



## Curriculum Vitae

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June 7<sup>th</sup>, 2024

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**Full Professor and Founding Director:** Center for Medical Decision Making,  
Faculty of Business Administration, Ono Academic College, Israel

**CEO:** CureMyWay consulting firm in the health space. Clients range from corporate (Samsung, NantHealth) to health advertisers (InTouch Solutions, Edelman PR, FCB), pharma (Pfizer, Johnson & Johnson, Takeda, Abbvie, BMS, BI, and many others), as well as numerous startup companies.

**Speaker:** Keynote speaker, executive training, and advisory board moderator. Pfizer, American Telemedicine Association, HFMA (Healthcare Financial Management Association), Medison, Teva, Amdocs.

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

### Higher Education

1986 – 1989	<i>B.A. Psychology, Hebrew University</i>
	<i>Magna Cum Laude</i>
1992 – 1996	<i>M.A. Social Psychology and Communications, Hebrew University</i> <i>Cum Laude</i> <ul style="list-style-type: none"><li>Thesis title: “Evidence of emotional involvement in response expressions in discourse by men and women, in three different levels of emotional affinity.” Advisors: Charles Greenbaum, Shoshana Blum-Kulka</li></ul>
1995 – 1996	Group Counseling – Bion and beyond. Zippori Center, Jerusalem. 400 academic hours.

- 2000 – 2005 *Ph.D. Social Psychology, Hebrew University*
- Dissertation title: “The confirmation bias in personnel selection - Scope and resistance to debiasing interventions – a comparison between experts and laypersons.”
- Advisor: Gershon Ben-Shahar. Committee members: Maya Bar Hillel, Ilana Ritov

### **Post doctoral training**

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

### • **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
- 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.
- 2002, Max Planck Institute, Berlin, Summer Institute on Bounded Rationality in Psychology and Economy
- 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

### • **Academic and research roles**

- 2022 – current Head of the MBA thesis program, Faculty of Business Administration, Ono Academic College, Israel

- 2021 – current Full Professor and Founding Director, Center for Medical Decision Making, Faculty of Business Administration, Ono Academic College, Israel
- 2018 - 2022 Visiting Researcher, Winton Centre for Risk & Evidence Communication, Centre for Mathematical Sciences, Cambridge University, England.
- 2013 – 2021 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.
- 1991 – 1992 Practicum in social psychology: Project evaluation unit, Elka.

- **Professional Activities**

(a) 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
Rodrigo Baumworcel. Co-Advisor: Dalia Marx, Hebrew Union College. .	“Rabbinical work and technological experiences during COVID: a qualitative analysis of interviews with rabbis from urban reform communities”	MA (co-advisor)	2021	Hebrew Union College.

(b) Offices in University Academic Administration

**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.

<b>Dates</b>	<b>Offices</b>
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 - current	Member – institutional Ethics committee

### (c) Conference Organizer

- 2023 Chair: Health Marketing: Old challenges, new solutions. With Dr. Michal Maimaran, Kellogg Business School, Northwestern University, and Alan Malter, University of Illinois, Chicago.
- 2022 Chair: How to Help People Help Themselves; Behavioral Economics and Health. With Dr. Deborah W. Jones and Dr. Stephen Weiss, University of Miami.
- Chair: Digital Health, Past, Present, Future, Ono Academic College, July 2022.
- 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.

(d) Ad-hoc reviewer

2021: Organizational Behavior and Human Decision Processes (OBHDP)

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

#### (e) 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

- **Educational Activities**

- (a) Courses taught

<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>Comprehensive Project in Marketing</i>	Ono Academic College, Israel
<i>Comprehensive Seminar in Marketing</i>	Ono Academic College, Israel
<i>Independent study</i>	Psychology Department, University of Pennsylvania, 2011
<i>Project Evaluation and Stakeholders' Approach</i>	The Israel Association of Community Centers, 2001-2002
<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 professionals
<i>Research Methods</i>	Ono Academic College, Israel
<i>MA Research Methods and Big Data</i>	Ono Academic College, Israel
<i>Research Proficiency (Teaching Assistant)</i>	Hebrew University, Israel, Department of Communications 1998
<i>Thesis and academic writing workshop</i>	Ono Academic College, Israel

- **Professional functions outside universities/institutions**

2021	Your Life Depends On It: What You Can Do to Make Better Choices about Your Health is published. Blurb from Nobel prize winner Daniel Kahneman:  Media coverage on Forbes Women, Salon and more. My own articles posted on the Wall Street Journal, Harvard Business Review, Newsweek, Money Market and more.
2019 – 2021	Signed a contract with Basic Books, NY, to publish my non-fiction book on medical decision making. Title: <i>Your Life Depends on This: What You Can Do to Make Better Choices about Your Health</i> . Expected publication date is September 2021.



- 2008 – present      *Writer, Psychology Today*
- 1992 – 2003      *Director, Department of Project Evaluation and Personnel Selection, Israel Association of Community Centers*
- Working at the headquarters of a national organization comprised of 180 centers, reporting to the CEO.
  - Responsibilities:
    - Supervised field and applied research on diverse populations and various projects for internal and external clients, including the Ministries of Education and Internal Affairs.
    - Recruited, trained, and headed a team of project evaluators.
    - Personnel selection: participated in assessment centers for community center directors and managed computerized personality testing.
- 1999 – 2001      *Columnist, Globes (Israel's financial daily)*
- Wrote a social-oriented weekly column on advertising and marketing

### 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.

### **Invited talks and keynotes**

2024

Hebrew University, Psychology Department. Keynote in honor of Prof. Gershon Ben-Shakhar, winner of the Israel Award. May 16<sup>th</sup>, 2024.

2023

University of Tokyo, November 24<sup>th</sup>, 2023

University of Tokyo, November 17<sup>th</sup>, 2023

HIMSS, Chicago, April 20<sup>th</sup>, 2023

Fordham University Business School, April 11<sup>th</sup>, 2023  
CV Talya Miron-Shatz, PhD.

Reichman University, MA in decision science, March 31<sup>st</sup>, 2023

Ruppin College, First Annual Decision Science conference, January 9<sup>th</sup>, 2023.

MEDS: Medical data scientists. Talk and panel, Tel Aviv, January 3<sup>rd</sup>, 2023.

2022

Psychiatry and Behavioral Sciences, University of Miami – November 2022.

Annual conference of Israeli Child and Adolescent Psychiatrists. Adherence – is it an issue and how to promote it? Galilion, November 4<sup>th</sup>, 2023.

ATA American Telemedicine Association Annual Conference – May 1, Deep Dive: Barriers to the Future of Digital Health. May 2<sup>nd</sup>: Digital Health: Now What? Boston

London School of Economics (LSE) March 2022.

Public Policy and Behavior Change Forum. Israel. March 9<sup>th</sup>, 2022

John Hopkins, grand rounds, general internal medicine, March 4<sup>th</sup>, 2022.

University of Illinois, Medicine grand rounds, Cardiology. March 3<sup>rd</sup>, 2022.

(upcoming) HIMMS Dialogue Hub: How Psychology can Advance Digital Health? March 17<sup>th</sup>, 2022

Humana book club: Behavior Change. January 20, 2022.

בית מדרש קהילת ציון: איך לקבל החלטות רפואיות ומדוע זה קשה. 12 לינואר, 2022

Innovator MD. Psychology to Promote Digital Health. January 3<sup>rd</sup>, 2022.

2021

בית הספר למנהל עסקים האוניברסיטה העברית, סמינר התנהגות ארגונית. 15 לדצמבר, 2021.

Book event: Weller Book Works, Salt Lake City. Utah. Host: Angie Fagerlin, University of Utah. December 8<sup>th</sup>, 2021.

UCLA BDM (behavioral decision making): How we became “healthcare consumers” and where this fails us: The case of fertility treatments. November 10, 2021.

Book launch: Waterstones, Cambridge, England. Host: Sir David Spiegelhalter. October 28, 2021.

CV Talya Miron-Shatz, PhD.

Columbia University: NECR (MS in negotiations and conflict resolution). Author Talk: Responsible decision Making. October 18, 2021.

JMIR lunch 'n learn: Speaker. Your Life Depends on It: What You Can Do to Make Better Choices about Your Health. October 2021.

IVF Worldwide. Navigating Patients' Hopes and Fertility Reality: Psychological Mechanisms to the Rescue. September, 2021.

JMIR lunch 'n learn: discussant, Bernhard Pohlmann-Eden, July 2021.

Jerusalem Ethics Forum: Abandonment masquerading as patient empowerment. Upcoming, November 2021.

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

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

### **Research Grants (those since previous promotion are marked with an asterisk)**

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 Tsafir, 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 Draftfcb 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.

## Publications

Publications Summary Google Scholar	
Citations	2771
h-index	25
i10-index	53

### (a) Book

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

### (b) Publications (those since previous promotion are marked with an asterisk)

- 1) Denecke, K., Romero, O. R., Merolli, M., Miron-Shatz, T., Gabarron, E., & Petersen, C. (2023). How Participatory Health Informatics Catalyzes One Digital Health Yearbook of Medical Informatics, 32(01), 048-054. 10.1055/s-0043-1768727 <https://www.thieme-connect.de/products/ejournals/pdf/10.1055/s-0043-1768727.pdf>
- 2) Denecke, K., Rivera Romero, O., Petersen, C., Benham-Hutchins, M., Cabrer, M., Davies, S., Grainger, R., Hussein, R., Lopez-Campos, G., Martin-Sanchez, F., McKillop, M., Merolli, M., Miron-Shatz, T., Trigo, J.T., Wright, G., Wynn, R., Hullin, C., Cossio, L., & Gabarron, E. (2023). Methods of Information in Medicine. IF 1.70
- 3) Armon, S., Miron-Shatz, T., Mor, P., Tomer, A., Levy-Lahad, E., Michaelson-Cohen, R., & Srebnik, N. (2023). BRCA carriers after risk-reducing bilateral salpingo-oophorectomy: menopausal hormone therapy knowledge gaps, and the impact of physicians' recommendations. *Climacteric*, 26(2), 154-160.
- 4) Miron-Shatz, T., & Yaniv, H. (2022). Digital consent: engaging patients with plain language and better communication. *bmj*, 379.
- 5) Rivera-Romero, O., Gabarron, E., Miron-Shatz, T., Petersen, C., & Denecke, K. (2022). Social Media, Digital Health Literacy, and Digital Ethics in the Light of Health Equity. *Yearbook of Medical Informatics*.
- 6) Tsafrir, A., Holzer, H., **Miron-Shatz, T.**, Eldar-Geva, T., Gal, M., Ben-ami, I., Dekel, N., Weintruab, A., Goldberg, D., Schonberger, O., Srebnik, N., & Hyman, J. (2021). 'Why have women not returned to use their frozen oocytes?': A 5-year follow-up of women after planned oocyte cryopreservation. *Reproductive BioMedicine Online*, 43(6), 1137–1145. <https://doi.org/10.1016/j.rbmo.2021.08.026> Impact factor: 3.218).
- 7) Mülling, N., Budde, S. B., Kribben, A., & **Miron-Shatz, T.** (2022). Barriers to online consultation in Nephrological Care: An online-survey among nephrologists. *Clinical Nephrology*, 97(2), 129–130. <https://doi.org/10.5414/cn110517> Impact factor: 0.99.
- 8) Gabarron, E., Rivera-Romero, O., **Miron-Shatz, T.**, Grainger, R., & Denecke, K. (2021). Role of participatory health informatics in detecting and managing pandemics: Literature review. *Yearbook of Medical Informatics*, 30(01), 200–209. <https://doi.org/10.1055/s-0041-1726486>

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- 4) \*Gesser-Edelsburg, A., Zemach, M., Cohen, R., **Miron-Shatz, T.**, Negev, M., & Mesch, G. (2021). [The influence of new information that contradicts common knowledge about earthquake preparedness in Israel: A mixed methods experiment study](#). PlosOne, April 14, 2021. (**Impact factor:** 2.74).
- 5) \***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. (2021). ["Luckily, I don't believe in statistics": Survey of women's understanding of chance of success with futile fertility treatments](#). (2020). *Reproductive Biomedicine Online* 42(2). (**Impact factor:** 3.218).
- 6) \*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).
- 7)\***Miron-Shatz, T.**, Ormianer, M., Rabinowitz, J., Hanoach, 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).
- 8) \*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).
- 9) \*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). 10) \*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).
- 11) \*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).
- 12) \*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).
- 13) \*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).
- 14) \*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)

15) \*Miron-Shatz, T., Becker, S., Zaromb, F., Mertens, A., & Tsafir, 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)

16) \*Miron-Shatz, T., Rapaport, S.R., Srebnik, N., Hanoch, Y., Rabinowitz, J. Doniger, G.M., Levi, L., Rolison, J.J., and Tsafir, 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)

17) \*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)

18) \*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)

19) \*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)

20) \*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)

1) \*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)

2) \*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)

- 3) \*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)
- 4) \*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)
- 5) \*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)
- 6) \*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)
- 7) \***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)
- 8) \*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)
- 9) \*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)
- 10) \***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)
- 11) \*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)



- 12) \*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)
- 13) \*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)
- 14) \*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)

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UNTIL LAST PROMOTION

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- 15) 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)
- 16) Srebnik, N., Miron-Shatz, T., Rolison, J.J., Hanoch, Y., & Tsafirir, 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)
- 17) 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)
- 18) 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)
- 19) 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)
- 20) 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)

- 21) 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)
- 22) 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)
- 23) **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)
- 24) **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)
- 25) **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.
- 26) **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)
- 27) 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)
- 28) 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)
- 29) 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)
- 30) 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)

- 31) 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)
- 32) **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)
- 33) **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)
- 34) **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)
- 35) **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)
- 36) **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)

**(c) Book Chapters (those since previous promotion are marked with an asterisk)**

- 37) \*Gabarron, E., Rivera-Romero, O., Miron-Shatz, T., Grainger, R., & rstin Denecke. **Role of Participatory Health Informatics in Detecting and Managing Pandemics: Literature Review.** Contribution of the IMIA Participatory Health and Social Media Working Group. *Yearbook of medical informatics*, 30(1) <http://dx.doi.org/10.1055/s-0041-1726486>
- 38) \*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*. (**Times Cited:** 10)
- 39) \*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. (**Times Cited:** Google Scholar: 109 ISI:105)
- 40) \***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.

- 41) \***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. **(Times Cited: 2)**
- 42) \***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. **(Times Cited: 15)**
- 43) **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. **(Times Cited: 5)**
- 44) 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. **(Times Cited: 15)**

**(d) Refereed conference proceedings (those since previous promotion are marked with an asterisk)**

- 45) \*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.
- 46) \*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.
- 47) \*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 **(Times Cited: 16)**
- 48) 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)**

(e) Forecasting collaborations (those since previous promotion are marked with an asterisk)

- 49) \*Tierney, W., Hardy, J. H., III., Ebersole, C., Viganola, D., Clemente, E., Gordon, M., Hoogeveen, S., Haaf, J., Dreber, A.A., Johannesson, M., Pfeiffer, T., Chapman, H., Gantman, A., Vanaman, M., DeMarree, K., Igou, E., Wylie, J., Storbeck J., Andreychik, M.R., McPhetres, J., Vaughn, L.A., Culture and Work Forecasting Collaboration, & Uhlmann, E. L. (in press). A creative destruction approach to replication: Implicit work and sex morality across cultures. *Journal of Experimental Social Psychology*. [Member of forecasting collaboration]. (**Impact factor:** 3.291).
- 50) \*Tierney, W., Hardy, J. H., III., Ebersole, C., Leavitt, K., Viganola, D., Clemente, E., Gordon, M., Dreber, A.A., Johannesson, M., Pfeiffer, T., Hiring Decisions Forecasting Collaboration, & Uhlmann, E.L. (in press). Creative destruction in science. *Organizational Behavior and Human Decision Processes*. (Member of Forecasting Collaboration). (**Impact factor:** 2.805).

(f) Un-refereed professional articles and publications (those since previous promotion are marked with an asterisk)

- 51) \*Miron-Shatz, T. [2 Great Secrets to Marketing during the Covid-19 Pandemic](#). AMA (American Marketing Association). April 2<sup>nd</sup>, 2020.
- 52) \*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.

(f) Published scientific reports and technical papers

- 1) **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.
- 2) **Miron-Shatz, T.** (1997). Survey of director turnover at the Israel community centers 1980-1996. Published by the Israel Association of Community Centers.
- 3) **Miron-Shatz, T.** (1993). Evaluative report on ‘Happinoar’ - A nationwide summer camp. Published by the Israel Association of Community Centers.

(g) Conference poster presentations (those since previous promotion are marked with an asterisk)

\*“Luckily, I don’t believe in statistics”: Probability assessments in fertility treatments. Miron-Shatz, T., & Tsafirir, A. (2020). Society for Judgment and Medical Decision Making, December, 2020. (Virtual).

\*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.

\*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.

\*The old man and the app: Bridging the digital gap in app usage. Becker, S. Miron-Shatz, T. UCL 3<sup>rd</sup> Digital Health Conference, London, February 2017.

\*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.

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.

Peaks and lows make a day: The importance of events of extreme emotionality in evaluation. The 10<sup>th</sup> Behavioral Decision Research in Management Conference (BDRM), Anderson School of Management, UCLA, May 2006.

The dissociation between experts’ performance of debiasing interventions and their final judgments. The 25<sup>th</sup> conference of the Society for Judgment and Decision Making (SJDM), Minneapolis, Minnesota, November 2004.

The effect of preliminary information on experts’ personnel selection decisions. The 9<sup>th</sup> Behavioral Decision Research in Management Conference (BDRM), Fuqua Business School, Duke University, April 2004.

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.

(h) Invited participation in meetings

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.

Ernst Struengmann Forum. Better doctors, better patients, better decisions: Envisioning healthcare 2020, Frankfurt, October 2009.

First Summer Institute in Informed Patient Choice. Dartmouth University, Hanover, NH, 2007.

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

(i) Conference Review **(those since previous promotion are marked with an asterisk)**

\*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

(j) Grant Review **(those since previous promotion are marked with an asterisk)**

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* **(those since previous promotion are marked with an asterisk)**

2016 \* Haifa University, Business School

*Guideline Review* **(those since previous promotion are marked with an asterisk)**

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* **(those since previous promotion are marked with an asterisk)**

\*Mount Saint Mary College. 2018.

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

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

English

[NY Times on vaccines: the public now act as amateur statisticians. And they are not statisticians.](#)

[VeryWell Health: Study: People Are More Likely to Take Their Medication if It's Free](#)

[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](#)

[Patients Retain Little From Cath Lab Informed-Consent Conversations /tctMD](#)

<https://www.tctmd.com/news/patients-retain-little-cath-lab-informed-consent-conversations>

BRCA-test myths / The Insider

<https://www.thisinsider.com/brca-test-myths-2018-11>

DIDN'T ASK FOR A RAISE THIS YEAR? MAKE 2019 YOUR YEAR / MARKETWATCH

<https://www.marketwatch.com/story/why-so-many-people-were-afraid-to-ask-for-raises-this-year-2018-12-19>

On weaning yourself off using credit cards / NewsDay

<https://www.newsday.com/business/credit-card-dependence-1.25524977>

Health effects of being of a milestone age / Medium

<https://medium.com/s/reasonable-doubt/the-mysterious-impact-of-being-an-age-that-ends-in-9-dcb7e8ec3602>

[Milestone birthdays trigger thoughts of health/ Science Magazine](#)

<https://www.sciencemag.org/news/2015/08/milestone-ages-may-trigger-new-perspectives-life>

The Two Levels of Happiness / The Epoch Times

[https://www.theepochtimes.com/the-two-levels-of-happiness\\_2792726.html](https://www.theepochtimes.com/the-two-levels-of-happiness_2792726.html)

[In Hebrew –](#)

[בדרך לסגר השני: דרושות פחות גזרות ויותר הסברים, גלובס ספטמבר 2020](#)

[\(TV\) “בהלת הקורונה: המדינה תכפה עלינו בידוד? כל התשובות עם פרופ טליה מירון-שץ” \(ynet Live\)](#)

[• “ראיון באולפן שישי עם ירון דקל” \(כאן 11\)](#)

<https://www.globes.co.il/news/home.aspx?fid=11418>

במקום להתמודד עם אתגרי הקורונה, הפוליטיקאים מסתתרים מאחורי פתרונות קסם שלא יעבדו. גלובס דעה: הממשלה לא רואה את האנשים שהכושר שלהם יורד, שהסיכון שלהם לסרטן ומחלות לב עולה. את התמותה העודפת, שהם יסבלו ממנה בהיעדר פעילות גופנית, מישוהו אחר יספוג, בקדנציה אחרת. דצמבר 2020.

דה-מרקר: קבלת החלטות רפואיות על בסיס נתונים: יש דבר כזה, אבל לא בישראל. יוני 2020

גלובס דעה: להרוג אותם כשהם קטנים: אין מוקדם מדי בבריאות הציבור. מרץ 2020

<https://www.globes.co.il/news/article.aspx?did=1001323545>

רוצים שלא נצא מהבית? זה מה שמנהיגים צריכים לעשות. מדוע אי אפשר לסמוך על בני אדם שייכנסו לבידוד מרצון ויצייתו להוראות, ומה מלמדות התגובות של מדינות שונות למשבר על המגבלות האנושיות • פרופ' טליה מירון-שיץ וד"ר גיא הוכמן מסבירים באילו כלים של כלכלה התנהגותית כדאי למנהיגים להשתמש כדי להשטיח את עקומת הנדבקים בקורונה. מרץ 2020

<https://www.yediot.co.il/articles/0,7340,L-5514345,00.html>

זמנים בריאים: עצה מאחת שמבינה – ריאיינו אותי לגבי הבנת מידע רפואי.

מחקר: חולים עוברים צינתור בלי להכיר את סכנותיו / מעריב - לגבי מחקר שלי שהתפרסם

<https://www.maariv.co.il/news/israel/Article-698482>

אשליית הביצים הקפואות/ הארץ

<https://www.haaretz.co.il/opinions/1.1731085>

בישראל הולכים רחוק כדי להבטיח שייולדו ילדים ללא פגם, אולי רחוק מדי/ שני ליטמן, מוסף הארץ

<https://www.haaretz.co.il/magazine/.premium-MAGAZINE-1.7331827>

רק 2% מהאפליקציות מחוברות למערכת שבקצה שלה יש רופא / גלובס

<https://www.globes.co.il/news/article.aspx?did=1001248921>

אדם בורח מבשורה (כלכלית) / גלובס

<https://www.globes.co.il/news/article.aspx?did=1000818299>