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&
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Sequencing the mind of the hospital patient for happier patients and lowered hospital costs

Our objective during the past two years has been to identify how to best to communicate to hospital patients in order to ensure their attention regarding critical information, reduce their anxiety and reduce hospital costs by increasing compliance. To this we have completed a series of mind genomics studies, each dealing with a phase of the hospital experience (e.g., emergency room, surgeon consult, etc.) In each study, former patients evaluated combinations of messages relevant to the experience, rating the combinations of the importance and then on increased vs decreased anxiety at the moment of reading the test vignette. Our results demonstrate the possibility of identifying key messages which are judged important and which reduce anxiety. The use of vignettes (combinations of messages) by mind genomics as test stimuli makes it impossible to game the system, by being 'politically correct.' One cannot 'guess the right answer'. The most important result is the discovery of new-to-the-world mind-sets within each hospital phase and the possibility of identifying the mindset to which new patients belong (i.e., sequencing the hospital-relevant mind of the new patient). The potential of these results and the sequencing range from happier patients to increased compliance and thus, for the medical industry, significantly reduced costs and fewer litigations.

Biography

Howard R Moskowitz has completed his Ph.D in Experimental Psychology in 1969. He is the Founding Partner and Chief Scientific Officer of Mind Genomics Advisors. He has published extensively in many fields, using the science of Mind Genomics, which he invented more than 30 years ago. After a distinguished dual career in science and business, he changed course, creating an institute to help younger professionals as well as students and business, benefit from the application of mind genomics to practical problems in society, including commerce, health, education and social issues. Along with hundreds of scientific papers, he has written/edited 27 published books with an additional 15 books finished but not yet published.

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