



Digestive Diseases Research Seminar
*Presented by Yale School of Medicine,
Department of Internal Medicine, and Section of Digestive Diseases*

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Behavioral economics and population-based colorectal cancer screening

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5:00 - 6:00 pm

<https://zoom.us/j/93644645267?pwd=Z0o5TkJ3U3hsZlp5WW5CeGpKRzUrUT09>

Host: Fred Gorelick, MD

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There is no corporate support for this activity. Accreditation: The Yale School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. **Target Audience:** YSM faculty, fellows, and staff, and local GI physicians. **Designation Statement:** The Yale School of Medicine designates this live activity for 1 AMA PRA Category 1 Credit(s)[™]. Physicians should only claim the credit commensurate with the extent of their participation in the activity. **Needs assessment:** Understand why colorectal cancer screening rates remain low, despite considerable efforts; Clinicians need to understand systematic biases in human behavior and how to overcome them to improve clinical outcomes; Health systems need to evaluate which approaches could be used to increase colorectal cancer screening rates across their patient population. **Objectives:** 1) Understand current patient, clinician, and system barriers to colorectal cancer screening; 2) Gain insight into how new insights from the field of behavioral economics can impact health care outcomes; 3) Identify strategies to boost population-based colorectal cancer screening. **Faculty Disclosures:** S Mehta - None; F Gorelick - Medtronic, Pfizer Pharmaceutical. It is the policy of Yale School of Medicine, Continuing Medical Education, to ensure balance, independence, objectivity and scientific rigor in all its educational programs. All faculty participating as speakers in these programs are required to disclose any relevant financial relationship(s) they (or spouse or partner) have with a commercial interest that benefits the individual in any financial amount that has occurred within the past 12 months; and the opportunity to affect the content of CME about the products or services of the commercial interests. The Center for Continuing Medical Education will ensure that any conflicts of interest are resolved before the educational activity occurs. **This course will fulfill the licensure requirement set forth by the State of Connecticut.**