva) Feinster. Co-advisor: Ifat Maoz.	“Women’s uses of online discussion boards: The case of prenatal testing”.	MA (co-advisor)	2017 – 2018	Hebrew University, Department for Communication and Journalism
Yash Huilgol Co-Advisors: Jeffery Hammer, Princeton University; Judd Hollander, Thomas Jefferson University.	“Telemedicine as a means of increasing accessibility”	BA (co-advisor)	2017 – April 2018	Princeton University, Woodrow Wilson School for Public Policy and International Affairs

- **Awards, Citation, Honors, Fellowships**

- a. **Honors, Citation Awards**

## b. Fellowships

**Senior Fellow:** Center for Medicine in the Public Interest (CMPI), New York, NY, USA.

## • Referred publications

- *Your Life Depends on It: What You Can Do to Make Better Choices About Your Health*, will be published by Basic Book, NY, an imprint of Hachette Book Group, in September 2021. This is a non-fiction book for academic and lay audiences, which will be written entirely by me.

## a. Chapters in collective volumes

1. \*Denecke, K., Gabarron, E., Grainger, R., Househ, M., Konstantinidis, S., Lau, A., Rivera, O., **Miron-Shatz, T.**, & Merolli, M. (2019). A Systematic Review of Artificial Intelligence for Participatory Health: Applications, Impact and Future Implications *IMIA Yearbook of Medical Informatics*.
2. \*Hansen, M. M., **Miron-Shatz, T.**, Lau, A. Y. S., & Paton, C. (2014). [Big Data in Science and Healthcare: A Review of Recent Literature and Perspectives](#). *IMIA Yearbook of Medical Informatics*, 9, 21-26.
3. \***Miron-Shatz, T.**, & Gati, S. (2014). [Knowing your numbers – a scorecard approach to improved medical and financial outcomes](#). In: K.H. Baker & V. Ricciardi (Eds.) *Investor Behavior - The Psychology of Financial Planning and Investing*. Wiley.
4. \***Miron-Shatz, T.**, Doniger, G., & Hanoch, Y. (2014). Adherence to governmental health warnings: The case of over-the-counter cough and cold medications. In: J. Eliashberg, S. Stermersch, & M. Ding (Eds). *Innovation and Marketing in Pharmaceutical Industry: Achieving Sustainable Success*. Series: International Series in Quantitative Marketing, Vol. 20. Springer.
5. \***Miron-Shatz, T.**, Hansen, M.M., Grajales III, F.J., Martin-Sanchez, F., & Bamidis, P.D. (2013). [Social Media for the Promotion of Holistic Self-Participatory Care: An Evidence Based Approach](#). Contribution of the IMIA Social Media Working Group. *IMIA Yearbook of Medical Informatics 2013*, 162-8.
6. **Miron-Shatz, T.**, Bowen, B., Diefenbach, M., Goldacre, B., Mühlhauser, I., Smith, R.S.W., Spiegelhalter, D., & Wegwarth, O. (2011). [From blind acceptance to active inquiry: Jumping the barriers to Health Literacy](#). In G. Gigerenzer & J. A. M. Gray (Eds.). *Better doctors, better patients, better decisions: Envisioning healthcare 2020. Strüngmann Forum Report (Vol. 6)*. Pp. 191-212. Cambridge: MIT Press.
7. Elwyn, G., Elwyn, B., & **Miron-Shatz, T.** (2009). [Measuring ‘decision quality’: irresolvable difficulties and an alternative proposal](#). In: A. Edwards & G. Elwyn (Eds.). *Evidence Based Patient Choice*, 2nd ed. Oxford: Oxford University Press.



## **b. Refereed articles and refereed letters in scientific journals**

Publications Summary Google Scholar	
Citations	1803
h-index	21
i10-index	41

- 1) \***Miron-Shatz, T.**, Holzer, H., Revel, A., Weissman, A., Tarashandagan, D., Hurwitz, A., Gal, M., Ben-Chetrit, A., Weintraub, A., Ravhon, A., and Tsafrir, A. (in press). ["Luckily, I don't believe in statistics": Survey of women's understanding of chance of success with futile fertility treatments.](#) (2020). *Reproductive Biomedicine Online* (**Impact factor:** 3.218).
- 2) \*Ganzach, Y., Yaor, E., **Miron-Shatz, T.**, and Bulmash, B. (2020). The retrospective independence of positive and negative affect. *Social Cognition* 38(5), 470-488. (**Impact factor:** 1.286).
- 3) \***Miron-Shatz, T.**, Ormianer, M., Rabinowitz, J., Hanoch, Y., & Tsafrir, A. (2020). [Physician experience is associated with greater underestimation of patient pain.](#) *Patient education and counseling*, 103(2), 405-409. (**Impact factor:** 2.232; **Times Cited**, Google Scholar: 0, ISI: 0).
- 4) \*Konheim-Kalkstein, Y., & **Miron-Shatz, T.** (2019). ["If only I had...": Regrets from women with an unplanned caesarean delivery.](#) *Journal of Health Psychology*, 1-12. (**Impact factor:** 2.503. **Times Cited**, Google Scholar: 1, ISI: 0).
- 5) \*Logan Schwarzman, **Talya Miron-Shatz**, Katherine Maki, Leon Hsueh, Eden Liu, Danit Tarashandagan, Felipe Mendez and Mladen I. Vidovich. (2019). [Shared Decision Making in Radial versus Femoral Catheterization.](#) *The American Journal of Cardiology*, 124(2). (**Impact factor:** 3.154; **Times Cited**, Google Scholar: 3, ISI: 1).
- 6) \*Konheim-Kalkstein, Y., & Miron-Shatz, T. (2019). [Preparedness and support, not personality, predict satisfaction in unplanned cesarean births.](#) *Journal of Obstetrics and Gynaecology*, 1-5. (**Times Cited**, Google Scholar: 2, ISI: 1).
- 7) \*Huilgol Y.S., **Miron-Shatz, T.**, Joshi, A.U., & Hollander, J.E. (2019). [Hospital Telehealth Adoption Increased in 2014 and 2015 and Was Influenced by Population, Hospital, and Policy Characteristics.](#) *Telemedicine and e-Health*. (**Impact factor:** 2.165; **Times Cited**, Google Scholar: 1, ISI: 1).
- 8) \*Kujala, S., **Miron-Shatz, T.**, & Jokinen, J.J. (2019). [The Cross-Sequential Approach: A Short-Term Method for Studying Long-Term User Experience.](#) *Journal of Usability Studies*, 14(2). (**Times Cited**, Google Scholar: 4, ISI: 2).
- 9) \*Konheim-Kalkstein, Y.L. **Miron-Shatz, T.** & Israel. L.J. (2018). [How Women Evaluate Birth Challenges: An Analysis of Online Birth Stories.](#) *JMIR Pediatrics and Parenting*. 1(2):e12206 DOI: 10.2196/12206 (**Times Cited**, Google Scholar: 4).
- 10) \*Rasche, P., Mertens, A., **Miron-Shatz, T.**, Berzon, C., Schlick, C. M., Jahn, M., & Becker, S. (2018). [Seamless recording of glucometer measurements among older experienced diabetic patients—A study of perception and usability.](#) *PloS one*, 13(5), e0197455. (**Impact factor:** 2.806; **Rank:** 15/64 in Multidisciplinary Sciences; **Times Cited:** 2)
- 11) \***Miron-Shatz, T.**, Becker, S., Zaromb, F., Mertens, A., & Tsafrir, A. (2017). ["A Phenomenal Person and Doctor": Thank You Letters to Medical Care Providers.](#) *Interactive Journal of Medical Research*, 6(2). (**Impact factor:** 2.03) (**Times Cited**, Google Scholar: 7, ISI: 2)

- 12) \***Miron-Shatz, T.**, Rapaport, S.R., Srebnik, N., Hanoch, Y., Rabinowitz, J. Doniger, G.M., Levi, L., Rolison, J.J., and Tsafrir, A. (2017). [Invasive Prenatal Diagnostic Testing Recommendations are Influenced by Maternal Age, Statistical Misconception and Perceived Liability](#). *Journal of Genetic Counseling*, 1-10. (Impact factor: 1.938; Rank: 107/167 in Genetics & Heredity; **Times Cited**, Google Scholar: 3, ISI: 0)
- 13) \*Karnieli-Miller, O., **Miron-Shatz, T.**, Siegal, G. Zisman-Ilani, Y. (2017). [On the verge of implementing shared decision making in Israel: An overview and future directions](#). *Zeitschrift für Evidenz, Fortbildung und Qualität im Gesundheitswesen* (available online 19 May 2017). (**Times Cited**, Google Scholar: 4, ISI: 1)
- 14) \*Kujala, S., Mugge, R., & **Miron-Shatz, T.** (2017). [The role of expectations in service evaluation: A longitudinal study of a proximity mobile payment service](#). *International Journal of Human-Computer Studies*, 98: 51-61. (**Impact factor**: 2.863; **Rank**: 5/22 in Computer Science, Cybernetics; **Times Cited**, Google Scholar: 43, ISI: 17)
- 15) \*Jones, D. L., Cook, R., Potter, J. E., **Miron-Shatz, T.**, Chakhtoura, N., Spence, A., & Byrne, M. M. (2016). [Fertility Desires among Women Living with HIV](#). *PloS one*, 11(9), e0160190. (**Impact factor**: 2.806; **Rank**: 15/64 in Multidisciplinary Sciences; **Times Cited**: Google Scholar: 25, ISI: 15)
- 16) \*Mertens, A., Brandl, C., **Miron-Shatz, T.**, Schlick, C., Neumann, T., Kribben, A., ... & Becker, S. (2016). [A mobile application improves therapy-adherence rates in elderly patients undergoing rehabilitation: A crossover design study comparing documentation via iPad with paper-based control](#). *Medicine*, 95(36). (**Impact factor**: 1.804; **Rank**: 57/155 in Medicine, General & Internal; **Times Cited**: Google Scholar: 49, ISI: 22)
- 17) \*Barnes, A. J., Hanoch, Y., **Miron-Shatz, T.**, & Ozanne, E. M. (2016). [Tailoring risk communication to improve comprehension: Do patient preferences help or hurt?](#) *Health Psychology*, 35(9), 1007. (**Impact factor**: 3.458; **Rank**: 15/77 in Psychology; **Times Cited**: Google Scholar: 11, ISI: 7)
- 18) \*Becker, S., Brandl, C., Meister, S., Nagel, E., **Miron-Shatz, T.**, Mitchell, A., ... & Mertens, A. (2015). [Demographic and health related data of users of a mobile application to support drug adherence is associated with usage duration and intensity](#). *PloS one*, 10(1), e0116980. (**Impact factor**: 3.057; **Rank**: 11/63 in Multidisciplinary Sciences; **Times Cited**: Google Scholar: 43, ISI: 18)
- 19) \*Grinshpun-Cohen, J., **Miron-Shatz, T.**, Berkenstet, M., & Pras, E. (2015). [The limited effect of information on Israeli pregnant women at advanced maternal age who decide to undergo amniocentesis](#). *Israel Journal of Health Policy Research*, 4(1), 1. (**Impact factor**: 1.362; **Rank**: 47/77 in Health Policy & Services; **Times Cited**: Google Scholar: 12, ISI: 7)
- 20) \*Grinshpun-Cohen, J., **Miron-Shatz, T.**, Rhee-Morris, L., Briscoe, B., Pras, E., & Towner, D. (2015). [A Priori Attitudes Predict Amniocentesis Uptake in Women of Advanced Maternal Age: A Pilot Study](#). *Journal of Health Communication*, 20(9), 1107-1113. (**Impact factor**: 2.013; **Rank**: 9/79 in Communication; **Times Cited**: Google Scholar: 9, ISI: 3)
- 21) \*Grinshpun-Cohen, J., **Miron-Shatz, T.**, Ries-Levavi, L., & Pras, E. (2015). [Factors that affect the decision to undergo amniocentesis in women with normal Down syndrome screening results: it is all about the age](#). *Health Expectations*, 18(6), 2306-2317. DOI:10.1111/hex.12200 (**Impact Factor**: 3.207; **Rank**: 15/88 in Health Care Sciences & Services; **Times Cited**: Google Scholar: 18, ISI: 8)

- 22) \*Hanoch, Y., **Miron-Shatz, T.**, Rolison, J. J., Omer, Z., & Ozanne, E. (2015). [Shared decision making in patients at risk of cancer: the role of domain and numeracy](#). *Health Expectations*, 18(6), 2799-2810. (**Impact factor:** 3.207; **Rank:** 15/88 in Health Care Sciences & Services; **Times Cited:** Google Scholar: 14, ISI: 8)
- 23) \***Miron-Shatz, T.**, Hanoch, Y., Katz, B. A., Doniger, G. M., & Ozanne, E. M. (2015). [Willingness to test for BRCA1/2 in high risk women: Influenced by risk perception and family experience, rather than by objective or subjective numeracy](#). *Judgment and Decision Making*, 10(4), 386. (**Impact factor:** 1.856; **Rank:** 40/129 in Psychology, Multidisciplinary; **Times Cited:** Google Scholar: 9, ISI: 5)
- 24) \*Howe, R., **Miron-Shatz, T.**, Hanoch, Y., Omer, Z. B., O'Donoghue, C., & Ozanne, E. M. (2015). [Personalized Medicine Through SNP Testing for Breast Cancer Risk: Clinical Implementation](#). *Journal of Genetic Counseling*, 24(5), 744-751. (**Impact factor:** 2.030; **Rank:** 110/166 in Genetics & Heredity; **Times Cited:** Google Scholar: 12, ISI: 9)
- 25) \*Konheim-Kalkstein, Y. L., Whyte, R., **Miron-Shatz, T.**, & Stellmack, M. A. (2015). [What are VBAC Women Seeking and Sharing? A Content Analysis of Online Discussion Boards](#). *Birth*, 42(3), 277-282. (**Impact factor:** 2.518; **Rank:** 5/116 in Nursing; **Times Cited:** Google Scholar: 17, ISI: 10)
- 26) \***Miron-Shatz, T.**, Bhargave, R., & Doniger, G. M. (2015). [Milestone Age Affects the Role of Health and Emotions in Life Satisfaction: A Preliminary Inquiry](#). *PloS One*, 10(8), e0133254. (**Impact factor:** 3.057; **Rank:** 11/63 in Multidisciplinary Sciences; **Times Cited:** Google Scholar: 8, ISI: 3)
- 27) \*Hanoch, Y., **Miron-Shatz, T.**, Rolison, J., & Ozanne, E. (2014) [Understanding of BRCA1/2 genetic tests results: the importance of objective and subjective numeracy](#). *Psycho Oncology*. 23(10), 1142-1148. (**Impact factor:** 3.095; **Rank:** 18/77 in Psychology; **Times Cited:** Google Scholar: 25, ISI: 16)
- 28) \***Miron-Shatz, T.**, Hanoch, Omer, Z., Doniger, G., & Ozanne, E. (2014). [Subjective, not objective numeracy and other subjective factors determine WTP for BRCA 1/2 testing](#). *Judgment and Decision Making*, 9(2): 152-158. (**Impact factor:** 1.604; **Rank:** 52/129 in Psychology, Multidisciplinary; **Times Cited:** Google Scholar: 27, ISI: 14)
- 29) \*Becker, S., **Miron-Shatz, T.**, Schumacher, N., Krocza, J., Diamantidis, C., & Albrecht, U. V. (2014). [mHealth 2.0: experiences, possibilities, and perspectives](#). *JMIR mHealth and uHealth*, 2(2), e24. (**Impact factor:** 4.636; **Rank:** 2/24 in Medical Informatics; **Times Cited:** Google Scholar: 248, ISI: 130)
- 30) \***Miron-Shatz, T.**, Shatz, I., Becker, S., Patel, J., Eyesenbach, G. (2014). [Promoting Business and Entrepreneurial Awareness in Health Care Professionals: Lessons from Venture Capital Panels at Medicine 2.0 Conferences](#). *Journal of Medical Internet research* 16 (8). (**Impact factor:** 5.175; **Rank:** 1/24 in Medical Informatics; **Times Cited:** Google Scholar: 27, ISI: 8)
- 31) **Miron-Shatz, T.**, Diener, E., Moore, T., & Saphire-Bernstein, S. (2013). [Charting the internal landscape: Affect associated with thoughts about major life domains explains life satisfaction](#). *Judgment and Decision Making*, 8(5): 603-616. (**Impact factor:** 1.738; **Rank:** 38/129 in Psychology, Multidisciplinary; **Times Cited:** Google Scholar: 5)
- 32) Srebnik, N., **Miron-Shatz, T.**, Rolison, J.J., Hanoch, Y., & Tsafir, A. (2013). [Physician recommendation for invasive prenatal testing: the case of the 'precious baby'](#). *Human Reproduction*

- 28.11: 3007-3011. (**Impact factor:** 5.020; **Rank:** 5/80 in Obstetrics & Gynecology; **Times Cited:** Google Scholar: 15, ISI: 11)
- 33) **Miron-Shatz, T.**, Golan, O., Brezis, M., Siegal, G., & Doniger, G.M. (2012). [Shared decision making in Israel: Status, barriers, and recommendations](#). *Israel Journal of Health Policy Research* 1, (1), 1-6. (**Impact factor:** 1.362; **Rank:** 47/77 in Health Policy & Services; **Times Cited:** Google Scholar: 11, ISI: 7)
- 34) Kwan, V., Votruba, A., **Miron-Shatz, T.**, Wojcik, S., & Olivola, C. (2012). [Effects of Symptom Presentation Order on Perceived Disease Risk](#). *Psychological Science*, 23(4), 381-385. (**Impact factor:** 5.667; **Rank:** 8/129 in Psychology, Multidisciplinary; **Times Cited:** Google Scholar: 16, ISI: 8)
- 35) Rolison, J., Hanoch, Y., & **Miron-Shatz, T.** (2012). [Smokers: At risk for prostate cancer but unlikely to screen](#). *Addictive Behaviors*, 37, 376-378. (**Impact factor:** 2.944; **Rank:** 5/18 in Substance Abuse; **Times Cited:** Google Scholar: 20, ISI: 11)
- 36) Howe, R., Omer, Z., Hanoch, Y., **Miron-Shatz, T.**, Thorsen, C., & Ozanne, E. M. (2012). [Single nucleotide polymorphism testing for breast cancer risk assessment: patient trust and willingness to pay](#). *Cancer Research*, 72(24 Supplement), 4-11. (**Impact factor:** 9.122; **Rank:** 15/217 in Oncology)
- 37) Hanoch, Y., Rolison, J., & **Miron-Shatz, T.** (2012). [What do men understand about lifetime risk following genetic testing? The effect of context and numeracy](#). *Health Psychology*, 31(4): 530-533. (**Impact factor:** 3.873; **Rank:** 12/75 in Psychology; **Times Cited:** Google Scholar: 18, ISI: 10)
- 38) Himmelstein, M., **Miron-Shatz, T.**, Hanoch, Y., & Gummerum, M. (2011). [Over-the-counter cough and cold medicines for children: A comparison of UK and US parents' parental usage, perception and trust in governmental health organization](#). *Health, Risk, and Society*, 13(5): 451-468. (**Impact factor:** 2.262; **Rank:** 7/40 in Social Sciences, Biomedical; **Times Cited:** Google Scholar: 15, ISI: 8)
- 39) **Miron-Shatz, T.**, Golan, O., Brezis, M., Siegal, G., & Doniger, G.M. (2011). [The status of shared decision-making and citizen participation in Israeli medicine](#). "Special Issue – Implementation of Shared Decision Making in Health Care". *German Journal for Evidence and Quality in Health Care (ZEFQ)*, 105, 271-276. (**Times Cited:** Google Scholar: 11, ISI: 5)
- 40) **Miron-Shatz, T.** & Ratzan, S. (2011). [The potential of an online and mobile health scorecard for preventing chronic disease](#). *Journal of Health Communication*, 16(2), 175-190. (**Impact factor:** 1.608; **Rank:** 11/72 in Communication; **Times Cited:** Google Scholar: 16, ISI: 7)
- 41) **Miron-Shatz, T.**, & Elwyn, G. [To serve and protect? Electronic health records pose challenges for privacy, autonomy and person-centered medicine](#). (2011). *International Journal of Person Centered Medicine*, 1(2), 405-409.
- 42) **Miron-Shatz, T.**, Barron, G., Hanoch, Y., Gummerman, M., & Doniger, G.M. (2010). [To give or not to give: Parental experience and adherence to the Food and Drug Administration warning about over-the-counter cough and cold medicine usage](#). *Judgment and Decision Making*, 5(6), 428-436. (**Impact factor:** 1.632; **Rank:** 35/120 in Psychology, Multidisciplinary; **Times Cited:** Google Scholar: 12, ISI: 5)
- 43) Elwyn, G., & **Miron-Shatz, T.** (2010). [Deliberation before determination: the definition and evaluation of good decision making](#). *Health Expectations*, 13(2), 139-147. (**Impact factor:** 2.315; **Rank:** 17/72 in Health Care Sciences & Services; **Times Cited:** Google Scholar: 198, ISI: 122)



- 44) Hanoch, Y., Gummerum, M., **Miron-Shatz, T.**, & Himmelstein, M. (2010). [Parents' decision following the Food and Drug Administration recommendation: the case of over-the-counter cough and cold medication.](#) *Child: care, health and development*, 36(6), 795-804. (**Impact factor:** 1.445; **Rank:** 73/121; **Times Cited:** Google Scholar: 27, ISI: 14)
- 45) Hanoch, Y., **Miron-Shatz, T.**, Cole, H., Himmelstein, M., & Federman, A. D. (2010). [Choice, numeracy and physicians-in-training performance: the case of Medicare Part D.](#) *Health Psychology*, 29(4), 454-459. (**Impact factor:** 3.982; **Rank:** 9/73 in Psychology; **Times Cited:** Google Scholar: 42, ISI: 21)
- 46) Bucchianeri, G. W., & Miron-Shatz, T. (2010). [Taking Stock of Housing Wealth: Reported Home Values.](#) *SSRN Electronic Journal*. doi:10.2139/ssrn.1877206 (**Times Cited:** 5)
- 47) Hanoch, Y., **Miron-Shatz, T.**, & Himmelstein, M. (2010). [Genetic Testing and Risk Interpretation: How Do Women Understand Lifetime Risk Results?](#) *Judgment and Decision Making* 5(2), 116-123. (**Impact factor:** 1.632; **Rank:** 35/120 in Psychology, Multidisciplinary; **Times Cited:** Google Scholar: 32, ISI: 19)
- 48) **Miron-Shatz, T.** (2009) [Evaluating multiepisode events: Boundary conditions for the peak-end rule.](#) *Emotion*, 9(2), 206-213. (**Impact factor:** 3.726; **Rank:** 10/74 in Psychology, Experimental; **Times Cited:** Google Scholar: 110, ISI: 43)
- 49) **Miron-Shatz, T.** (2009). ["Am I going to be happy and financially stable?" How American women feel when they think about financial security.](#) *Judgment and Decision Making*, 4(1), 102-112. (**Impact factor:** 1.468; **Rank:** 41/112 in Psychology, Multidisciplinary; **Times Cited:** Google Scholar: 23, ISI: 6)
- 50) **Miron-Shatz, T.**, Hanoch, Y., Graef, D., & Sagi, M. (2009). [Presentation Format Affects Comprehension and Risk Assessment: The Case of Prenatal Screening.](#) *Journal of Health Communication*, 14(5), 439-450. (**Impact factor:** 1.344; **Rank:** 9/55 in Communication; **Times Cited:** Google Scholar: 44, ISI: 22)
- 51) **Miron-Shatz, T.**, Stone, A. A., & Kahneman, D. (2009). [Memories of yesterday's emotions: Does the valence of experience affect the memory-experience gap?](#) *Emotion* 9(6), 885-891. (**Impact factor:** 3.726; **Rank:** 10/74 in Psychology, Experimental; **Times Cited:** Google Scholar: 168, ISI: 83)
- 52) **Miron-Shatz, T.** & Ben-Shakhar, G. (2008). [Disregarding preliminary information when assessing job candidates' performance: Mission impossible?](#) *Journal of Applied Social Psychology*, 38(5), 1271-1294. (**Impact factor:** 1.231; **Rank:** 44/62 in Psychology, Social; **Times Cited:** Google Scholar: 10, ISI: 5)

### **Refereed conference proceedings**

- 53) \*Schwarzman, L., **Miron-Shatz, T.**, Maki, K., Hsueh, L., Liu, E., Tarashandegan, D., ... & Vidovich, M. (2019). 100.74 Shared Decision-Making in Cardiac Catheterization: Race and Education Level as Predictors of Patient Knowledge of Risks and Benefits. *JACC( Journal of the American College of Cardiology): Cardiovascular Interventions*, 12(4 Supplement), S22-S23. Impact factor: 9.88.
- 54) \*Tsafrir, A., Holzer, H., Revel, A., Weissman, A., Hurwitz, A., Gal, M., ... & Miron-Shatz, T. (2017, July). " I don't believe in statistics": Why do women keep choosing ineffective fertility treatments?.

In *HUMAN REPRODUCTION* (Vol. 32, pp. 386-387). GREAT CLARENDON ST, OXFORD OX2 6DP, ENGLAND: OXFORD UNIV PRESS.

- 55) \*Kujala, S., **Miron-Shatz, T.**, (2015) [The evolving role of expectations in long-term user experience](#), in: Proceedings of the Academic Mindtrek Conference. Presented at the Academic Mindtrek, ACM Press, pp. 167–174. doi:10.1145/2818187.2818271
- 56) Kujala, S. and **Miron-Shatz, T.** (2013). [Emotions, experiences and usability in real-life mobile phone use](#). *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems*, (2013), 1061–1070. (**Times Cited**: 74)

c) Un-refereed publications:

1. \***Miron-Shatz, T.** [2 Great Secrets to Marketing during the Covid-19 Pandemic](#). AMA (American Marketing Association). April 2<sup>nd</sup>, 2020.
2. \***Miron-Shatz, T.** [Beyond the Pill: A novel Take on Digital Health can Increase its Effectiveness](#). *BMJ (British Medical Journal) Clinical Evidence*. October 7<sup>th</sup>, 2016.
3. Miron-Shatz, T., & Nahmani, R. (2002). Integrated afternoon program for normal and learning-disabled children, Kiryat Yovel – Evaluative research. Published by the National Insurance Institute of Israel, Division of Special Projects.
4. Miron-Shatz, T. (1997). Survey of director turnover at the Israel community centers 1980-1996. Published by the Israel Association of Community Centers.
5. Miron-Shatz, T. (1993). Evaluative report on ‘Happinoar’ - A nationwide summer camp. Published by the Israel Association of Community Centers.

## C. Reviews

### Journals

Ad-hoc reviewer

2020: Health Psychology; JAMA (Journal of the American Medical Association), Journal of Medical Internet Research

2019: Applied Psychology: Health and Well-Being; Health Affairs; Judgment and Decision Making

2018: Journal of Medical Internet Research; Psychiatric Rehabilitation Journal

2017: Frontiers in Psychology; Journal of Medical Internet Research; Organizational Behavior and Human Decision Processes; PLOS ONE.

2016: Frontiers in Psychology; Israel Journal of Health Policy Research; Journal of Communication in Healthcare: Strategies, Media, and Engagement in Global Health; Journal of Medical Systems; Personality and Social Psychology Bulletin.

2015: Israel Journal of Health Policy Research; Journal of Communication in Healthcare: Strategies, Media, and Engagement in Global Health; Journal of Medical Internet Research; Medical Decision Making; PLOS ONE.

2014: Canadian Psychology; Human Fertility; Journal of Health Communication: Strategies, Media, and Engagement in Global Health; Judgment and Decision Making; Medical Decision Making; Psychological Science.

2013: Health Informatics Journal, Medical Decision Making, Judgment and Decision Making, Psychological Science.

2012: International Society of Pharmacoeconomics and Outcomes Research (ISPOR), Judgment and Decision Making; Journal of Communication in Healthcare; Journal of Health Communication; Journal of Medical Internet Research.

2009 – 2011: Decision Support Systems; Health Psychology; Journal of Applied Social Psychology;

Journal of Behavioral Decision Making; Journal of Communication in Healthcare; Journal of Medical Internet Research; Journal of Medical Systems; Journal of Policy Analysis and Management; Judgment and Decision Making; Medical Decision Making; Social Psychological and Personality Science

### **Conference review:**

2016 Israeli Psychometric Association, Annual conference, 2016

2012 – 2014 Medicine 2.0: Scientific and business track, 2012, 2013, 2014

2011 International Society of Pharmacoeconomics and Outcomes Research (ISPOR): Annual conference, 2011.

2010 Society of Consumer Psychology: Annual conference, 2010.

Society of Medical Decision Making: Annual conference, 2010.

2009 – 2010 Society of Consumer Psychology: Doctoral dissertation Competition

### **Grant Review**

2020 Horizon 2020, EU: reviewer and panel member.

Israel Science Foundation – reviewer.

2018 Ministry of Science and Technology (Israel). Advancing of gender equality policy in Israel.

2017 The Netherlands Organisation for Health Research and Development (ZonMw) and the National Initiative Brain & Cognition (NIHC) - Research and innovation programme 'Memorabel'.

- 2014 The Netherlands Organisation for Health Research and Development (ZonMw) and the National Initiative Brain & Cognition (NIHC) - Research and innovation programme 'Memorabel'.  
Alzheimer's Association International Research Grant Program.
- 2012 – 2013 ISF – Israel Science Foundation – member of review committee.
- 2012 BUPA – Philippe Poole Corn Seed Fund
- 2011 Dutch Cancer Society

### **Master Thesis Proposal Review**

- 2016 Haifa University, Business School

### **Guideline Review**

- 2014 Clinical Outcome Assessments: Conceptual Foundation - Report of the ISPOR Clinician Reported Outcomes. Good Measurement Practices Task Force.
- 2012 International Society of Pharmacoeconomics and Outcomes Research (ISPOR), Patient Reported Outcomes Review Group, ePRO System's Validation Task Force's Draft Report : Recommendations to Clinical Trial Teams Selecting Computerized Systems to Capture Outcomes Data.

### **Tenure and Promotion Review**

Mount Saint Mary College.

Virginia Commonwealth University, School of Medicine, Department of Health Behavior and Policy – reviewer. 2016.

## • **Lectures and Presentations at Meetings and Invited Seminars**

### **a. Presentation of papers at conferences\meetings (oral or poster)**

1. “Luckily, I don’t believe in statistics”: Probability assessments in fertility treatments. Miron-Shatz, T., & Tsafir, A. (2020). Society for Judgment and Medical Decision Making, December, 2020. (Virtual).
2. Shared Decision Making in Cardiac Catheterization: Race and Education Level as Predictors of Patient Knowledge of Risks and Benefits. Schwartz, L., Miron-Shatz, T., & Vidovich, M.



- (2019), Cardiovascular Research Technologies (CRT) Interventional Cardiology Conference, March, 2019, Washington DC.
3. Patient knowledge of femoral vs. radial cardiac catheterization: risks and benefits: A study of shared decision making. Schwartz, L., Miron-Shatz, T. Hsueh, L., Liu, E., Tarashandagan, D., Mendez, F., & Vidovich, M. (2019), Moderated poster. at the American College of Cardiology's 68th Annual Scientific Session, March, 2019, New Orleans, LA.
  4. The old man and the app: Bridging the digital gap in app usage. Becker, S. Miron-Shatz, T. UCL 3rd Digital Health Conference, London, February 2017.
  5. Presentation mode affects patient recall and adoption of Alzheimer's disease genetic risk. Miron-Shatz, T., Itzhacov, G. Israeli Association of Medical Informatics Systems, Tel Aviv, June 2014.
  6. The negativity dominance in cars and hotel ratings: Behavioral Decision Research in Management (BDRM) Conference, University of California, San Diego, Rady School of Management, April 2008.
  7. Peaks and lows make a day: The importance of events of extreme emotionality in evaluation. The 10th Behavioral Decision Research in Management Conference (BDRM), Anderson School of Management, UCLA, May 2006.
  8. The dissociation between experts' performance of debiasing interventions and their final judgments. The 25th conference of the Society for Judgment and Decision Making (SJDM), Minneapolis, Minnesota, November 2004.
  9. The effect of preliminary information on experts' personnel selection decisions. The 9th Behavioral Decision Research in Management Conference (BDRM), Fuqua Business School, Duke University, April 2004.
  10. Confirmation bias in lay performance of personnel selection tasks. The Summer Institute on Bounded Rationality in Psychology and Economics, Max Planck Institute, Berlin, Germany, August 2002.

## **Invited talks and keynotes**

2020

Roundtable moderator: Research that Matters: Real World Applications of JDM Research. Society for Judgment and Decision Making (virtual). December 10th, 2020.

What You Must Know about Digital Health. NIH Innovation Corps. (online due to COVID-19). April 9<sup>th</sup>, 2020.

2019

Misconceptions on the effectiveness of fertility treatments. Behavioral economics to the rescue? The Jerusalem Ethics Forum. Jerusalem, Israel. October 31<sup>st</sup>, 2019 and November 1st, 2019.

Medical Decision Making. Seminar at the Internal Ward, Hadassah Mount Scopus Hospital. Jerusalem, July 2019.

Why Patients Adhere – or Not – to Psychiatric Medication. Conference of the Israeli Association for Child Psychiatry. Kramim, May 2019.

Shared Decision Making: Barriers and Opportunities. Steering Committee for Shared Decision Making, Ministry of Health. Tel Aviv, Israel. April 2019.

How People Really Make Medical Decisions: The Problem of the Patient. Winton Center for Risk and Evidence Communication, and Psychology Department, Cambridge University, January 2019. Link to talk video: <https://sms.cam.ac.uk/media/2924393>

2018

Patient Participation in Decision Making – Not as Lip Service. Annual Conference of the Israel Patient Rights' Association. Kfar Hamaccabia, December 2018.

On Wishes and Reality: Implications of IVF to NIPR. UNESCO Chair in Bioethics. Jerusalem, November, 2018.

On Health Consumers in the Digital World. Information and Innovation. Gitter-Smolarz Library of Life Sciences and Medicine, Tel Aviv University. November 2018.

What Patients Want, What Patients Need: Conclusions from a Decade of Research. Social Psychology Colloquium, Tel Aviv University, November 2018.

Breaking Barriers to Digital Health – with Psychology. Digital Health through the Internet and Social Media. Faculty of Business Administration, Ono Academic College, Israel, June 2018.

Understanding Medical Information in the Google Era. Association for Common Myeloma. Tel Aviv University. June, 2018.

Nudging for Health through Better Comprehension – There are Free Lunches Series by Nudge Portugal. Lisbon, January 2018.

2017

'Women, Decisions, and the Prices they Pay'. Women for Women is the Heart of the Matter – the Forum for the Advancement of Female Physicians. Tel Aviv, November 2017.

Trends, Opportunities and Limitations of Digital Health – [Digital Health World congress. London](#), November 2017.

'Secrets of Consumer Behavior – for Persuasion around Food'. Possible to be Healthy – conference organized by the Israeli Ministry of Health. Tel Aviv, November 2017.

Trends, Opportunities and Limitations of Digital Health – eHealth Venture Summit, MEDICA, Dusseldorf, Germany, November 2017.

Cognitive limitations, trust and behavioural economics as barriers to a national health record. Conference on National Health Record, Ono Academic College, September

“Fortunately, I don’t believe in statistics”: Why do older women persist with futile fertility treatments? Attitudes and motivations for change: The Challenge of Medical Decision Making. Faculty of Business Administration, Ono Academic College, July 2017.

Tailoring risk communication to women’s preferences. International Shared Decision Making conference, Lyon, France.

[Financial Times, Digital Health Summit Europe](#). Entrepreneur’s Challenge: Behavior change. London, June 2017.

Medical decision making: The problem of the consumer. Center for Economic Psychology and Decision Making, Ben Gurion University, June, 2017.

How do people understand genetic information? Department of Genetic counseling, Hadassah medical center and Faculty of Medicine, Jerusalem, Israel, June 2017.

The Psychological Drivers of Behavior Change. Digital Health Summit. Philadelphia, April 2017.

Driving Behavior Change. Habit Labs. New York, April 2017.

2016

Helping Patients Make Great Decisions. Lunch and Learn, BMJ (British Medical Journal). London, October, 2016.

Motivating Patient Behavior Change. Financial Times Digital Health Summit. New York. October, 2016.

The Psychology of Behavior Change. Panel moderator. Connected Health. Boston, October 2016.

The Psychology Behind Behavior Change. Health 2.0. London, August 2016.

Consumer Behavior in Health. Pharmacist Advanced training program. Lahav Management School. Tel Aviv University. June 2016.

2015

Driving Behavior Change in Digital Health. Keynote. eHealth Venture Summit, MEDICA. Dusseldorf, Germany. November 2015.

Non-adherence to medication: A new perspective. Erasmus University, Rotterdam, Netherlands. Marketing Department, School of Economics. November 2015.

Behavior Change in Digital Health: The Holy Grail. "What is Driving Patients Away from Adherence?" Hebrew University, Jerusalem. June 2015.

Big Data, Analytics & Machine Learning Israeli Innovation Conference. "Making Big Data Matter to the Small End-User". Bar-Ilan, May 2015.

Barriers to Physician Prescribing. Cardiologic Advisory Board, Pfizer. Herzelia, January 2015.

Day Reconstruction Method (DRM): Review and New Directions. Conference organized by the Center for Health and Wellbeing, Princeton University. "Thoughts: Another layer of human daily experience". Los Angeles, California, USA. January, 2015.

2014

Innovations in Cardiologic Interventions (ICI). Digital Health and Patients' Needs. Tel Aviv, December 2014.

Pharmacists' Training Course. "Barriers to Adherence." Ono Academic College. Or Yehuda Campus. December, 2014.

Axel Springer Plug and Play Accelerator. Getting consumers to act NOW. Berlin, November 2014.

Siftech Technology Accelerator, Financial startup boot-camp: Getting consumers to act. Jerusalem, November 2014.

Tel Aviv University, Business Administration Faculty, Seminar: Misunderstanding Probabilities; Misunderstanding how I Feel. Tel Aviv, Israel, November 2014.

Samsung Strategy and Innovation Center. "Engaging Consumers in Digital Health." Lunch and Learn. Palo Alto, California. October 2014.

Hadassah Medical Center – Genetic Counseling – Past, Present and Future – Conference in Honor of Dr. Michal Sagi. Who Put the "Counseling" in Genetic Counseling? The case of Amniocentesis. Jerusalem, September 2014.

IEEF – Israeli e-Commerce Executive Forum: How to get consumers to act NOW. Herzliyah, June 2014.

Siftech Technology Accelerator: Talk to companies. Prompting consumer action. Jerusalem, June 2014.

IBM Research - Innovation in Medical Informatics Seminar 2014. Prescriber Behavior and Physician Choice of Medication: What do We Know about the Underlying Processes? Haifa, June 2014.

Van-Leen Xenia Ventures' Mobile Health 2014 Event: Go to Market and Opportunities. Making Mobile Health Matter: Adoption depends on Consumer/Patient Comprehension and Motivation. Herzliyah, June 2014.

Neopharm Pharmaceuticals, 5<sup>th</sup> Cycle meeting: Why Patients do not Persist with Medication. Tel Aviv, June 2014.

Hadassah Medical Center, Psychiatric Department, Faculty Seminar: Hurdles to Patient Adherence and Comprehension. Jerusalem, May 2014.

The 11<sup>th</sup> Annual Cancer Prevention Conference: "You are not Alone": The General Practitioner's Role with Patients at High Risk of Malignant Diseases when His/Her Patients Make Difficult Decisions." Nes Ziona, May 2014.

The Annual Meeting of the Israeli Society of Otolaryngology Head and Neck Surgery. "The Four No-No's in Patient Comprehension and Motivation". Keynote address. Eilat, March 2014.

Organ Donation Advisory Committee, keynote speaker: "How to increase organ donation using decision science?" Harrisburg, Pennsylvania, March, 2014.

Meir Hospital, Faculty seminar: "You're Talking to Me?" Ensuring patient comprehension and motivation. Kfar Saba, Israel, February 2014.

## 2013

2013 IVF World Live Congress: In Vitro Clinics Growing in the Digital Age. Using decision science to increase adherence to IVF regimens. Berlin, October 2013.

Medicine 2.0. From idea to company – startup panel creator and moderator. London, October 2013.

ePatient Connections. Modifying patients' risk perception through symptom order. Philadelphia, September 2013.

Donate Life America (organ donation organizations): Using Decision Science to Increase Donation. Annual National Conference. Invited keynote. Indianapolis, IN, June 2013.

Ophthalmology Conference: Increasing patient comprehension and motivation to ensure adherence to medication. Tel Aviv, May 2013.

Nurses' Ethics Organization: Ensuring patient motivation and comprehension. Ramat Gan, April 2013.

## 2012

Innovations in Cardiovascular Interventions. Ensuring patient comprehension and motivation. Tel Aviv, December 2012.

Annual Conference of Israeli Ethics Committee. Ensuring patient comprehension and Motivation. Ramat Gan, November 2012.

Medicine 2.0. From idea to company – startup panel creator and moderator. Harvard, September 2012.

Minerva Workshop: Emotions and Decisions. Is it good, bad, or indifferent? Information overload in genetic testing. Technion, Haifa, June 2012.

CBI's 11th Annual Patient Adherence Forum. The path to Adherence – Comprehension, Engagement, Motivation. Philadelphia, April 2012.

CBI's 11th Annual Patient Adherence Forum. Panel moderator: Approach Behavior Change at the Employer Level. Philadelphia, April 2012.

Institute and Politechnique for Medical Psychology. Hamburg University. Miscomprehension, False Expectations, and Forgotten risk assessments – The Case of Medical Information. Hamburg, Germany, April 2012.

IVF Worldwide Live Congress: In Vitro Fertilization Clinics Embracing the Digital Age. You're talking to me?" Ensuring Patient Comprehension, Motivation, and Personalization. Berlin, Germany, April 2012.

IVF Worldwide Live Congress: In Vitro Fertilization Clinics Embracing the Digital Age. To do or not to do IVF? Structuring the Decision Process, Saving Precious Time. Berlin, Germany, April 2012.

Max Planck Institute for Human Development. Miscomprehension, False Expectations, and Forgotten risk assessments – The Case of Medical Information. Berlin, Germany, April 2012.

Department of Health Systems Management, Faculty of Health Sciences & Guilford Glazer Faculty of Business and Management. Patient (mis)comprehension: the case of probabilities. Ben-Gurion University of the Negev, Israel, March 2012.

Frost & Sullivan Adherence Summit. You're talking to me? Patient comprehension and motivation. Philadelphia, Macrh, 2012.

Mobile Healthcare Communications Conference: Roundtable on Engaging the Digital Health Consumer. New York City, January, 2012.

2011

The Annual Conference of the Israeli Association for Medical Informatics. Shared decision making and sharing knowledge with patients regarding usage of information from the health records. Tel Aviv, November 2011.

Second Specialty Commercial Excellence Summit. Pharmaceuticals- Payors- Physicians- PATIENTS: How should you engage patients in your marketing plan and communicate with them effectively? Philadelphia, November 2011.

Ethics Chamber, Hebrew Medical Association. Comprehension of medical information, and shared decision making. Ramat Gan, Israel. October, 2011.

ePatient Connections – The (missing) Human Element in Advanced Technology. Philadelphia, September, 2011.

Institute for Health Technology Transformation, Health Information Technique (HIT) Summit. Deriving value from ERH – panelist. New York City, September, 2011.

Medicine 2.0 conference - From Concept to Company – moderator and creator of panel. Stanford University, Palo Alto, September, 2011.

ILSI-Biomed – Global Opportunities with Mobile Health. Tel Aviv, May, 2011.

Maliman School of Public Health, Columbia University, New York. Risk information – how to convey, and to whom? April, 2011.

iPharma Connect. Panelist and moderator – how to increase patient engagement and motivation? Philadelphia, March, 2011.

Mobile Healthcare Communications conference. Roundtable on Thinking outside the Mobile: Patient Motivation. New York City, January 2011.

2010

Mobile Health Industry Summit Middle East. How to motivate patients' behavioral change? Dubai. December, 2010.

Departmental seminar: Department of Obstetrics and Gynecology. How professionals and laymen understand medical information. Shaare Zedek Medical Center, The Hebrew University of Jerusalem. October, 2010.

The Israel Contraception and Sexual Health Society Fall conference. Can we assume comprehension of medical information? Tel Aviv, October, 2010.

The Israel Contraception and Sexual Health Society Fall conference. Panel member: The pill 50 years after: Freedom or burden? Tel Aviv, October, 2010.

Medical decision making conference: policy, professional and individual. Mind like a sieve: how people recall genetic risk for Alzheimer's Disease. Ono Academic College, October 2010.

Mobile Healthcare Industry Summit. University challenge: Self motivating applications. London, September 2010.

Mobile Healthcare Industry Summit. Panelist: Will the new technology foster health and well-being? London, September 2010.

Center for the Study of Health Beliefs and Behavior: Misunderstanding medical information, standardizing risk information. Rutgers University, June 2010.

The ISEF Foundation: Doctor-patient relationships from the perspective of knowledge and risk. Hebrew University, May 2010.

Foundation for Informed Medical Decision Making. Presenting DelibeRate, a scale for assessing decision process quality. Boston, May 2010.

Annual Conference of the Society of Behavioral Medicine. Presidential Panel Symposium on "The Future of Genetic Understanding of Disease and the Role of Behavior in Health." Seattle, Washington, April 2010.

Israel Life Science Institute (ILSI). "How to approach medical consumers: Insights for research, development, and marketing experts." Herzelia, March, 2010.

- Conference on Psychology and Policy-Making. Princeton University, February 2010
- Princeton University, Undergraduate Certificate Program in Global Health and Health Policy, and the Woodrow Wilson School for Public Policy and International Affairs Graduate Certificate Program in Health and Health Policy, February 2010
- Kidshealth. Wilmington, Delaware, January 2010
- 2009 The Gertner Institute for Epidemiology and Health Policy Research. Israel, December 2009
- Faculty of Medical Professions, Ono Academic College, Israel, December 2009 “Nearly a decade for the Genetic Information Law” Conference, Ono Academic College. Israel, October 2009
- Baruch College, CUNY, School of Public Affairs. New York, September 2009
- First Annual Consumer Genetics Show. Boston 2009
- 2008 The University of Utah, David Eccles School of Business, Department of Marketing. July 2008
- Mount Sinai School of Medicine, Supervisor’ Genetic Counseling Seminars. New York, June 2008
- Sarah Lawrence College, Certificate Program in Genetic Counseling. New York, June 2008
- Decision Processes Seminar, Wharton School of Business. Philadelphia, February 2008
- Mount Sinai School of Medicine, Genetic Counseling Program. New York, January 2008
- 2007 Judgment and Decision Making Seminar, University College, London. November 2007
- National Society of Genetic Counselors Annual Conference. Kansas City, October 2007
- Sarah Lawrence College, Certificate Program in Genetic Counseling. New York, June 2007
- Center for Health and Wellbeing, Princeton University. March 2007
- Princeton University, Psychology Department, Cognitive Seminar. March 2007
- Sanford-Bernstein 4<sup>th</sup> Annual Quant Conference. New York, March 2007 InsiderScore, Analyst Seminar. February 2007
- 2006 Tel Aviv University, Department of Labor Studies. Israel, December 2006
- New York University, Department of Psychology, Trope lab. November 2006
- 2005 SAP, Developers Seminar. June 2005
- 2003 Hebrew University, Psychology Department, Cognitive Psychology Seminar. Jerusalem, May, 2003



Hebrew University, Psychology Department, Social Psychology Seminar. Jerusalem, March 2003

### **Invited participation in meetings**

1. Day Reconstruction Method (DRM): Review and New Directions. Conference organized by the Center for Health and Wellbeing, Princeton University. Los Angeles, California, USA. January, 2015.
2. Ernst Struengmann Forum. Better doctors, better patients, better decisions: Envisioning healthcare 2020, Frankfurt, October 2009.
3. First Summer Institute in Informed Patient Choice. Dartmouth University, Hanover, NH, 2007.
4. Summer Institute on Bounded Rationality in Psychology and Economy, Max Planck Institute, Berlin, Germany, 2002.

### **b. Seminar presentations at universities and institutions**

Medical Decision Making: The problem of the consumer. Ruppin College Psychology Seminar, November 2017.

### **• Research grants**

- 2018 Pfizer Europe. Independent medical educational grants to support innovative educational and quality improvement initiatives in AF and VTE (EQUATE). “Developing and Testing a Patient-Centered Approach for direct oral anticoagulants (DOAC) Information: Increasing Comprehension, Satisfaction, and Adherence”. PIs: Talya Miron-Shatz, Zaza Iakobishvili. \$50,000.
- 2018 State of Israel, Ministry of Science, Technology and Space. “Earthquake Preparedness Experiment for Developing Strategies to Motivate the Israeli Public’s Seismic Adjustment Behavior.” PIs: Anat Gesser, co-PIs: Maya Negev, Gustavo Mesch, Talya Miron-Shatz. \$55,550.
- 2014 National Institute of Research in Health: "Reducing uninformed Spending – the case of fertility treatments in women over 43." \$30,000. PI, with Dr. Avi Tsafirir, MD.
- 2014 Pfizer, Israel: "Anti-coagulants: Reasons for physician prescribing and switching." \$20,000. PI, with Prof. Shlomo Vinker, MD.

- 2013 Alzheimer's Association Emerging Scientist grant: "Amount and location of Alzheimer's risk expressions determine comprehension." Full proposal requested after letter of intent was approved.
- 2011 Drafftcb Institute of Decision Making grant. "“Word-of-Mouth” vs. “Number-of-Mouth” in the Communications of Preferences.’ With Sam Bond and Stephen He. \$5,000.
- 2010 Marie Curie, Reintegration grant, European Research Council. “Updating risk information following genetic counseling.” PI and sole researcher. € 100,000.
- 2007 Pilot Project Grant, The Center for Health and Wellbeing, Princeton University. Pilot research on “Understanding the Probabilities Associated with Breast and Prostate Cancer.” Funded by NIA grant no. 400-6223. \$20,000.
- Pilot Project Grant, The Center for Health and Wellbeing, Princeton University. Pilot research on “Disposition Effect: Narrow or Broad Bracketing.” \$8,750.
- Pilot Project Grant, The Center for Health and Wellbeing, Princeton University. Pilot research on “Recurrent Thoughts and Recent Financial Crises.” \$2,600.
- Pilot Project Grant, The Center for Health and Wellbeing, Princeton University. Pilot research on “Online Consumer Ratings.” \$1,250.
- 2006 Pilot Project Grant, The Center for Health and Wellbeing, Princeton University. Pilot research on “Decision Making in Genetic Counseling.” \$4,750.
- 2005 Post-doctoral Fellowship, American Association of University Women. \$29,000.
- 2004 Research on “The Confirmation Bias in Expert and Layperson Judgment.” \$20,000.
- The Jane Beattie Memorial Award of the Society for Judgment and Decision Making \$700.
- 2003 Center for Austrian Studies, Faculty of Humanities, Hebrew University. Awarded for “Comparing the Wellbeing of Austrians and Israelis during Times of Terror.” \$8,000.
- Short-term Research Grant, Minerva DAAD (Germany). \$700.
- The Sapir Foundation, Hebrew University. Awarded for research on “Examining Debiasing Methods for Experts and Laypersons”. \$5,000.
- 2002 Israel Foundation Trustees: Ford Foundation. With Gershon Ben-Shakhar. \$20,000.
- The Harvey L. Silbert Center for Israel Studies. Awarded for research on “Examining Debiasing Methods for Experts and Laypersons.” \$1,500.

- 2001 The Minerva Center for Human Rights, Faculty of Law, Hebrew University. Awarded for research on “Reducing Inequality in Society by Eliminating Bias in Personnel Selection”. \$1,500.
- 1986 Dean’s Scholarship, Hebrew University, Faculty of Humanities.

- **Present Academic Activities**

- a. **Research in progress**

- **Volunteering and Contribution to the Community**

- **Additional Information**

**Some of the media exposure around my research**

**English**

- [Decision-making expert urges gov't to communicate better with public/Jerusalem Post, September 17,2020](#)
- (TV) [A Decision Scientist on Coronavirus and Spring Break](#) (in *i24 News Daily Dose*)
- [Israel Needs Better corona Virus Communication/Jerusalem Post, May 3rd, 2020](#)
- [Trick Yourself into Creating a Fresh Start, forge \(with Katherine Milkman\), March 2020](#)
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