

## **Peter Ubel**

I am a physician and behavioral scientist. My research and writing explores the quirks in human nature that influence our lives — the mixture of rational and irrational forces that affect our health, our happiness and the way our society functions. (What fun would it be to tackle just the easy problems?) My goal is to show you, in an entertaining way, why the key to living better, healthier lives, and improving the societies we live in, is to understand human nature.

I'm also a Professor of Marketing and Public Policy at Duke University. My research explores controversial issues about the role of values and preferences in health care decision making, from decisions at the bedside to policy decisions. I use the tools of decision psychology and behavioral economics to explore topics like informed consent, shared decision making and health care rationing.

In my spare time, I enjoy classical piano, sports, chili peppers, and wrestling with my 2 young boys. I have recently gotten into chess, though I have little natural talent.

Oh yeah: and basketball is my favorite sport to coach. But I could never do it for a living: as my wife Paula will confirm, it gets me too worked up—strategizing, planning the next practice, figuring out how to maximize my players' potential . . . !!